

Corporate Sustainability & Green Cities

Assignment II: Individual Video CEO Pitch

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ASSIGNMENT II: Individual Video CEO Pitch

This assignment requires you to make an individual two minute video directed at the CEO of a company operating within a city. The purpose of the video is to convince the CEO of why city sustainability matters to their company and what steps of action should be taken.

For this assignment you will be randomly allocated an industry sector in which your fictitious company resides. This will be one of the following:

1. Chemical
2. Agricultural
3. Energy
4. Water
5. Insurance
6. Construction
7. Apparel
8. Steel
9. Consumer goods

It is recommended that you give due consideration to the urban sustainability issues and operating environment of the industry when constructing and framing the message of your video.

It is expected that your video will appeal to a CEO. To this extent it is recommended that you try to be innovative and creative in how you will present your message.

Specifications:

Video length: **Maximum 2 minutes** (footage after 2 minutes will not be viewed by the CEO)

LECTURER'S PROFILE

Steve Kennedy is an Assistant Professor researching corporate sustainability, climate change and sustainability-oriented innovation within the Centre of Corporate Eco-Transformation at Rotterdam School of Management, Erasmus University. Dr Kennedy's current research focuses on how corporate sustainability strategies are translated into successful innovation and the formation of future-ready sustainable business models. In recognition of its academic contribution his thesis on the challenges of operationalizing sustainability at the local-level was highly commended at the prestigious Emerald/EFMD Outstanding Doctoral Research Awards 2010. Dr Kennedy is the Academic Director of the MSc Global Business & Sustainability and teaches courses such as 'Climate Change Strategy Role-Play' and 'Sustainability Leadership and Planetary Boundaries'. His research is published in journals such as *Journal of Management Studies*, *Long Range Planning*, *Journal of Cleaner Production* and *Management Learning*. Email: skennedy@rsm.nl

MODULE DEVELOPER:



ABOUT ROTTERDAM SCHOOL OF MANAGEMENT

Rotterdam School of Management is one of Europe's leading and largest business schools among the 1% of schools worldwide with Triple Crown accreditation. The school is a world leader in research and teaching on sustainability ranking 3rd in Europe and 19th globally according to The Aspen Institute's Beyond Grey Pinstripes Report.

Project participation is from the Centre for Corporate Eco-Transformation which broadly aims to reach a clearer understanding of the management challenges of corporate sustainability. The Centre conducts high-level research and education on management issues related to sustainability and provides accessible and up-to-date information on cutting-edge research, ideas and works published on the subject of corporate eco-transformation.

Learn more about RSM: <http://www.rsm.nl/>

ABOUT SUSTAIN PROJECT

The SUSTAIN project aims to improve the quality of tertiary education in Sustainable Urban Development in Europe and partner universities in Asia; develop standardized education modules related to SUD and furthermore enriching them with international perspectives and academic and vocational skills and competencies; promote collaboration and international cooperation between European and Asian Higher Education Institutions in SUD but also collaboration and sharing between Erasmus Mundus programmes; establish links and bridge European Higher Education and practice in SUD; increase the visibility and access to European Higher Education in Asia in the field of SUD, attracting prospective Asian and international students.

The SUSTAIN project is co-ordinated by the Institute for Housing and Urban Development Studies (IHS) with the Dutch Research Institute for Transitions, the Netherlands, the Rotterdam School of Management, the Netherlands, Darmstadt University of Technology, Germany; National Technical University of Athens, Greece; European Academy of Bolzano, Italy; Ca' Foscari University of Venice, Italy; Gadjah Mada University, Indonesia; Centre for Environmental Planning and Technology, India; Beijing University of Civil Engineering and Architecture, China; and International Council for Local Environmental Initiatives, Germany.

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