

We are a force for positive change in the world



We'd like to:

- Introduce ourselves;
- Tell you about RSM and its mission;
- Tell you about I WILL and the link to our mission;
- How we try to make our mission a reality;
- Get you inspired and involved



About RSM

Rotterdam School of Management, Erasmus University (RSM) is one of Europe's most international and innovative business schools.

Each year we educate almost **9,000 students** from over **90 countries**, empowering them to become the next generation of global thought leaders. They are committed to building **inclusive** and **sustainable** societies as **critical, creative, caring and collaborative** leaders and managers.





Our mission

Our mission to **be a force for positive change in the world** is integrated across all our programmes. This mission is embedded in the learning goals and learning objectives defined in every RSM programme.

Let's take you back to 2009

- RSM: great, broad school but: low profile
- A community driven by ambition; focus on that
- Avoid a traditional ad campaign

I WILL

I WILL is RSM's forward-thinking community of students, researchers, staff, professors, and alumni to the school



It shows the **ambitious spirit** of our diverse community



By making a **public commitment**, people achieve their goals faster and better



I WILL is **everywhere at RSM**, on social media, around campus and integrated in students' curricula

What will you do?



Of course, IO have their I WILL's

I WILL



I WILL SHOW YOU THE WORLD

Linda De Vries, Dutch
Employee, Head International Office
Rotterdam School of Management, Erasmus University

I WILL GO TO PLACES

Ligaya Kasimo-Borgonio, Dutch
Programme Manager, Bachelor Exchange
Rotterdam School of Management, Erasmus University

RSM
ERASMUS
UNIVERSITY

I WILL HELP YOU ON YOUR WAY TO
EXPERIENCE THE BEST EXCHANGE

Ellen Vermeulen, Dutch
Programme Assistant International Office
Rotterdam School of Management, Erasmus University



You might think...where's the link?

- Authentic content
- At start: many self-centered statements
- Evolvment into more ambitions beyond self
- Crucial trigger to debate and reformulate RSM's mission

Some inspiration

**WILL YOU
THINK
OR WILL
YOU DO?**

**WILL YOU HOPE
OR WILL
YOU FEAR?**

**HOW WILL YOU THINK THE
UNTHINKABLE?**



I WILL IMPLEMENT LEAN TO OBTAIN BETTER SUSTAINABLE SUPPLY CHAINS

Tiffany Kwok, Dutch/Hong Kong Chinese
Student, BSc Business Administration / Bedrijfskunde
Rotterdam School of Management, Erasmus University

I WILL REIMAGINE SUSTAINABLE FASHION

Zara Jesenek Dolinar, Slovene
Student, MSc Global Business & Sustainability
Rotterdam School of Management, Erasmus University

I WILL TRANSFORM FIRMS' FINANCIAL FRAMEWORK INTO MORE SUSTAINABLE ONES

Rhode Jochebed Tamariska, Indonesian
Student, BSc International Business Administration (IBA)
Rotterdam School of Management, Erasmus University

More inspiration

- Find classmates, previous students, alumni and RSM staff on rsm.nl/iwilleveryone
- More than 17,000 I WILL statements



- rsm.nl/iwilleveryone
- rsm.nl/iwill

WHAT WILL YOU DO?

Turn to your neighbor – ideally not your colleague

Introduce yourself and share what YOUR I WILL statement would be if we would make it today



2015: UN Sustainable Development Goals (SDGs)

One framework and language for governments, businesses & civil society, up to 2030



