Making sustainability real:

EU policies, the role of technology, and new business models

ESSCA Workshop – Final Program

Date: 6th-7th of November 2025 (Thursday-Friday)

Convenors: EU-Asia Institute, ESSCA School of Management, Keele University

Venue: ESSCA School of Management, 23 Av. Marcel Pagnol, 13090 Aix-en-Provence & Online via Teams

Room : Salle Cézanne (salle du conseil)

6th November - Online Link

8:30-9:00 CET	**Register – coffee – networking**
9:00-9:30 CET	**Welcome & introduction to the workshop** - Mme Claire Bourgeois, Director of the Aix-en-Provence campus - Prof. Thomas Hoerber, ESSCA, EU*Asia Institute - Dr. Rosa M. Fernandez Martin, Keele university - Dr. Katia Picaud Bello, ESSCA, EU*Asia Institute - Dr. Marjorie TENDERO, ESSCA, EU*Asia Institute, SMART
09:30-10 :00 CET	**Keynote speech "Making sustainability real" with CIRCULAB** CIRCULAB's mission is to accelerate the regeneration of natural and human ecosystems by driving change and transforming organizations toward a circular and resilient economy. (Online)
10:00-12:00 CET	**Session 1 – The political economy of sustainability** Chair: Prof. Alexandre Bohas (ESSCA, EU*Asia Institute) **Mr Kevin Le Merle & Mr Tancrede Bouglé**, United Nations University CRIS - *Environmental Upgrading in the EU's Trade-Environment-Development Nexus? (Online)* **Dr Grazia Errichiello**, University of Naples Parthenope – *The influence of lobbying strategies on Circular Economy transitions in the EU: A Multilevel Perspective Analysis* (Online)

12:00-14:00 CET	*Lunch break*
14:00–15:30 CET	**Session 2: Corporate Responsibility, Governance and Innovation** Chair: Prof.Thomas Hoerber (ESSCA, EU*Asia Institute) **Prof. Thomasz Braun,** Lazarski University - *Sustainable Deregulation? Politics, Business and ESG Rulemaking* (In person) **Prof. Rosa Martin Fernandez,** Keele university - *Disclosure of non-financial information by Small and Medium Enterprises (SMEs) in Europe: The end of voluntary corporate sustainability reporting?* (Online)
15:30-15:45 CET	*Coffee break*
15:45-17:45 CET	**Dr. Alexander Malyarenko,** International Environmental Public Association "ECOfuture" (Belarus) - *Social Accountability as a Pillar of Sustainability in Utility Services: Lessons from Dutch Practices and the Belarusian Experience* (Online) **Dr. Massimo Preziuso,** Bruner University of London - *Mapping the DNA of Sustainable Blockchain Startup Founders: A Clustering Analysis of Founding Teams* (Online) **Dr. Katia-Picaud Bello,** ESSCA, EU*Asia Institute - *Purchasing and supply management in the area of Innovation and Sustainability: A Study into Current and Future Competences* (In person)
19:00 CET	*Conference diner at "La Belle Époque"* *29 Cr Mirabeau, 13100 Aix-en-Provence*

