

Sustainable International Business

Global Poster Competition 2024

1. Introduction

Aim. The Sustainable International Business Poster Competition (“The Competition” thereafter) aims to address the world’s critical sustainability challenges by pooling resources of engaged International Business (IB) scholarship in research and teaching to help organisations engaged with international business activities to add (net positive) value to society.

Empower Students. The Competition provides a means to empower and energise students around the world to help business organisations (multinational enterprises, importers, exporters, and born globals) to become sustainable by creating organisation-specific proposals for transformation in the format of research-and-solution oriented posters.

Empower Educators. The Competition, by building a community of practice, supports engaged scholars to explore ways to integrate responsible (international) business principles, such as Sustainable Value Creation, Inclusive Growth, Human Development, and addressing wicked systemic problems, into existing curricula.

Empower Businesses. The Competition will engage business stakeholders through a partnership with academia, where members of the partnership can contribute to and draw on the (big data) insights from the posters and a pool of co-created resources for sustainable business.

2. The Competition

This section briefly introduces the setup of the competition. Finalised competition details will be provided at a later webinar.

I. The Academy Awards

Awards shall be given in each of the following seven categories:

1. Global ‘Decade of Action’ (Sustainable Development) Award
2. Best Sustainable Strategy Award
3. Best Sustainable Business Model Award
4. Best Sustainability Analytics Award
5. Best Sustainability Partnership Award
6. Best Visualisation for Sustainability Award
7. Best Sustainable Technology Award

In each award category, there shall be a undergraduate winner and a postgraduate winner.

II. Eligibility

To be eligible for the Award, a submitted poster (“the Submission” thereafter) shall meet ALL following requirements:

- 1) The Submission is an original work created and submitted by a student group.
- 2) The student group is comprised of a maximum of five participating students.
- 3) All members of a student group are at the same study level, namely either a group comprised of undergraduate* students or a group comprised of postgraduate* students.
- 4) The Submission includes all required “Poster Components” specified in section III.
- 5) The Submission is made to ONE of the seven award categories specified in section I.
- 6) The Group makes only one submission in a chosen category to the Competition.
- 7) The Submission is made by the formally announced deadline.

* Undergraduate students refer to those who are enrolled onto [a bachelor’s degree](#) (or equivalent) at the time of the poster submission. Postgraduate (also sometimes called “[graduate](#)”) students refer to those who are enrolled onto [a master’s degree](#) (or equivalent) at the time of the poster submission.

III. Poster Components

A Sustainable International Business Poster aims at ‘advising’ the business organisation on next steps to take. Therefore it will be the presentation of an investigative project that answers this research question:

“What transformation should a business organisation adopt in order to take effective action on the Sustainable Development Goals (SDGs)?”

The Poster should be based on a selected organisation (a multinational enterprise, an exporter, an importer, or a [born-global](#) firm) that is currently active in business and include all following four components (bullet points ° are guiding principles only):

- 1) Problem
 - o What is the **SDG Problem** or the combination of interrelated SDG problems the organisation should address?
 - o Who is responsible for the SDG Problem (not) being solved?
 - o What is the current approach of the organisation towards the SDG Problem?
 - o To what extent can the problem be considered as a business opportunity; is there a business case for addressing the problem?



- 2) Analytics
 - o What **Sustainability Analytics** (data, analytical approach, and results) can be leveraged to support the arguments of the Poster?
- 3) Visualisation and infographics
 - o What **Visualisation** can be used to communicate the key message of the Poster in an original and effective way?
- 4) Evidence
 - o What are the sources (literature, theories, empirical findings, and reports) that the analyses in the poster relies on?

The poster should also include at least one of the following components:

- 5) Strategy
 - o What **Sustainable Strategy** should the organisation adopt to effectively address the SDG Problem?
 - o How does the organisation deal with the gap between sustainable intentions and their realisation?
 - o Is the present value proposition supportive for this ambition and what should change?
 - o What actionable targets or leverage points for the year 2030 should the organisation prioritise to effectively address the problem?
- 6) Technology
 - o What **Sustainable Technology** (a specific technology, a technology portfolio, or a set of technological solutions) should the organisation rely on to implement its Sustainable Strategy?
 - o What are the opportunities and risks associated with adopting the Sustainable Technology?
- 7) Partnerships
 - o What combination of **Sustainability Partnerships** should the organisation develop?
 - o What are the best ways to build these partnerships and maintain them?
- 8) Business Model
 - o What is the **Sustainable Business Model** the organisation should embrace and what are the global (cross-country) and local (e.g., country, subnational-region, city, town, village) contexts in which this Model can be implemented?
 - o How to align functional areas of management (e.g., marketing, supply chain, HRM, finance, innovation, communication) to enable a successful transformation?
 - o What evaluation should be conducted by the organisation to ensure the actionability of its model?

In addition to the above suggested components, students are free to include further components where appropriate.

3. Supporting Resources

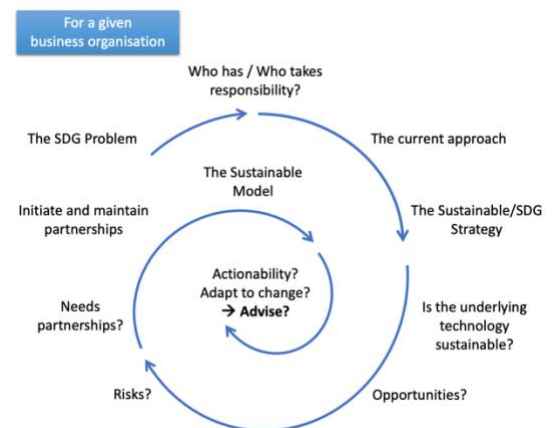
Guidance and resources for developing each component will be made available to educators and students. There will be two types of resources: **a starter kit** based on existing, accessible resources (see below) and **a pool of co-created resources** by participating educators and non-academic stakeholders (to be introduced in a later webinar).

The starter kit

- 1) **A booklet**, [Business & The Sustainable Development Goals: A Framework for Effective Corporate Involvement](#) (open access)
- 2) **Textbooks**. Educators can adopt a range of textbooks. An example of suitable textbook is [Principles of Sustainable Business. Frameworks for Corporate Action on the SDGs](#) (website contains free resources; the textbook may be accessible through university libraries, or can be purchased with [discount](#))
- 3) **Databases** (below are only some examples; universities may have subscriptions to allow for premier access):

ESG scores		Business model analysis:		Firm specific information:
• CDP	• ISS ESG	• Bloomberg ESG	• Business model CANVAS+	Bureau van Dike Orbis
• MSCI	• Moody's Analytics ESG	• FESE4Good	• Better Business Scan	
• Sustainalytics	• S&P Global ESG Scores		• Interactive wickedness analysis tool	

- 4) **A poster template** (as an option, but students can be as creative as possible in designing own posters) and [exemplary posters](#)
- 5) **A suggested developmental approach** (students may start from different positions in the figure on the right, and then expand to complete the developmental cycle; in completing one cycle, students can always reflect and add/revise components if deemed necessary →)
- 6) **A feedforward form** for poster authors to obtain feedback from peers and their educators



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