

#### **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 <u>brunel.ac.uk/BRF</u>.

Thursday 23 May I 10:00am – 16:30pm Brunel University London I Eastern Gateway 003 Registration I <u>https://forms.office.com/e/ePiAt10YHv</u>

We will issue Participation Certificate on request.





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### 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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**Unlocking Social Impact** 

### 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 I 10:30 - 11:30

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### **KEYNOTE SPEECH**

**Dr Nicos Souleles** Cyprus University of Technology

### 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 I 14:00 – 15:00

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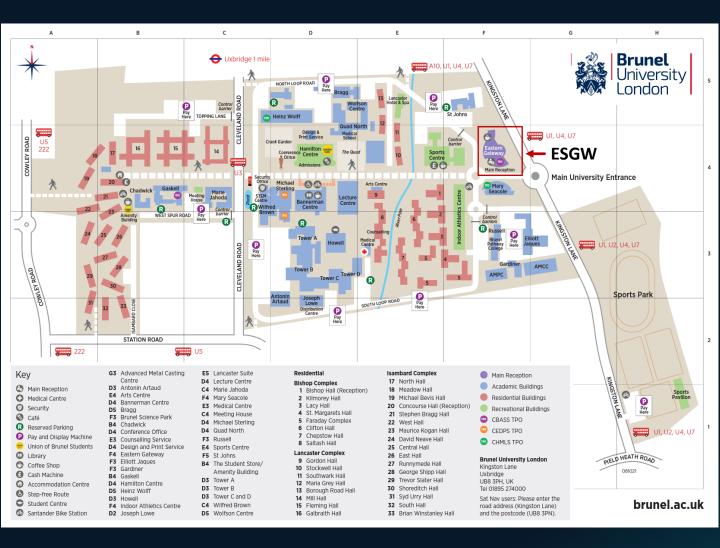




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### **CAMPUS MAP AND ACCESSIBILITY**





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 <u>marios.samdanis@brunel.ac.uk</u> in advance.

