

# i-MBA Sustainable Development and Circular Economy Club

QUARTERLY NEWSLETTER 12/2020



i-MBA SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY CLUB



## DURING 2020

- The i-MBA Sustainable Development and Circular Economy Club was formed in April 2020. Since then, the club counts 36 members of i-MBA students and alumni. The Academic Supervisor is Visiting Prof. Nikos Avlonas, and since its foundation Ms. Anastasia Aletra has served as Coordinator and Ms. Vasiliki Grammenou as Deputy Coordinator.
- Regular events and open discussions were organized focusing on circular economy, sustainable development, targets and deadlines for taking action and demonstration of successful corporate responsibility practices during the Pandemic. The Club organized the first online seminar focused on circular economy, with keynote speaker Mr. Dimitris Kontaxis, President of SEPAN, the Federation of Recycling & Energy Recovery Industries and Enterprises.

- Conduction of a research focusing on “Greenwashing: Identifying and Exemplifying a Complex Concept”. The greenwashing research was focused on identifying and exemplifying this complex concept and the role of responsible marketing and communication in preventing and combatting greenwashing incidents.
- Participation in the organization of the 5th Annual Sustainability Summit (October 2020) organized by the CSE - Center for Sustainability and Excellence and the MBA International on the topic "How to reach Sustainable Recovery: Challenges and Opportunities", in which distinguished speakers shared their knowledge and insights and awards for excellent practices were rewarded.
- Creation of a discussion forum through the Club’s active social media accounts and newsletter where different disciplines such as, social, economic, political and environmental, interact, discuss and share their ideas.



## FORTHCOMING 2021

During the Spring Term the Club will organize a seminar with guest lecturers from the market on sustainability related topics, run a new research project and prepare for and co-organize the 2021 Annual Sustainability Summit.

## BECOME A MEMBER

If you wish to become a member of the i-MBA Sustainable Development and Circular Economy Club please send an email at [imba\\_sustclub@aueb.gr](mailto:imba_sustclub@aueb.gr) to express your interest.

## JOIN THE COORDINATING TEAM

If you wish to get more involved with the Club and take more responsibilities, please send an email at [imba\\_sustclub@aueb.gr](mailto:imba_sustclub@aueb.gr) to express your interest.

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