2017

Rotterdam School of Management
Erasmus University

We are a force

for positive change in the world



RSM - a force for positive change

RSM
Erasmus

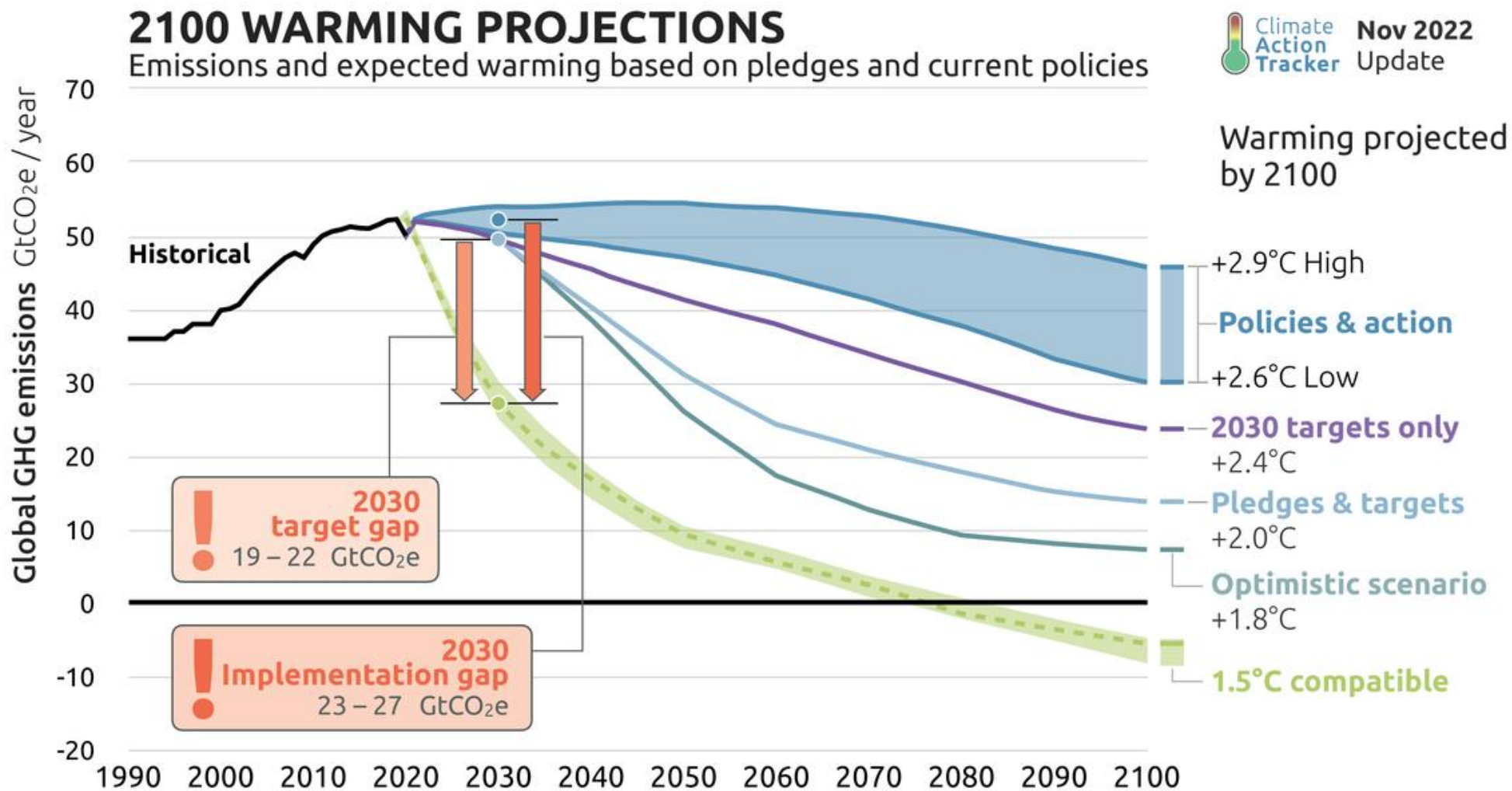
RSM
Erasmus

A positive change agenda

THE GLOBAL GOALS For Sustainable Development



Why do we need positive change?



Being less bad is still bad

Halfway there

SDGS MIDWAY — SNAPSHOT OF PROGRESS

All 17 Sustainable Development Goals are far from being on track to be met by 2030. Only a handful of subsidiary targets (a subset is shown) for any goal are even close.

Distance from target (2023)	Direction of SDG progress (2023)	Change between 2020 and 2023*
<ul style="list-style-type: none"> Very far Far Moderate Close Met or almost met 	<ul style="list-style-type: none"> 1 Deterioration 2 Limited or no progress 3 Fair progress but acceleration needed 4 Substantial progress/on track 	<ul style="list-style-type: none"> ◀ Backwards ○ None ▶ Forwards — Not applicable

