



## Announcement and Call for Papers

# Bridging the Gap: Sustainable Environment

**Part 1- Innovation and Diffusion of Environmentally Sound Technologies**

**Part 2- Globalization, Development and Environmental Management**

## The First UN Global Compact Academic Conference

**Organized by:**

**THE WHARTON SCHOOL-SABANCI UNIVERSITY**

**With the Support of UNEP**

The Global Compact(GC) initiative was first proposed by United Nations Secretary-General Kofi Annan in his address to The World Economic Forum on January 31, 1999 and became operational in New York on July 26<sup>th</sup>, 2000. The mission of GC is to bring companies together with UN agencies, labor and civil society to support GC's nine principles (See Appendix), which encompass human rights, labor and environment to promote sustainable and inclusive global markets. The GC pursues two complementary goals. The first involves efforts for businesses to internalize the GC principles and integrate them into their strategy and operations. The second is to facilitate cooperation and collective problem solving between different stakeholders.

This first GC Learning Forum academic conference is organized to facilitate accomplishments of both goals and mainly focuses on the environmental principles of the GC (Businesses should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies).

To be able to present and discuss different factors impacting on the environmental issues in an effective manner the conference will be conducted in two parts, the first at Sabancı University in Turkey and the second at the Wharton School of the University of Pennsylvania in the United States. The Sabancı University conference will address environmentally sound technologies and supporting systems. This part may also include a short field trip to an industrial site in nearby Istanbul to demonstrate business accomplishments as well as needs. The second conference, which will take place at Wharton School in Philadelphia, will build on the same theme and address the essential role of the private sector, in consort with the public sector and NGOs, to enable global implementation of environmentally sound technologies and sustainable environmental strategies.

The papers and discussants comments presented at the conference will be published in hard and electronic formats, and a selected set will be published by the Global Compact and the United Nations Environment Programme (UNEP), the agency responsible for the environment principles of the Global Compact. (see <http://www.unglobalcompact.org> and <http://www.unep.org>.) In addition, a dedicated post-conference web-site for resource sharing, continued discussion and networking will be established.

# **PART 1**

## **Innovation and Diffusion of Environmentally Sound Technologies**

**Istanbul, Turkey**  
**May 31 - June 1, 2004**



### ***Conference Focus***

The conference will provide an interdisciplinary perspective on current and emerging issues and challenges related to the theme of “facilitating innovation and transfer of environmentally sound technologies (ESTs)”. This theme embraces the objectives of UN Sustainable Development, which were recently re-affirmed at the World Summit on Sustainable Development. The above theme addresses issues related to the economy, environment, and civil society and considers subjects ranging from entrepreneurial development, creation and transfer of ESTs, financial and risk management to private and public policy formation. The conference will further the goals of the UN Global Compact (GC), in particular, ensuring environmental sustainability by bringing together both theoretical (hypothetical) and empirical (case) studies on ESTs conducted in academic, research organizations and other relevant institutions at the global, regional, national and local levels.

### ***Who Should Participate***

- Academics and researchers interested in innovation, transfer and implementation of ESTs.
- Corporate decision makers and strategists who are interested in incorporating environmental sustainability into their corporate strategies and operations.
- Managers, scientists and engineers who are interest in ESTs and services
- R&D Managers
- Project and Operations Managers developing and using environmentally sound technologies
- Engineers in areas of design, production, manufacturing, and quality
- Managers involved in the areas of finance, marketing, economics, risk management and public policy
- Educators involved in technology, engineering, management, industrial administration, management of productivity and quality, business administration, financing, risk and economics
- Representatives from international institutions

- Policy makers at local, national and international level who are involved developing programs and policies to promote sustainable environment

## *Part 1 - Tracks*

### **Track 1-1: Environmentally Sound Technologies**

**(Renewable energy technologies, pollution prevention technologies, sustainable production and consumption technologies, abatement technologies)**

Technical papers regarding the definition, criteria and methodologies for the creation, identification, selection, performance assessment, adoption, use, and transfer of environmentally sound technologies (ESTs) will be discussed in this track. Besides technical papers, country specific studies (from Turkey and elsewhere) that address problems in ESTs across sectors and studies that assess the technology gaps, barriers and success stories in a specific sector also fall into this track.

### **Track 1-2: Organizations Influential in Innovation and Transfer of ESTs**

**(Government organizations, private sector organizations such as finance, trade or industrial associations, and non-governmental organizations (NGOs) such as Greenpeace)**

Different types of organizations ranging from government and private sector to non-governmental organizations play a role in advocating universally accepted business ethics and principles as indicated in the nine principles of the GC. The papers in this track will cover such topics as:

- Country specific best practices/ cases describing organizations playing an active part in the field of dissemination of GC principle 9 that is “encourage the development and diffusion of environmentally friendly technologies”.
- The roles and achievements of governmental organizations in setting the goals and developing the consistent policies and policy instruments, both in developed and developing countries.
- The experiences of organizations with respect to the innovation and transfer of ESTs.

