

# SDU Workshop on Sustainable Markets

## Program

### Thursday, November 3<sup>rd</sup>

09:30 – 10:00	<b>Welcome And Brief Introduction</b> <b>Kristin Munksgaard</b> (SDU Business School, University of Southern Denmark)  “SDU's Approach to Sustainability” <b>Flemming Bridal Rasmussen</b> (SDG HUB, University of Southern Denmark)
10:00 – 10:30	<b>Practitioner Keynote</b> “Decarbonizing the Healthcare Sector” <b>Frederik van Deurs</b> (Green Innovation Group A/S)
10:30 – 12:00	<b>Research Session I</b> “(Mis-)Aligning Net Zero Emission Reduction Targets for Investment Portfolios” <b>Alastair Fraser</b> (University of Sydney)  “Why Organizational Size and Media Visibility have Independent Effects on Sustainability Disclosure – Evicence from S&P500 Organizations” <b>Nadja Damtoft</b> (University of Southern Denmark)  “Mandatory Disclosure of Standardized Metrics: The Case of the EU Taxonomy Regulation” <b>Andreas Ostermaier</b> (University of Southern Denmark)
12:00 – 12:45	<b>Lunch</b>
12:45 – 14:15	<b>Research Session II</b> “Shaping Sustainable Markets: Reducing Use of Antibiotics in Meat Production” <b>Kristin Munksgaard</b> (University of Southern Denmark)  “Business Model Innovation for Impact – Exploring the Role of Ecosystems” <b>Thierry Rayna</b> (Ecole Polytechnique)  “An Analysis of Price Breaks in the EU Emissions Trading System (ETS)” <b>Aisling Finucane</b> (University College Cork)
14:15 – 14:45	<b>Coffee Break</b>
14:45 – 16:00	<b>Research Session III</b> “Advancing Sustainability Through Business Network Transformation” <b>Per Carlborg</b> (Örebro University)  “The Sustainability Path in 'Made In' SMEs: Can Strategic Nets Be a Solution?” <b>Martina Lucarno</b> (Università Cattolica del Sacro Cuore di Milano)
16:00 – 16:30	<b>Coffee Break</b>
16:30 – 18:00	<b>Research Session IV</b> “Green IP: Towards Sustainable Intellectual Property Management” <b>Ludmila Striukova</b> (SKEMA Business School)  “The Social Imaginary of Modern Consumer Disposal – A Consumer Culture Theory Study of Disposal Practices Among Consumers in Denmark” <b>Cristiano Smaniotto</b> (University of Southern Denmark)  “If Future Products Are Circular – Where Do We Then Find the Markets for Them?” <b>Mette Præst Knudsen, Lykke Margot Ricard</b> (both University of Southern Denmark)
18:00	<b>Closing Remarks And Get-together</b>

Each research presentation will be 20 minutes, followed by a 10 minutes audience discussion.

Participation requires online registration for the workshop.