



EASY-ECO EvAluation of Sustainability

EVALUATING SUSTAINABILITY: THE STAKEHOLDERS PERSPECTIVE

Budapest Conference

October 15-18, 2009

Conference Overview and Expectations

The context

The Easy-Eco project → André Martinuzzi

The role of CEU Business School and the
Center for Business and Society

Conference: General content

- Linking *evaluation* as a practical knowledge – know-how – profession to
- *Sustainable development* as a specific, holistic approach – discipline – body of knowledge

Conference: The specific content

- ▣ Discussing sustainability evaluation from the perspective of different *stakeholders*
- ▣ Special emphasis on *business* as a stakeholder
- ▣ Complementing the theme of sustainable development with *Corporate Social Responsibility*

How the conference is organized 1

- *Plenaries* to present the latest results and newest achievements in sustainability evaluation and its links to business
- Demonstrate innovative thinking and out-of-the-box approaches

How the conference is organized 2

- ▣ *Open floor discussions* to raise critical issues and challenge mainstream thinking
- ▣ Help cross-semination of ideas, approaches, methods and practices

How the conference is organized 3

- *Parallel sessions* to provide forum for young researchers and practitioners to present and discuss the results of their research and specific work

What do we expect from the conference?

- *Tangible results*: Proceedings and/or Volume 4 in the book series *Evaluating Sustainability* (EE)
- *Intangible impacts*:
 - Expanded research horizon
 - Broadened practical knowledge and insights into the field
 - Generating new ideas and projects
 - Networking



Enjoy the conference!