



BEYOND SUSTAINABILITY: IMPACTFUL SERVICE COMPANIES



EVENT & THINK TANK
PROGRAM



SPONSOR

Hes·SO

Haute Ecole Spécialisée
de Suisse occidentale

University of Applied Sciences
Western Switzerland

EVENT VENUE

École hôtelière de Lausanne
Route de Cojonnex 18 | 1000
Lausanne 25 | Switzerland
www.ehl.edu

Microsoft teams ([register for link](#))

CONTACT

Dr Alessandro Inversini
Ecole hôtelière de Lausanne
alessandro.inversini@ehl.ch



BEYOND SUSTAINABILITY: IMPACTFUL SERVICE COMPANIES

ABOUT THE EVENT

Corporate Social Responsibility (CSR) has become a top priority for business around the world. Firms often look at CSR using an institutional and an economic lens with the purpose of meeting shareholders' expectations. In the last year, Dr Alessandro Inversini and Dr Giovanni-Battista Derchi have been engaging in a funded project examining how organizations in travel and leisure industries can make use of social media communication to improve the managing of their social and environmental issues.

First, findings from this research provide empirical evidence of structural delays across travel and leisure companies in implementing CSR strategies and highlight key management difficulties in incorporating environmental and social issues in business and organizational processes. Second, social media is found to represent a strategic tool used by organizations to create direct and engaging dialogues with a selected set of stakeholders and therefore be able to unlock (at least in part) CSR management and improvements. Last, results lead to a broader reflection on how travel and leisure organizations may foster their CSR strategy and communication as travel and leisure firms are in a unique position to establish meaningful dialogue with stakeholders and generate positive impact on society.

All these arguments and reflections have resulted into the design of an interactive event to share knowledge and improve our understanding about the role of CSR in service (and more specifically, travel and leisure) within the wider community to act as regeneration cornerstone.

PROGRAM

BEYOND SUSTAINABILITY: IMPACTFUL SERVICE COMPANIES

- 10:00-10:05 Welcome and Introduction
Dr Alessandro Inversini (EHL)
Dr Giovanni-Battista Derchi (EHL)
- 10:05-10:15 Corporate Social Responsibility in Services
Dr Giovanni-Battista Derchi (EHL)
- 10:15-10:25 What Hinders Successful CSR Communication on Social Media
Dr Alessandro Inversini (EHL)
Ms Anna Hew (Yova Impact Investing)
- 10:25-10:50 The Future of CSR in Travel
Mr Nicola Simionato (Travel Google.com)
- 10:50-11:00 Coffee break

THINK TANK PANEL: (RE)ACTIVATE SUSTAINABILITY

- 11:00-11:20 Think Tank Introduction
Prof. Laura Zoni (Università Cattolica del Sacro Cuore & SDA Bocconi School of Management)
- 11:20-12:00 Panel
Discussants:
• Mr Nicola Simionato (Travel Google.com)
• Dr Giovanni-Battista Derchi (EHL)
• Dr Carlos Martin-Rios (EHL)

Moderator
• Prof. Laura Zoni (Università Cattolica del Sacro Cuore & SDA Bocconi School of Management)

PARTICIPANTS



PROF. LAURA ZONI

Full Professor in Accounting and Management Control at Università Cattolica del Sacro Cuore and Affiliate Professor of Accounting and Control at SDA Bocconi School of Management



MR NICOLA SIMIONATO

Director Business Development, Travel Google.com



MS ANNA HEW

CS Specialist, Yova Impact Investing



DR CARLOS MARTIN-RIOS

Associate Professor at Ecole hôtelière de Lausanne



DR ALESSANDRO INVERSINI

*Associate Professor at Ecole hôtelière de Lausanne
Event Co-Host*



DR GIOVANNI-BATTISTA DERCHI

*Assistant Professor at Ecole hôtelière de Lausanne
Event Co-Host*



ABOUT

EHL

For over 125 years, EHL has pioneered the methods of Swiss hospitality education and set the standards of excellence in this field. Today, we combine the Swiss values of academic rigor and industry practice with creativity and innovation for modern hospitality management degrees that prepare graduates to lead the future of the industry and the world.

CONNECT

WITH

US

EHLGROUP

EHL.EDU

