



Brunel
University
London

College of Business,
Arts and Social Sciences
Centre for Entrepreneurship and
Sustainability

2nd CES CONFERENCE

London 2024

UNLOCKING SOCIAL IMPACT

The Centre for Entrepreneurship and Sustainability (CES, College of Business, Arts and Social Sciences) at Brunel University London proudly presents the 2nd CES Conference themed 'Unlocking Social Impact'. You are warmly invited to attend this public event, where you will gain insights from our distinguished speakers, laboratory leaders, and researchers. This conference forms part of the Brunel Research Festival, a month-long celebration showcasing the diverse local and global impacts of our research. Discover the full programme at brunel.ac.uk/BRF.

Thursday 23 May | 10:00am – 16:30pm

Brunel University London | Eastern Gateway 003

Registration | <https://forms.office.com/e/ePiAt10YHv>

We will issue Participation Certificate on request.





PROGRAMME

10:00 ARRIVAL

Eastern Gateway Building 003

10:15 WELCOME & INTRODUCTION

The Centre for Entrepreneurship and Sustainability

Professor Catherine Wang Brunel University London

Marios Samdanis Brunel University London

10:30 KEYNOTE SPEECH

The Materiality of Social Impact

Professor Alex Nicholls University of Oxford

11:30 ROUNDTABLE DISCUSSION

Navigating Social Impact Research: Insights from CES Lab Leaders

Dr Jessica Chelekis Critical and Responsible Consumption Lab

Dr Carolin Decker-Lange & Dr Ashkan Pak Seresht Blue Economy Lab

Dr Monomita Nandy Global Business Governance and Entrepreneurial Management Lab

Dr Gareth Dale Sustainability Politics Lab

Professor Catherine Wang Entrepreneurship and Social Impact Lab

Dr Nan Jiang Sustainable Family Business Lab

Moderator: Dr Marios Samdanis Brunel University London

12:45 RESEARCH PRESENTATION

Doing Good, Growing Strong: Catalysing Economic and Social Impact in Jordan through Sustainable Social Enterprises The British Academy ODA Challenge-Oriented Research Grants 2024

Dr Farah Al Taji Brunel University London

13:15 LUNCH BREAK

14:00 KEYNOTE SPEECH

The Challenge Of Embedding SDGs in Higher Education Curricula

Dr Nicos Souleles Cyprus University of Technology, Art + Design: eLearning Lab

15:00 WORKSHOP

Envisioning Educational Futures: Leveraging Appreciative Inquiry to Activate Social Impact in Education

Moderator: Dr Kiran Kandade Brunel University London





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Professor
Alex Nicholls
Saïd Business School
University of Oxford

KEYNOTE SPEECH

THE MATERIALITY OF IMPACT RISK

Establishing the materiality of data is a central function of financial accounting. Material data are that which is necessary for an investor to make an informed decision on the financial performance expressed in organizational accounts. Ensuring that all material data are included in public accounts is one important function of the reporting and audit process. A related function of financial accounting is to estimate the riskiness of an investment with respect to the likelihood that an expected future return will be achieved. This is usually expressed as 'r' and determines both the expected return and the discount rate on future cashflows. However, in impact measurement and management, both materiality and risk are currently poorly conceptualized. In this case, material data is that which is necessary to make an informed decision on the outcomes performance expressed in impact reports. The question of material for whom is more complicated than in finance since the impact investor may not be the most significant stakeholder to make judgments on impact performance. Similarly, impact risk is an estimate of the likelihood of an expected outcome being achieved, but this also needs to be framed by materiality judgments of risky for whom? This talk examines some dimensions of impact materiality and risk with examples.

Thursday 23 May | 10:30 – 11:30

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Unlocking Social Impact



Dr Nicos Souleles

Cyprus University of Technology

KEYNOTE SPEECH

THE CHALLENGE OF EMBEDDING SDGs IN HIGHER EDUCATION CURRICULA

The Sustainable Development Goals (SDGs) are connected to higher education (HE) in multiple ways: education, research, employment for implementing the SDGs, capacity building, mobilising learners, research, technological innovations, and contributions to civic, societal, and community-level initiatives. Despite these multifaceted connections, integrating the SDGs into higher education institutions (HEIs) functions has proven to be a challenging task that only a limited number of universities have successfully addressed. Consequently, academics who promote sustainability face difficulties at both the macro level (organizational culture) and the micro level (teaching and learning). With the 2030 deadline set by the United Nations for learners to acquire the necessary skills to advocate for the SDGs fast approaching, dedicated academics are turning to activism and advocacy. This presentation explores these challenges through a personal narrative and critical analysis.

Thursday 23 May | 14:00 – 15:00

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CAMPUS MAP AND ACCESSIBILITY



Key	G3 Advanced Metal Casting Centre	E5 Lancaster Suite	Residential	Isambard Complex	Main Reception
Main Reception	D3 Antonin Artaud	D4 Lecture Centre	Bishop Complex	17 North Hall	Academic Buildings
Medical Centre	C4 Marie Jahoda	E4 Arts Centre	1 Bishop Hall (Reception)	18 Meadow Hall	Residential Buildings
Security	D4 Bannerman Centre	F3 Medical Centre	2 Kilmorey Hall	19 Michael Bevis Hall	Recreational Buildings
Café	D5 Bragg	C4 Meeting House	3 Lacy Hall	20 Concourse Hall (Reception)	CBASS TPO
Reserved Parking	F3 Brunel Science Park	D4 Michael Sterling	4 St. Margarets Hall	21 Stephen Bragg Hall	CEDPS TPO
Pay and Display Machine	B4 Chadwick	D4 Quad North	5 Faraday Complex	22 West Hall	Brunel University London
Union of Brunel Students	D4 Conference Office	E4 Sports Centre	6 Clifton Hall	23 Maurice Kogan Hall	Kingston Lane
Library	F3 Counselling Service	F5 St Johns	7 Chepstow Hall	24 David Neave Hall	Uxbridge
Coffee Shop	D4 Design and Print Service	B4 The Student Store/ Amenity Building	8 Saltash Hall	25 Central Hall	Tel 01895 274000
Cash Machine	F4 Eastern Gateway	D3 Tower A	Lancaster Complex	26 East Hall	Sat Nav users: Please enter the road address (Kingston Lane) and the postcode (UB8 3PN).
Accommodation Centre	F3 Gardiner	D4 Tower B	9 Gordon Hall	27 Runnymede Hall	
Step-free Route	B4 Gaskell	D3 Tower C	10 Stockwell Hall	28 George Shipp Hall	
Student Centre	D4 Hamilton Centre	D3 Tower D	11 Southwark Hall	29 Trevor Slater Hall	
Santander Bike Station	D5 Heinz Wolff	C4 Tower C and D	12 Maria Grey Hall	30 Shoreditch Hall	
	D3 Howell	D3 Wilfred Brown	13 Borough Road Hall	31 Syd Urry Hall	
	F4 Indoor Athletics Centre	D5 Joseph Lowe	14 Mill Hall	32 South Hall	
	D2 Joseph Lowe		15 Fleming Hall	33 Brian Winstanley Hall	
			16 Galbraith Hall		



Eastern Gateway Building

ESGW 003 (Eastern Gateway Ground Floor)

Enter the Eastern Gateway Building (Main Reception). ESGW 003 is situated on the ground floor, in close proximity to the Starbucks café.

Parking

If you require parking, please ask at the Main Reception on the day, or contact the event organiser at marios.samdanis@brunel.ac.uk in advance.

