

LEAP/UN PRME WORKING GROUP WELCOMES NEW MEMBERS

Judita Peterlin



Judita Peterlin is Assistant professor at University of Ljubljana, Faculty of economics Ljubljana Slovenia where she currently teaches Management classes. She is an AIM2flourish professor, actively researching business innovations with her students in Slovenia and Croatia.

Judita Peterlin received her PhD from the Faculty of Economics, University of Ljubljana in 2014. She has also attended several international institutions: European Institute for Advanced Studies in Management (Brussels, Belgium), Lehigh University, Iacocca Institute (Bethlehem, USA) and WSB-NLU University (Nowy Sacz, Poland).

Judita is an AIM2flourish professor, actively researching business innovations with her students in Slovenia and also in Croatia (during her exchange at the Faculty of Economics in Split in 2016, hosted by professor Daniela Garbin Praničević). She has received several awards, most recently she was the ISL Conference Scholarship winner 2015 and also the Entrenova 2015 Award for Intelligent Systems in Tourism Best Paper Award for the paper co-authored together with her mentor Vlado Dimovski, PhD.

Her main research interests are: social innovation, leadership development, multiple intelligences, appreciative inquiry and sustainable leadership.

She shares with us what excites her about being part of the LEAP/PRME WG on Sustainability Mindset. "I like the fact that we will be learning together and developing a sustainability mindset in our community and in our students. I enjoy researching social innovation and social innovation methodology. Every social entity nowadays aims to make an impact and if that impact is socially and environmentally responsible that also makes our work as educators worthwhile. I have been promoting among my students topics, such as sustainable leadership and appreciative inquiry and I enjoy seeing their progress and enthusiasm. For me it is important how we approach our students, therefore didactics is something I always like to develop and also think a lot about it. My research topic is also connected with management

learning and development, therefore I dream and work towards developing my students into global responsible managers who value who they are, are dedicated to improving their knowledge and skills, respect diversity and also aim to do good and contribute to the community. You can reach Judita judita.peterlin@ef.uni-lj.si

Fredrik Björk



Fredrik Björk is a Lecturer in Environmental Science and MA/PHD Student in Sweden at the Lund University/Malmö University, Environmental History Dept. of Urban Studies. He currently teaches Environmental Science in theory and practice and design for sustainable development to undergraduates and project and process management for sustainable urban development and Social innovation, social entrepreneurship and sustainability at graduate level. He offers a summer course for young professionals (govt./NGO) from Eastern Europe) on Sustainable public governance. Go to <http://mah.academia.edu/FBj%C3%B6rk> for a list of his publications.

Recently he has been a Member of the SISI project group (Swedish Infrastructure for Social Innovation) 2013-2014 and responsible for developing a cross-sector learning platform on Social Entrepreneurship for the Center for Public Entrepreneurship 2012-2014

Fredrik shared these thoughts when he joined the PRME WG on Sustainability Mindset: “A lot of the discussion on sustainability tends to see it as more or less a technical or organizational question. From my perspective we need to bring people – our values and mindsets – forward in the process towards sustainability. In addition to the perspectives of economic, ecological and social sustainability – we also need to look at sustainability mindset(s).

What is clear about sustainability, and what is also highlighted in the SDGs, is that sustainability is ‘global’ – at the same time embedded in local social-ecological ecosystems as well as in global networks. A key to understanding and developing sustainable mindsets is, I think, to integrate these perspectives more in the Academy. In order to do this – and to learn from each other’s

examples (and challenges) – being part in a network such as PRME is crucial – for us teachers, as well as for our international, multidisciplinary students. fredrik.bjork@mah.se

Marsha Willard



Marsha Willard, Ph.D. teaches graduate classes on sustainability for Pinchot University, University of Oregon and the Presidio Graduate School as well as serving on the faculty for the International Society Professionals. She is founder, first executive director and currently a board officer of the International Society of Sustainability Professionals, the first professional association for people working in the field of sustainability.

Marsha is an independent consultant, author and teacher with over 25 years' experience working with organizations to help them operate more sustainably. She is the co-author of *The Business Guide to Sustainability* (winner of the 2007 American Library Association Award for best academic titles, the third edition was released in 2015) and *The Step by Step Guide to Sustainability Planning*.

Marsha has also designed a number of sustainability related tools including the Sustainability Planning and Reporting Kit (SPaRK™), a set of electronic files that help organizations develop a plan and track the various metrics (e.g., recycling rate, greenhouse gases, living wage, water use, etc.), the Sustainability Overlay, a product developed through a grant from the Lemelson Foundation to be used to augment the Business Model Generation Canvas, and S-CORE, a sustainability assessment tool now administered through ISSP.

She is looking forwards to connecting to peers around the world and sharing resources and ideas for innovation through the PRME WG on Sustainability Mindset.

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