### **Track 1-3: Infrastructure models**

**(Models including formation and the functioning of technoparks, incubators, innovation relay centers, technology development centers at universities)**

Institutions such as technoparks and incubators form the base for encouraging innovation and technology development in general. The papers in this track can identify specific models developed in different countries regarding the formation and the functioning of these infrastructure institutions that supply the base for the creation and diffusion of ESTs.

### **Track 1-4: Educational models**

**(Entrepreneurship institutes, executive education models, universities, educational policies and practices and knowledge base and decision support tools for promoting ESTs)**

The dissemination of GC Principle 9 in the society could increase if education curriculum and practices at all levels begin to cover GC principles. The decision making process of managers and engineers regarding the selection of technologies directly affects the adoption and thus implementation of ESTs. Managers can be supported by comprehensive and accessible knowledge bases and by practical decision support tools. Thus, papers related to relevant

education and training programs and specific initiatives, as well as papers dedicated to the issues of curriculum policies, design and delivery, fall into this track.

### **Track 1-5: Financial models**

**(Policies, risk management, financial initiatives and policy instruments such as subsidies, incentives and loans)**

Many countries have considerable experience in using financial instruments to promote technology innovation, transfer and uptake. In this track the specific financial instruments and decision support tools for facilitating the applications of ESTs will be discussed. Country assessments as well as inter-country comparisons will provide useful contributions for discussion.

### **Track 1-6: Collaboration**

**(Supply chain collaborations and local, regional, and international networks of organizations)**

Successful technology innovation, transfer and uptake necessitates alliances among different organizations, ranging from universities to firms. The existence or lack of such networks might be a determining factor in the success of innovation as well as transfer processes of ESTs. The supply chain linkages among small and medium sized establishments are of special concern. Since these firms do not normally have resources for technology investments, collaboration amongst them through either vertical or horizontal production exchanges might increase the likelihood of the successful uptake of ESTs by these firms. In addition to collaborations among small firms, networking among large and small firms can help facilitate the development and adoption of ESTs. The formation of these networks, their composition, and their problems are appropriate topics for this track.

### ***Location***

The first day of the conference will take place at Sabanci University campus and the second day will be in a hotel in downtown Istanbul.

## PART 2

# Globalization, Development and Environmental Management

Philadelphia, U.S.A.  
September 17-18, 2004



### *Conference Focus*

Continuing the theme of achieving sustainability through technological and organizational innovation begun at the Sabanci Conference, this follow-up conference will address the business, financial, technological, legal and political issues that will need to be resolved to inform the basic theme of these conferences: achieving sustainable environment with globalization and economic development. While the Sabanci Conference has more emphasis on engineering and technical aspects underlying sustainable technologies, the Wharton Conference will address the necessary institutional fabric to encourage private and public sector organizations to develop and implement these technologies. The common theme of both conferences remains new ways to promote sustainable production and consumption patterns to alleviate poverty and increase the quality of life for all people. This theme will be elaborated in the Wharton Conference to recognize the tremendous power of the private sector and business activity in harnessing resources to create sustainable goods and services that are valued locally and globally. However, the private sector cannot do this alone, as there are significant public sector synergies affecting the productivity of private capital. These include the legal infrastructure, economic and regulatory incentives provided by the public sector as well as transportation and other public services. Thus, in addressing the potential of the private sector to improve incomes and quality of life of the poor while preserving natural environment and biodiversity, the public sector also plays a central role, and this Conference will be expected to emphasize public-private partnerships in reducing poverty and achieving sustainability. Studies can address issues at the local, national, regional and/or global level, without any geographical limitation.

### *Who Should Participate*

- Academics and researchers
- Representatives from international institutions who are interested in sustainable production and consumption to establish global equilibrium and eradicate poverty

- Managers involved in the areas of finance, marketing, risk management, economics and public policy
- Corporate decision makers and strategists who are interested in sustainable production and consumption of goods as part of their corporate strategy and operations.
- Educators involved in management, industrial administration, management of productivity and quality, business administration, financing, risk and economics
- Policy makers at local, national and international level who are involved developing programs and policies to promote sustainable environment

## *Part 2 - Tracks*

### **Track 2-1: Perspectives on globalization, poverty and environment**

**(Business case for investing in actual or potential zones of conflict, stakeholder analysis, impact assessment)**

Globalization has been argued to be a primary driver of poverty reduction, but there are also many voices to the contrary. It is important that this conference promote a discussion of both sides of this issue, with an eye on a constructive resolution that will delineate the promise and limitations of global institutions in assisting the world's poor while promoting sustainable environmental and social practices. This theme should also encompass the different roles and responsibilities of governments, businesses, international financial institutions, NGOs and individuals in setting goals and corresponding performance metrics for abolition of environmental degradation and eradication of poverty.