7th November – Online link

09:00-11:45 CET	**Session 3 – Circular Economy and Environmental Policy** Chair: Dr. Katia Picaud Bello (ESSCA, EU*Asia Institute) **Mr. Aaron Rittmeier,** Darmstadt University of Applied Sciences - *Leveraging the EU Taxonomy to drive a toxic-free and fully circular economy* (Online) **Ms. Léa Taroux & Dr. Marjorie Tendero** ESSCA, EU*Asia Institute, SMART- *Stairway to compost: A comparative study of composting policies in France and Germany* (Online & In person) **Dr. Vanessa Stadlober,** Graz University of Technology - *Supply chain integration mechanisms: Identifying potential accelerators for the circular economy transition of companies* (Online) **Blanca Marabini San Martín,** Madrid Autonomous University**, and Dr. Valeria Fappani,** University of Bologna - *Reclaiming battery components: recycling rare earths to overcome the EU's dependency on China* (Online)
11:45-13 :00 CET	*Lunch break*
13:00 -14:30CET	**Session 4 - Innovation, Technology and Financial Transitions.** Chair: Dr. Marjorie Tendero (ESSCA, EU*Asia Institute, SMART) **MS. Yichen Li,** Cornell University**, MS. Simona Russo,** Link Campus University**, Dr. Dario Salerno,** University of Naples Parthenope, **Prof. Andrea Gatto,** Wenzhou-Kean University - *Renewables FinTech as a sustainability transition challenge* (Online) **Dr. Gregory Barnes,** Leeds Business School- *Taming the Beast: The challenge of using Artificial Intelligence in sustainability policy development (*Online)
14:30-14:45 CET	*Coffee break*
14:45-16:15 CET	**Session 5 – Innovation Pathways and Industrial Transitions for Sustainability.** Chair: Dr. Marjorie Tendero (ESSCA, EU*Asia Institute, SMART) **Dr. Arthur de Oliveira,** Universität Erfurt - Coevolving Pathways: How EU CBAM, German ETS and Hydrogen.CCUS Innovations Shape Germany's Industrial Transition (Online) **Dr. Amina Hamani,** Laboratoire Nimec Caen - Start-ups as Planet Savers? The Potential and Limits of Technology and Business Model Innovation for Sustainability Transformation (In person)
16:15-16:45 CET	**Concluding remarks** Prof. Thomas Hoerber, ESSCA, EU*Asia Institute Dr. Rosa Fernandez Martin, Keele University Dr. Katia Picaud-Bello, ESSCA, EU*Asia Institute Dr. Marjorie Tendero, ESSCA, EU*Asia Institute, SMART

The organizers would like to thank the ESSCA Aix-en-Provence campus team for their support in the preparation of this event.

Practical details

How to reach the ESSCA Aix-en-Provence campus?

Address:

ESSCA School of Management
23 Avenue Marcel Pagnol
13090 Aix-en-Provence, France

By public transport:

You can plan your route using the following websites: La Métropole Mobilité:https://www.lametropolemobilite.fr/ and Aix en Bus: https://www.aixenbus.fr/fr/
Please check these websites to create your personalized itinerary, as several routes and connections may be possible depending on your point of departure. Below are some of the main routes to reach the campus:

- From Aix-en-Provence TGV station: Take Bus Line A2 (Lecar / Cartreize) towards Aix-en-Provence from the TGV station. Duration: about 28 minutes to the Aix-en-Provence Bus Station (Gare Routière). Buses usually depart every 15–20 minutes.Then walk about 1 minute to the same station (Gare Routière) stop. Transfer to Bus Line A towards Saint Mitre and get off at St John Perse (5 minutes).
- From Aix-en-Provence ville station: Take Bus Line A towards Saint Mitre. Duration: around 13 minutes. Get off at *St John Perse* (5 minutes). See more information at: https://www.aixenbus.fr/fr/
- From Marseille-Provence Airport (Marignane): Take Bus Line A2 (LeCar / Cartreize) towards Aix-en-Provence. Get off at Pôle d'Activités. Take Bus Line 15 towards Gare Routière and ride for 8 minutes. Get off at Mouret. Transfer to Bus Line L049 (LeCar / Cartreize) towards Aix-en-Provence. Get off at Stade Ouest. Total travel time: approximately: 50 minutes.

By taxi or rideshare: Around 20-25 minutes from the Aix-en-Provence TGV station and 25–30 minutes from Marseille-Provence Airport (Marignane). Around 30 minutes from Marseille Saint Charles train station.
By car: Take the A51 motorway (exit "Aix Sud").

Suggested accommodation nearby:

- Radisson Hôtel, 42 Rte de Galice, 13090 Aix-en-Provence
- Appart'hôtel Odalys City Le Clos de la Chartreuse, 42 Rte de Galice, 13090 Aix-en-Provence

For any questions regarding travel or accommodation, please contact:

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Local Organization Committee

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Ms. Claire Bourgeois, Campus Director
Ms. Angéline David, Research Promotion Officer
Mr. Nino Franchitto, Technical Support
Ms. Angel Mary Thandiakkal, ESSCA Master student
Mr. Yannis Vidot, IT Support

Scientific Committee

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Prof. Thomas Hoerber, ESSCA
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