

HELLENIC BANK IN ASSOCIATION  
WITH **GLOBALTRAINING** AND  
THE **UNIVERSITY OF NICOSIA** PRESENT

LIFE CHANGING  
**IDEAS**

LIVE TALK WITH  
**IOANNIS IOANNOU**  
A LEADING AUTHORITY ON SUSTAINABILITY

Organisers



Prime Sponsor



**14 JUNE 2022**

18:30-19:30 Networking Cocktail  
19:30-20:30 LCI talk

**LIVE ON STAGE**

Hellenic Bank Head Office  
Corner Limassol & Athalassa  
Avenue 200, 2025 Nicosia

**LIVE ON-LINE**

Talk begins  
at 19:30

# Adapt or Perish: Responding to the Sustainability Disruption

## MORE ABOUT THE TALK

In recent years, companies and executives are faced with ever-increasing demands, expectations and unprecedented pressure to operate more sustainably. Organisations must effectively address the social, environmental, governance (ESG), and economic impacts of their actions and operations.

**In other words, the emerging sustainability challenge is about being able to balance out the often-conflicting demands and expectations of multiple, complex and diverse stakeholders while generating financial and social value.**

That's why Sustainability is becoming a major business disruption: because most companies are lacking the skills, knowledge, and expertise required to navigate this disruption successfully. **As a result, the Sustainability challenge presents companies with a fundamental dilemma: to adapt or to perish.**

Professor Ioannou will present and discuss empirical evidence for the emergence of the "sustainable organization"; a new type of modern business organization that genuinely and effectively integrates environmental and social issues into its business model, strategy, organizational structure, and conduct.

Finally, Ioannou will tell us why sustainable organisations outperform traditional ones.

LIFE CHANGING  
**IDEAS**

## MORE ABOUT THE SPEAKER: IOANNIS IOANNOU

| *A Leading Authority on Sustainability,  
Leadership and Corporate Responsibility*

| *Advisor & International Keynote Speaker*

| *Associate Professor of Strategy and  
Entrepreneurship at London Business School*

A graduate of magna cum laude from Yale University, majoring in Economics and Mathematics, and holder of a Ph.D. in Business Economics from Harvard University and the Harvard Business School. He is currently a tenured Associate Professor of Strategy and Entrepreneurship at London Business School.

Through his award-winning academic work, advisory roles, teaching, and engagement with executives, he focuses on understanding whether, how, and the extent to which companies and capital markets can lead on the path towards a sustainable future. Ioannis is the Co-Chair of the sustainability advisory panel of Merck KGaA, a member of the ESG advisory board of the DWS Group, a member of the World Economic Forum experts network specializing in sustainable development, and a member of the advisory board of AXS Investments Institute for sustainable investing.

He has also been recognized by several rankings as one of the top social media influencers on issues of corporate sustainability. Frequently quoted in articles in the press including outlets such as the Financial Times, Bloomberg, The Guardian, BBC, and Forbes, among others.



**LIFE CHANGING  
IDEAS**

# PROFESSOR IOANNOU' S TALK WILL FOCUS ON:

- Challenges and opportunities that arise when companies commit to integrating ESG issues into their core business model
- How to establish and maintain a competitive advantage.
- What are the strategic trade-offs that arise when companies truly commit to sustainability
- What is the role of innovation and how can a sustainable business model effectively address or overcome trade-offs while building thriving businesses

## STAGE TICKET

University of Nicosia Open Air Amphitheatre

[BUY YOUR TICKET HERE](#)