### **Track 2-2: Financial and Business Models**

**(Innovative financial and business models to promote entrepreneurial initiatives and /or to integrate the poor into environmentally sustainable practices)**

Micro-finance, social entrepreneurship, public-private partnerships and many other innovations have begun to flourish among the poor to allow improvements in their lives and well-being. These innovations must be tuned to existing cultural and economic conditions, and must provide a robust means of engaging the poor in environmentally sustainable industrial practices, attracting venture capital and generally connecting the poor to the industrial economic system from which they have been traditionally separated. Papers can address and compare the experiences in implementing these innovations around the world, noting refinements and limitations of these in particular sectors (agriculture, small-scale manufacturing, etc.) and social/cultural settings.

### **Track 2-4: Technology Models**

**(Closing the digital gap, impact of information technology in disseminating knowledge and enabling sustainable practices)**

The growth of information and communications technologies, including the Internet, and the transfer and uptake of technologies have literally exploded in the past few years. For example, communication and computer technology are available to an increasing percentage of the global population. But there still exists a digital divide isolating the poor. The task of connecting the poor is not a simple one, and it is clearly not just a technological or financial challenge. But it is

arguably one of the most important means of making globalization work for the poor. Papers addressing both the digital divide and the means of reducing it (both from the perspective of the industrialized world as well as from the developing world) will be encouraged. Papers exploring the role of the academic network in this effort are also welcome.

**Track 2-4: Corporate Environmental Management Models**  
**(Environmental management systems and integration of supply-chain, corporate reporting, risk assessment, extended producer responsibility, product service systems)**

Companies contribute to a sustainable business environment in the countries where they operate. Corporate risk assessments and management must include impacts of its operation on well-being of communities, including local environment, such as wild life and biodiversity. This requires new decision framework for business management. Papers can address risk management strategies and decision processes to avoid future problems, to involve community and to build business the case for investing in actual or potential zones of conflict. Papers can also address the interaction of economic and regulatory incentives, originating in the public sector, to induce innovation in private sector environmental management systems.

**Track 2-5: Educational Models and Practices**  
**(Institutes to foster sustainable business knowledge among the poor, curriculum design for business schools to integrate environmental sustainability and eradicating poverty into corporate strategies)**

Education is acknowledged universally as the key to improving the welfare and well-being of the poor. But education is itself an expensive process that requires a strong commitment at all levels, nationally and internationally. Innovative educational systems, practices and tools to foster entry of the poor into the business world are still in their infancy. Part of the problem is the lack of understanding of the educational needs for improving developing economies. Papers in this critical area are strongly encouraged. These papers can address both transforming traditional educational systems as well as new concepts, practices and tools, including innovative delivery systems such as e-learning, that may have the power to provide a more effective educational infrastructure to reach the poor, promote development and make the best possible use of globalization.

**Track 2-6: Policy Models and Public-Private Partnerships**  
**(Incentives to implement green technologies in developing countries, policies to facilitate market access to pro-poor firms)**

Among the most important elements of public-private partnerships are programs to provide economic incentives to industry for providing work for the poor, policies to integrate the poor into the work force, policy innovations to facilitate market access of pro-poor firms, and supporting educational and social infrastructure to communicate and support these programs and policies. Facilitating collaborations between business, government, civil society, labor, and other key stakeholders are an important part of these public-private partnerships. Papers addressing these issues for both industrialized and developing countries are encouraged. Currently, major international organizations, including the United Nations and the World Bank, are concerned with these issues, and comparative studies based on existing as well as newly proposed initiatives would be especially welcome.



***Location***

The conference will take place at the Wharton School in Philadelphia.

### ***Application procedure and Deadlines***

	<b>PART 1</b>	<b>PART 2</b>
Submission of Extended Abstract (500 Words or Less)	November 15, 2003	February 15, 2004
Notification of Acceptance of Paper for Conference	December 20, 2003	March 20, 2004
Submission of Full Paper for the Conference	April 15, 2004	August 1, 2004
Conference at Sabanci University	May 31-June 1, 2004	September 17-18, 2004
Publication of Selected Papers in Draft Form (to be distributes at the UN meeting, June 2004):	June 15, 2004	
Submission of Revised Papers for Proceedings	July 1, 2004	October 15, 2004
Proceedings Publication	September 1, 2004	December 31, 2004

#### ***Send Abstracts to***

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#### **Abstract Preparation**

Title  
Author's Name Here  
Author's Address Here  
Track number

The length of the abstract will not exceed 500 words. The abstract should give information on the objective(s), methodology and main findings.

The author(s) should provide at maximum six keywords describing the paper.

## APPENDIX

The Nine Principles of Global Compact:

### **Human Rights**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence; and

Principle 2: make sure that they are not complicit in human rights abuses.

### **Labor Standards**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labor;

Principle 5: the effective abolition of child labor; and

Principle 6: eliminate discrimination in respect of employment and occupation.

### **Environment**

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.