

I-MBA SUSTAINABLE DEVELOPMENT & CIRCULAR ECONOMY CLUB

QUARTERLY NEWSLETTER 05/2020

MEMBERS

After the first successful meeting of the club, we have the pleasure to welcome our first 30 members!

Thank you for your active participation and engagement in our common cause.

YOUR SUGGESTIONS

Taking this point as the outset of our activities, you may share with us thoughts and suggestions about the content you would be interested to be discussed in our next meeting.

GUEST SPEAKER

DIMITRIS KONTAXIS
PRESIDENT OF SEPAN

**NEXT
MEETING
INVITATION
22/06/2020
18:00**

ZOOM

CIRCULAR ECONOMY INSIGHTS

At present, only 8.6% of the global economy is circular. Businesses are increasingly recognizing the value of going circular.

**JOIN
OUR FIRST
SOCIAL
GATHERING**

**PLACE TO BE
ANNOUNCED ON
22/06**

GREENWASHING INDEX

Our research team is ready!
In the forthcoming event this October, we will demonstrate current incidents from the Greek market. We then are going to use some basic criteria and rank them in order to measure their importance towards greenwashing. We are going to describe their effects on firms and consumers and we will present our suggestions.

OUR VISION

To embrace and share the most updated CSR practices among our members and promote a sustainable way of acting as an individual and doing business.

OUR MISSION

Nowadays, more than ever before, climate crisis consists of an urgent topic that needs to be tackled through the transformation of our economy and society. Sustainable Development and Circular Economy Club is dedicated to promote awareness among professionals and academics regarding the importance of sustainable development.



**JOIN US
ON OUR
SOCIAL
MEDIA**

ADDITIONAL READING

WHAT IS GREENWASHING

[HTTPS://WWW.BUSINESSNEWS
DAILY.COM/10946-
GREENWASHING.HTML](https://www.businessnewsdaily.com/10946-greenwashing.html)

THE DRIVERS OF GREENWASHING

[HTTPS://PDFS.SEMANTICSC
HOLAR.ORG/857F/ACA4AD
5AC3B8C385AE74DCE6BOCE
10159490.PDF](https://pdfs.semanticscholar.org/857f/aca4ad5ac3b8c385ae74dce6boce10159490.pdf)

THE CASE FOR A CIRCULAR WORLD

[HTTPS://WWW.FT.COM/CONTENT/43748FB
2-F64C-11E9-BBE1-4DB3476C5FF0](https://www.ft.com/content/43748fb2-f64c-11e9-bbe1-4db3476c5ff0)

THE WORLD NEEDS A CIRCULAR ECONOMY

[HTTPS://WWW.WEFORUM.ORG/
AGENDA/2020/01/THE-WORLD-
NEEDS-A-CIRCULAR-ECONOMY-
LETS-MAKE-IT-HAPPEN/](https://www.weforum.org/agenda/2020/01/the-world-needs-a-circular-economy-lets-make-it-happen/)

CORONAWASH ALERT

HOW CORPORATE LOBBYISTS ARE CYNICALLY EXPLOITING THE PANDEMIC

[HTTPS://CORPORATEEUROPE.ORG/EN/2020
/04/CORONAWASH-ALERT](https://corporateeurope.org/en/2020/04/coronawash-alert)