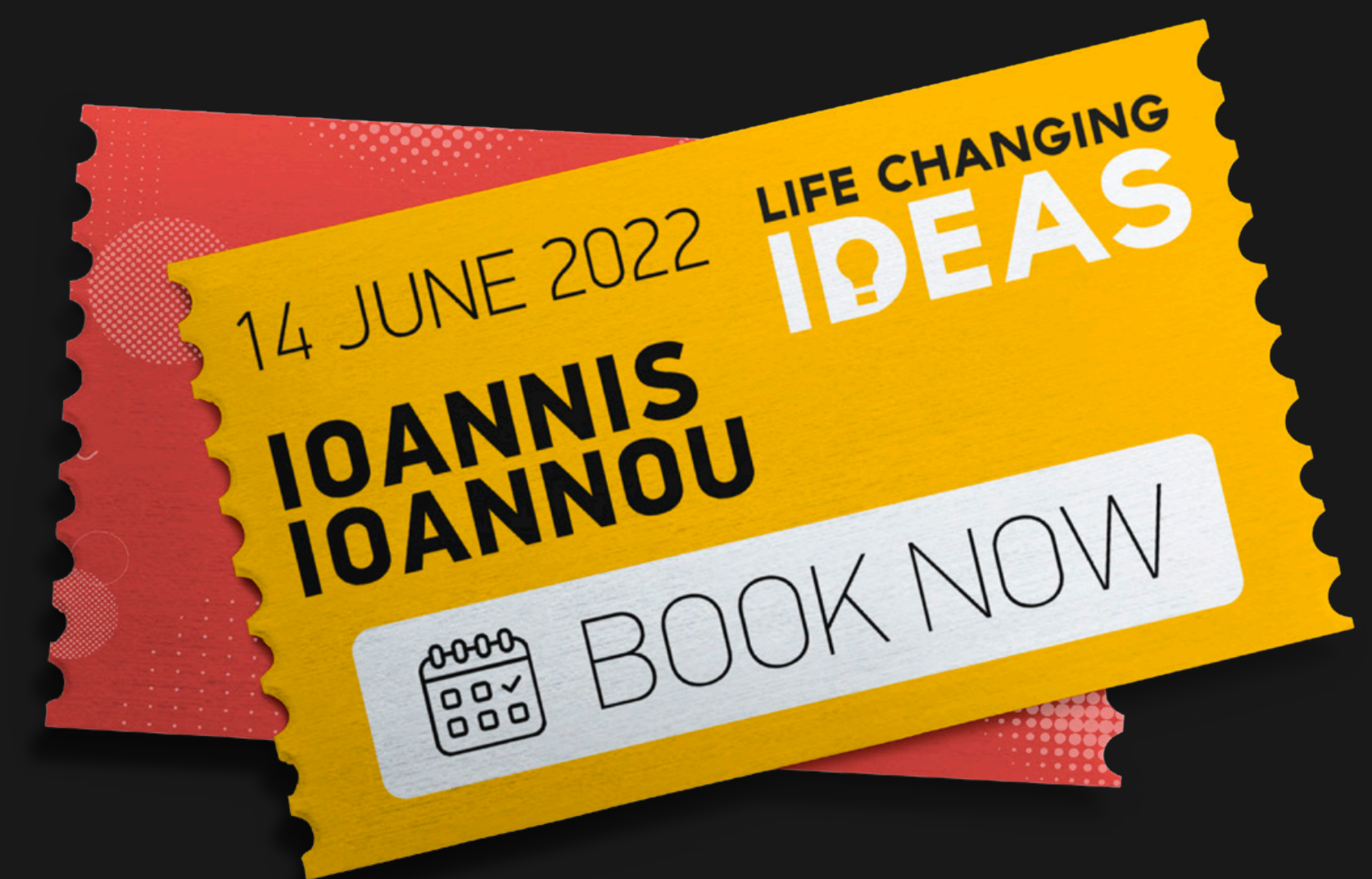
## LIVE ON LINE TICKET

Connect through Zoom

[BUY YOUR TICKET HERE](#)

## REGISTER & SUBSCRIBE HERE

[ideas.unic.ac.cy](https://ideas.unic.ac.cy)



Organisers



Prime Sponsor



Champion Sponsors



Digital Media Partner



Supporters

