

# The Ashridge Sustainable Innovation Award

In association with the  
European Academy of Business in Society  
supported by HP and WWF



Creating value from the shift to  
a low carbon economy



**EABIS**  
European Academy  
of Business in Society



# The Ashridge Sustainable Innovation Award

## The award

Since 1999, Ashridge Business School has been running an award among MBA students to find the most thought-provoking essay and new ideas on the changing role of business in society.

Coinciding with its 50th anniversary as a business school in 2009, Ashridge is delighted to continue its strong partnership with EABIS. Ashridge is also delighted to be forging a new partnership with HP and WWF, who are currently collaborating across Europe, the Middle East and Africa to investigate how the use of ICT solutions can help reduce CO<sub>2</sub> emissions across different parts of the economy.

## Climate change as a driver of innovation and profit?

*"Climate change is now a fact of political life and is playing a growing role in business competition. Greenhouse gas emissions will be increasingly scrutinized, regulated and priced. While individual managers can disagree about how immediate and significant the impacts of climate change will be, companies need to take action now."*

M.E. Porter and F.L. Reinhardt, *Harvard Business Review*, October 2007

It is increasingly clear that climate change is a strategic issue which presents real business opportunities as well as threats. This year's Ashridge award invites MBA and other post-graduate students – the business leaders of tomorrow – to submit their best ideas about how organisations can innovate to create value from the shift to a low carbon economy. Innovation for a low carbon economy can happen at a number of different levels, including the following:

- **Business innovation** – how can value be created through developing new organisations, new business models and new markets that assist the shift to a low-carbon economy?
- **Product and service innovation** – how can organisations create value through developing and commercialising new services and products that assist the shift to a low-carbon economy?
- **Process innovation** – how can organisations create value through developing new ways of delivering services or producing products that assist the shift to a low-carbon economy? What innovations in operational processes and management approaches and mindsets will be required for creating value in this way?

Submissions can range across industry sectors and geographic regions. Entrants are at liberty to discuss ideas that cut across all three of these innovation areas or focus on one in particular.

Read more about the award theme and ideas for shaping your submission at

[www.ashridge.org.uk/sustainableinnovation](http://www.ashridge.org.uk/sustainableinnovation)

## The prizes

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|---------------|--|
| First prize:  | €7,000, a 6-month mentorship with HP and career advice from Spencer Stuart, the global executive search consultants. |
| Second prize: | €5,000 and career advice from Spencer Stuart   |
| Third prize:  | €3,000 and career advice from Spencer Stuart   |

# More about...

## ... The judging panel

The following people have been chosen for their outstanding achievements and their understanding of the changing relationship between business and society:

- Sir Paul Judge, Benefactor of the Judge Institute, Cambridge University
- Eric Cornuel, Director General, EFMD
- Jeanette Purcell, Chief Executive, Association of MBAs
- Gabriele Zedlmayer, Vice President Corporate Marketing and Global Citizenship, HP EMEA
- Dennis Pamlin, Global Policy Advisor, WWF
- Kai Peters, CEO, Ashridge
- Della Bradshaw, Executive Education Editor, *Financial Times*
- Tom Dodd, CSR Policy Advisor, DG Enterprise and Industry, European Commission
- Anthony J Vardy, Senior Director, Spencer Stuart and Associates
- Rachel Jackson, Head of Social and Environmental Issues, Association of Chartered Certified Accountants
- Viscount Etienne Davignon, Chair, European Academy of Business in Society and Vice-Chair, Suez-Tractebel

## ... The award rules

1. The award is open only to full or part-time students studying during the 2008-2009 academic year:
  - a. on an MBA programme being taught at any business school or university in Europe, Africa or the Middle East OR
  - b. on an MBA programme being taught at one of the member institutions of the European Academy of Business in Society outside the EMEA region OR
  - c. on an MBA programme or Masters-level postgraduate programme at an HP-linked university. To see a full list of HP-linked universities, please visit [www.ashridge.org.uk/sustainableinnovation](http://www.ashridge.org.uk/sustainableinnovation)
2. The submission must be an original piece of work that may be written by the student either as part of the requirements for their studies, or written independently.
3. The length of the submission must not exceed 3,000 words, including any appendices and references. In addition entrants must submit an executive summary that must not exceed 300 words.
4. The entry must be written in English.
5. Deadline: **All entries must be received no later than Monday 3 May 2009.** The winners will be announced in the Summer of 2009.
6. All entries submitted become the property of Ashridge.



# More about...

## ...Ashridge

Ashridge is one of the world's leading business schools, being ranked number one in the UK for the second year running in the 2008 *Financial Times* rankings for tailored executive education. It is one of a handful of schools in the world to be accredited by The Association to Advance Collegiate Schools of Business (AACSB); The European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA).

Ashridge's activities include open and tailored executive education programmes, MBA, MSc and Diploma qualifications, organisation consulting, applied research and online learning. Ashridge is an international authority on changing relations between business, government and society. Its research and thought leadership has played a key role in debates over corporate responsibility and sustainable development for more than a decade.

[www.ashridge.org.uk](http://www.ashridge.org.uk)

## ...The European Academy of Business in Society (EABIS)

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. With a European focus, but a global outlook, EABIS' membership currently numbers nearly 90 institutions, spans four continents and 19 countries, and includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson and Johnson and Microsoft and Europe's top business schools.

[www.eabis.org](http://www.eabis.org)

## ...HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$113.4 billion for the four fiscal quarters ended July 31, 2008.

[www.hp.com](http://www.hp.com)

## ...WWF

WWF is one of the world's most experienced independent conservation organisations. We are a challenging, constructive, science-based organisation that addresses issues from the survival of species and habitats to climate change, sustainable business and environmental education. With almost five million supporters distributed throughout five continents, WWF has offices in over 90 countries and can safely claim to have played a major role in the evolution of the international conservation movement. Since 1985, WWF has invested over US\$1 billion in more than 12,000 projects.

[www.panda.org](http://www.panda.org)