

Putting sustainability at the core of strategy

Antwerp Management School

#PIR CASE STUDY NO.1



“

Sustainability remains one of our key drivers and that together with all our partners and stakeholders, we continue to aim for impact in achieving the Agenda 2030 for Sustainable Development.

Dean Steven De Haes

Antwerp Management School, a ‘Transforming’ school in the [Positive Impact Rating 2020 Edition](#), is an international business school that aims to shape its students into global citizens, decision-makers and leaders. To accomplish this mission, AMS delivers state-of-the-art management knowledge, anchored in a business and organizational context. The school has three value pillars to become global citizens:

1. **Self-Awareness:** performing in a team implies an objective view of personal strength. All AMS programs offer leadership and personal development skills.
2. **Global Perspective:** development of cultural diversity and a global mindset. Intensified recruitment via deals with universities abroad.
3. **Societal Consciousness:** besides profit, values such as sustainability and societal contributions should be ingrained.

The school embraces the SDG agenda, with the AMS sustainability strategy aligned with the SDGs. AMS takes opportunities to strengthen operations, programs and partnerships as well as to contribute to society.

Embedding sustainability in AMS

In order to truly integrate sustainability in the whole organization, AMS has started a more intense dialogue with multiple stakeholders in the school. This includes collaboration with the research and valorization team, the Chairs on Sustainable Transformation and Management Education for Sustainability, executive education, the full-time master's team, facility and HR team and students.

To continue on the sustainable path, AMS developed – together with its stakeholders – a sustainability strategy, illustrated in the Sustainability Progress Report. The report shows in a structured way the sustainability initiatives that AMS initiated as a business school to create a positive impact for students, staff, partners and the world.

By mapping the current AMS impact and accomplishments, going into dialogue with the stakeholders, and by drawing on existing frameworks, such as the 17 SDGs, the PRME initiative, and PIR, AMS developed a Sustainability Framework, as a foundation for the long-term strategy.



Underpinning the AMS framework are three pillars

Pillar 1: Human impact

AMS focuses its Human Impact Goals towards Employee and Student Wellbeing and Transparency and Communication by using transparent, honest and ethical practices to ensure equal rights and opportunities for all. The way AMS organizes its work is a lever for creating sustainable careers and a business school that is able to quickly respond to external changes in the market and eco-systems of the school.

Pillar 2: Environmental impact

AMS focuses its Environmental Impact Goals towards Campus Waste Management, Climate Action, Sustainable Building and Travel Activities, and Circular Economy. AMS has committed to be carbon neutral by 2030 and is a member of the Belgian Alliance for Climate Action. AMS aims to work on these goals in collaboration with staff and students and do this in a transparent way.

Pillar 3: Knowledge impact

Knowledge Impact Goals at AMS are aimed towards developing sustainable mindsets, and interdisciplinary collaboration, followed by research and sustainability projects, in which AMS focuses on learning innovation, societal consciousness, and top learning experience. In relation to these goals, AMS fine-tuned its 'Global Leadership Skills' (GLS) course, putting the development of global, critical, and sustainable mindsets at the center of AMS's full-time master's programs. The executive MBAs also undertake a Positive Impact Project.



“

We will continue the PIR journey, in order to manage and unleash new perspectives, get networked with aligned organizations, connect with strategic partners, get mission-driven, include stakeholder opinions, use applied tools, and get transparent with performance reporting.

Dean Steven De Haes

PIR result

IAMS is one of three European business schools ranked as 'transforming schools' in the Positive Impact Rating 2020 Edition. The school shared the results with staff, faculty, students, chairs and corporate partners because it believes it is necessary to walk this talk together with peers and industry partners who are fully and explicitly supporting AMS's focus on sustainability.

One of the main objectives of AMS, when it comes to management and business education, is thus to make the shift from mere knowledge transfer - the traditional aim and intent of management education - to the broader development of impactful and responsible managers, leaders and global citizens; hence AMS's motto is "opening minds to impact the world."

AMS is participating in the 2021 Edition of the PIR to manage and unleash new perspectives, network with aligned organizations, connect with strategic partners, get mission-driven, include stakeholder opinions, use applied tools, and increase the transparency of performance reporting.

Next steps

Despite the Covid-19 crisis, AMS demonstrates an advancement towards achieving sustainable transformation and will work in partnership with others to find and implement solutions to challenges.