

## Global Goal Week - Bayes Business School

### Responsible Consumption and Production: Challenges & Opportunities Along the Supply Chain

**Date and time:** Wednesday 16th of November, 3.30pm to 4.30pm

**Venue:** Hybrid, in person in room 2004 at 106 Bunhill Row and Virtual at [this link](#):

#### **Agenda:**

**3.30pm** Welcome and introduction from **André Spicer**, Executive Dean of Bayes Business School

**3.35pm** The way to net zero and beyond: Understanding stakeholder perceptions of Negative Emission Technologies and Practices

*[Dr Lucrezia Nava](#), Lecturer in Corporate Social Responsibility at Bayes Business School (formerly Cass), City, University of London, and a visiting Research Associate at the University of Cambridge Judge Business School (and Hughes Hall College).*

*The quantitative potential, effectiveness and impacts of negative emission technologies and practices (NETPs) are not so well understood. NEGEM is an Horizon2020 project funded by the European Union that aims at assessing the realistic potential of NETPs, technologies and practices able to remove CO2 from the atmosphere, and their contribution to achieving climate neutrality. The preliminary results suggest that stakeholder perceptions and interaction is affected by the frames adopted in the discussion (i.e. based on emotional or on scientific arguments). However, trade-offs and tensions characterize the decisions regarding NETPs, as they produce negative externalities on other important socio-ecological objectives.*

**3.45pm** Building Forward Worse? Documenting the lives of 200 Cambodian women garment workers during the COVID19 pandemic

*[Dr Lauren McCarthy](#), Senior Lecturer in Corporate Social Responsibility at Bayes Business School*

*My talk focuses on recent findings from a 2 year study on the lives of Cambodian women workers during the pandemic. What lessons have business learnt about responsible production?*

### **3.55pm     Decarbonisation in the shipping industry**

*[Dr Ioannis Moutzouris](#), Lecturer in Shipping Finance & Analytics; the Director of the MSc in Energy, Trade and Finance; and the Shipping and Energy Research Programme Lead at Bayes Business School.*

*The presentation will provide an overview of decarbonisation in the shipping industry. Namely, the status quo; whether there exists a clearly determined way towards shipping decarbonisation; what short-, mid-, and long-term measures this involves; the potential renewable fuels of the future; the role of carbon pricing and carbon credit schemes; and the role of (green) finance.*

### **4.05pm     Green consumption**

*[Dr Thomas Derek Robinson](#), Senior Lecturer of marketing at Bayes University Business School*

*Using Bayes Theorem to illustrate “The Carter Catastrophe” and the Club of Rome, Limits to growth data, I will be discussing the myth of “green consumption.” The presentation concludes with a critical discussion of sustainability definitions in marketing to illustrate how far off we are from understanding our predicament as a discipline. Ultimately the main marketing challenge is not to get people to buy green, but to not buy at all and be happy with that.*

### **4.15pm     Q&A with the speakers**

### **4.30pm     End**