Goal	Target	Distance from target (2023)	Direction of SDG progress (2023)	Change between 2020 and 2023*	Target Description	Distance from target (2023)	Direction of SDG progress (2023)	Change between 2020 and 2023*
1 No poverty	1.1.1 Eradicate extreme poverty	Very far	2	Backwards	5.3.1 Eliminate child marriage	Very far	3	Backwards
	1.3.1 Implement social-protection systems	Very far	3	None	5.5.1 Increase women in political positions	Very far	3	Backwards
2 Zero hunger	2.1.2 Achieve food security	Very far	1	None	6.1.1 Universal safe drinking water	Very far	2	Backwards
	2.2.1 End malnutrition (stunting)	Very far	3	None	6.2.1 Universal safe sanitation and hygiene	Very far	3	Backwards
3 Good health and well-being	3.1.2 Increase skilled birth attendance	Very far	3	Backwards	7.1.1 Universal access to electricity	Very far	3	Backwards
	3.2.1 End preventable deaths under 5	Very far	3	Backwards	7.3.1 Improve energy efficiency	Very far	3	Backwards
	3.3.3 End malaria epidemic	Very far	2	None	8.1.1 Sustainable economic growth	Very far	1	Backwards
	3.B.1 Increase vaccine coverage	Very far	1	Backwards	8.5.2 Achieve full employment	Very far	2	Backwards
4 Quality education	4.1.2 Ensure primary education completion	Very far	2	Backwards	9.2.1 Sustainable and inclusive industrialization	Very far	2	Backwards
					9.5.1 Increase research-and-development spending	Very far	3	Backwards
					9.C.1 Increase access to mobile networks	Very far	4	Backwards
					10.4.2 Reduce inequality within countries	Very far	3	Backwards
					11.1.1 Ensure safe and affordable housing	Very far	3	Backwards
					12.2.2 Reduce domestic material consumption	Very far	2	Backwards
					12.C.1 Remove fossil-fuel subsidies	Very far	1	Backwards
					13.2.2 Reduce global greenhouse-gas emissions	Very far	1	Backwards
					14.4.1 Ensure sustainable fish stocks	Very far	1	Backwards
					14.5.1 Conserve marine key biodiversity areas	Very far	2	Backwards
					15.1.2 Conserve terrestrial key biodiversity areas	Very far	2	Backwards
					15.4.1 Conserve mountain key biodiversity areas	Very far	2	Backwards
					15.5.1 Prevent extinction of species	Very far	1	Backwards
					16.1.1 Reduce homicide rates	Very far	2	Backwards
					16.3.2 Reduce unsentenced detainees	Very far	1	Backwards
					16.A.1 Increase national human-rights institutions	Very far	3	Backwards
					17.2.1 Implement all development assistance commitments	Very far	3	Backwards
					17.8.1 Increase Internet use	Very far	4	Backwards
					17.18.3 Enhance statistical capacity	Very far	2	Backwards

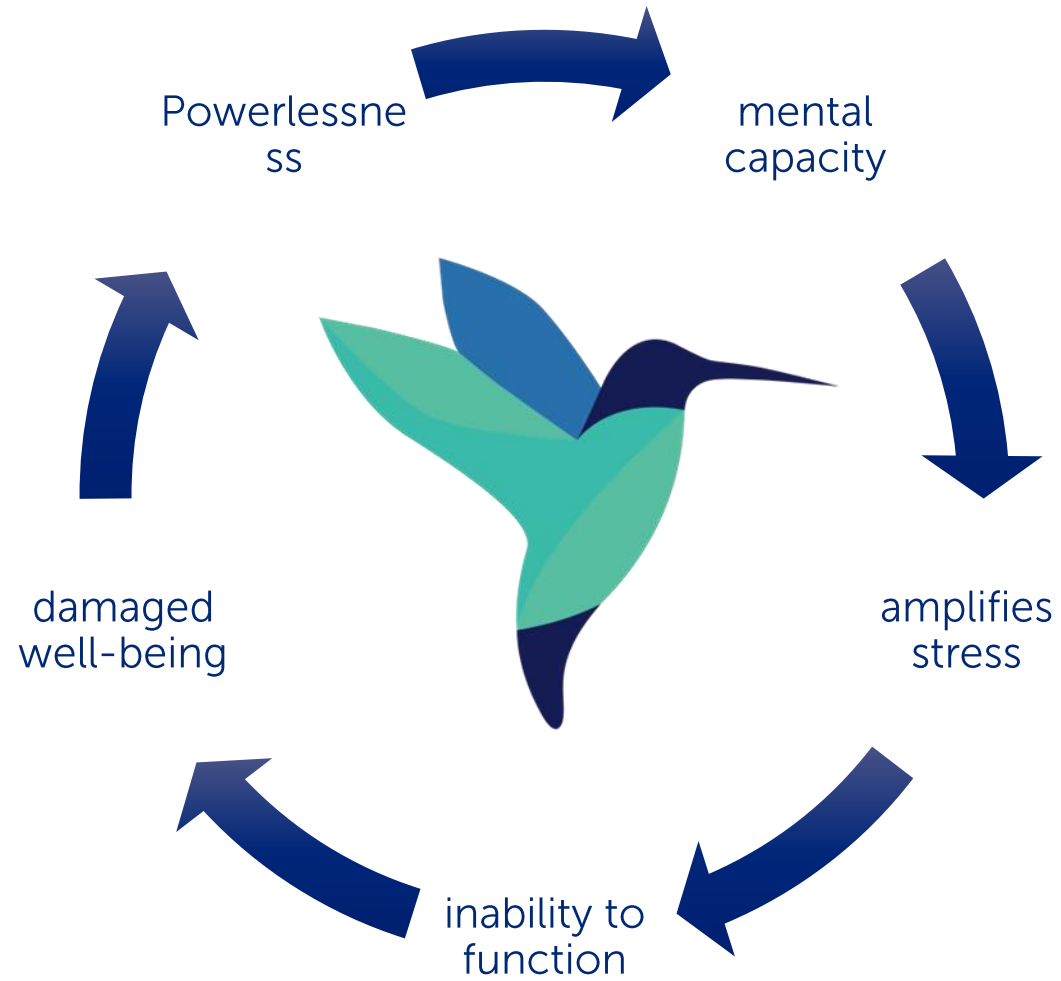
*A backwards arrow indicates a lower rate of progress towards the target in 2023 than in 2020, primarily as a result of the COVID-19 pandemic.

