

# Impressions from Doing Good and Doing Well 2015

by Laura Purnell

At the IESE's student-led conference *Doing Good and Doing Well* 2015 in Barcelona this year's topic was "What is Responsible Business?". Being the first MSc in Management and Corporate Sustainability to ever be run in Cranfield this was a perfect fit to our study programme and so we decided to all go as a small Cranfield delegation and represent Cranfield at this year's DGDW. It was well organised, an interesting programme and an even more interesting mix of students attending. Most of them were IESE's own MBA students but I was happy to meet a student delegation from my previous university Copenhagen Business School, too.



The IESE campus with a fantastic view over Barcelona.

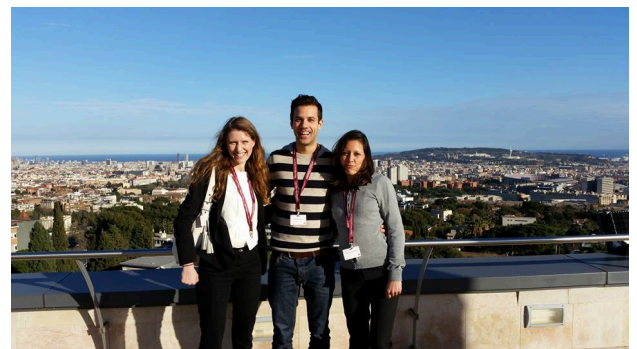
The conference included a range of high-level speakers providing interesting new insights and impressions. Personal highlights included discussing the application of circular economy with the Patagonia's director of Environmental Strategy, Jill Dumain as well as debating about 'how to make a difference' with the editorial director of [Guardian Sustainable Business](#), Jo Cofino. Jo's contributions on the Guardian have long inspired me and I felt particularly honoured discussing sustainability matters face-to-face with him. He was invited to a very stimulating and thought-provoking panel session about "What is responsible business – Q&As from a

journalist's perspective" alongside Christopher F. Schuetze from the New York Times. Both highlighted the key role media plays in bringing

an awareness change about. For sustainability related matters in particular the purpose of media is to bring meaningful ideas from the edge to the centre and move the conversation forward. Afterward the panel session I took the opportunity to talk to him and explore the idea of how to know when you make a change a bit further. Meeting many students that consider sustainability as boring and a greenwashing marketing scheme I struggled lately with the question if making a difference is even worthwhile. His words encouraged me a lot.

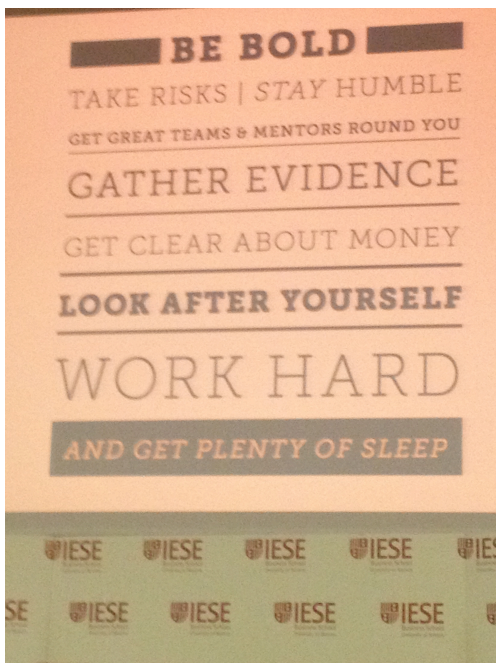
But this is not all. There was more to the conference:

The opening address was delivered by Angel Pes Guixa, the Corporate Social Responsibility and Reputation Director at La Caixa, Catalonia's leading bank. He drew on the question of 'what makes a business responsible?' exploring a 'what', 'how' and 'who' dimension. To him responsible business fundamentally boils down



Meeting new friends from Copenhagen Business School.

to practising freedom and autonomy. Coming from the banking industry he mainly elaborated on aspects and ethics of Corporate Governance and left me a bit confused wondering if Corporate Governance shouldn't include more dimensions of Responsible Business. He was followed by Alfred Escala from IBM speaking about "Smart cities, smart business". Although the talk was very technical in detail I really enjoyed it. In light of the global challenge of rising urbanization and additional pressure from the management of increasingly scarce resources Mr. Escala sketched a sustainable future and IBM's vision of smart cities. He sees a new IT paradigm coming emphasising that data will become more central and essential than ever in the management of cities. Then Diego Martinez spoke about BMW's engagement and initiatives about "sustainable mobility". Leading the [BMW I](#) brand in Spain he introduced us to BMW's new brand they wish to meet future demands by providing 100 % electric vehicles. He spoke about the technology behind it and how BMW recognises the need for more sustainable mobility concepts such as its car-sharing programme "[DriveNow](#)".



Liam Black's messages to aspiring entrepreneurs and general career advice.

Next came Olivier Kayser, former partner at McKinsey, former VP of Ashoka and founder of [Hystra](#), a global consulting firm for social change. He gave an inspiring and entertaining speech about how market opportunities at the Bottom of the pyramid create shared value. Being a brilliant speaker we all agreed that it was fascinating to listen to his stories. I also particularly liked how Olivier sketched out the shift in society's expectations towards businesses. Quoting him he said that businesses are no longer expected to follow a "not doing anything wrong" commitment but "doing good when you can". I also liked the advice he gave to us about setting up a business with a social purpose: listen, explore, collaborate and grow!

We then had the chance to break into various panel sessions and workshops. Here we explored the notion of responsible business from all kinds of angles, sometimes even from a real-time problem.

Unilever for example challenged us to contribute to business solutions to address social problems. The idea was to drive entrepreneurship amongst young people in Spain. In light of recent high unemployment rates in Spain Unilever felt a particular responsibility and set the goal to create 10 000 new jobs. We were given a specific business model and were asked to come up with solutions to overcome the faced challenges. Working in teams this also gave us a great opportunity to network and meet new people.

The conference was closed with a final keynote speech by Liam Black, a UK based social entrepreneur that initiated the [Fifteen Apprentice Programme](#) for unemployed young people along side Jamie Oliver. Liam spoke about social entrepreneurship telling us about his journey, about putting ideas into place and

the relationship between product and purpose. The photo above shows the only slide he used during his presentation: his key message to us as aspiring responsible business managers. He made it clear it is no easy road and it requires a lot of faith in your idea but it is very rewarding to see one's business in this sector grow and what difference this business may make to the lives of many underprivileged people.

I am extremely grateful to the Doughty Centre for enabling me to attend DGDW. The conference brought me together with interesting, like-minded people, I have found it most stimulating to engage with the topic for a range of two full days consolidating my interest in this field. I have gained many new insights, inspirations and returned with much food for thought. Most importantly attending the conference encouraged me to rethink traditional business boundaries and inspired me to consider new paths for my career.



Group picture of the Cranfield delegation after two inspiring days full of sustainability food for thought.