How do the **SDGs** work for you?





Powerless



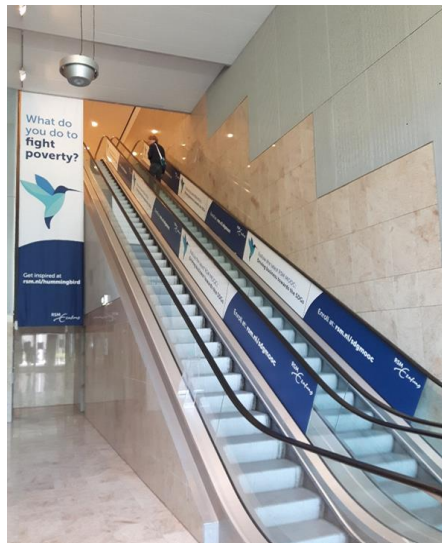
-> the power of one

Wangari Maathai – I will be a hummingbird



04.10.
2023

The power of one



We adopted Prof. Maathai's hummingbird story as a nice illustration of our line of thinking

The power of one

Hummingbirds for positive change

- Student groups: Actions & Activities for different target audiences
 - Community service programme
-
- Plant Library
 - Escape Rooms on SDG12



Not everything can be learned in a classroom

RSM students can pitch to receive **funding of between €500 and €3000** as a grant to design their own learning experiences.

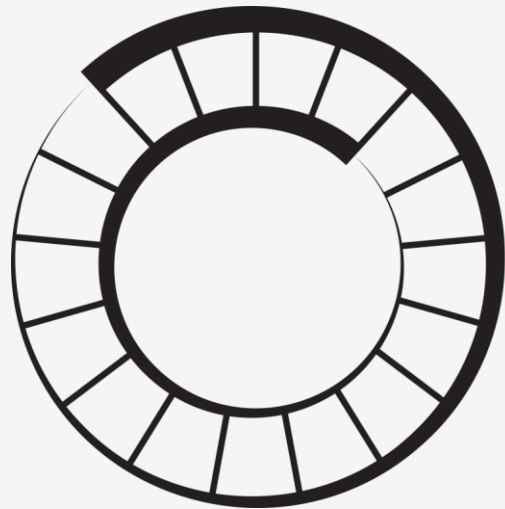


<https://www.rsm.nl/alumni/donate/hummingbird-fund/>

We put positive change into action

- Free resources, massive open online courses (MOOCs) , including our SDG business teaching cases – highly commended by the Financial Times
- RSM series on positive change, freely available
- Networking and engagement
- Making the change happen; through our forward thinking I WILL initiative





**INNER
DEVELOPMENT
GOALS**

1

BEING —
Relationship to
Self

Inner compass

**Integrity and
Authenticity**

**Openness and
Learning Mindset**

Self-awareness

Presence

2

THINKING —
Cognitive Skills

Critical thinking

**Complexity
awareness**

Perspective skills

Sense-making

**Long-term
orientation and
Visioning**

3

RELATING —
Caring for Others
and the World

Appreciation

Connectedness

Humility

**Empathy and
Compassion**

4

COLLABORATING
— Social Skills

**Communication
skills**

Co-creation skills

**Inclusive mindset
and intercultural
competence**

Trust

Mobilization skills

5

ACTING —
Driving Change

Courage

Creativity

Optimism

Perseverance

2290

WE WILL

