



Alliance for Research on Corporate Sustainability

Alliance for Research on Corporate Sustainability (ARCS)
700 East University Avenue, Suite K3510
Ann Arbor, MI 48109-1234
Phone: (734) 763-9159 • Fax: (734) 647-1334
E-mail: arcsinformation@gmail.com
<http://corporate-sustainability.org/>

ARCS Call for Proposals Focused Workshop Program

The Alliance for Research on Corporate Sustainability (ARCS) is now accepting proposals for focused workshops designed to advance progress on key sustainability issues. All proposals must be research-oriented and identify specific intended outcomes, but they are encouraged to involve practitioners as well as academic researchers. Workshop proposers must be individual members of ARCS, and preference will be given to active participants in recent ARCS events. This Call for Proposals will be an annual event, with at most one award to be granted each year.

Background

As sustainability issues have grown in complexity and scope, there is increasing recognition that making progress will require much more productive engagement of the business sector. ARCS was created in 2009 to support rigorous academic research into the strengths and weaknesses of alternative policies and strategies for creating sustainable businesses.

Our first decade as an organization has been marked by outstanding annual conferences (including our first conference abroad, in Rotterdam, in 2017), PhD academies and workshops, interdisciplinary research workshops, and a published set of Major Works on Corporate Sustainability.

The goal of the Focused Workshop Program is to expand and diversify the portfolio of ARCS activities to include smaller events designed to address specific research questions. There are no restrictions on workshop format or topic, and we encourage creative proposals. Proposals should be no more than 10 pages long, double-spaced, and should clearly lay out the rationale for the workshop, the approach to be taken, the types of participants that will be sought and how many, the workshop budget, any deliverables that will result, and strategy for disseminating the workshop's outcomes. Intended outcomes can be targeted towards practitioners, scholars, or both. The event should be held by August 30, 2020.

Application Deadline: November 15, 2019

Please send your proposals to arcs.information@gmail.com

Maximum Award: \$15,000

Decision Deadline: January 17, 2020

Criteria for Award

- To what extent will the proposed workshop advance research on corporate sustainability?
- Can the workshop be completed using the awarded funds? If not, does the applicant have sufficient additional funds from other sources?
- What impact will ARCS funding have on the ability to host the event?
- Are the intended outcomes clear, feasible, and valuable?
- Will the project expand the ARCS network?
- Will the project deepen engagement with ARCS for existing members?
- Does the project promise to affect real-world practice?
- Will the project be communicated broadly with external audiences?

Examples of Workshop Formats

The Focused Workshop Program is modeled in part on a pilot project entitled “Corporate Sustainability 2.0: Leading Systemic Change” that was funded by the Borchard Foundation and held in June 2016. That event brought together a small group of researchers representing 10 ARCS member schools for 3 days of focused reflection. Outcomes of the workshop include an article in *California Management Review* aimed at practitioners and a special issue of *Organization and Environment* on “Leading Corporate Sustainability.” The success of the small workshop format encouraged ARCS to create an ongoing program.

This year, the inaugural workshop will take place at HEC Paris with the theme of Accelerating Researcher-Practitioner Collaborations in Sustainability Research. This event will bring together high-level scholars and practitioners to foster new connections and inspire joint collaborations. Part of the workshop will include guest speakers from both practice and academia who will share their perspectives on the various challenges and best practices in researcher-practitioner collaborations. Topics will include employee’s motivation and sustainability, the sharing economy, the circular economy, financing sustainability and governance for sustainability, with a special focus on PPPs and inclusive economy, B-Corps, experimental research with firms, RCT within firms, and qualitative comparative analysis within firms.

We welcome creative proposals for a range of formats. The proposal should clearly specify the intended outcomes of the event, and dissemination strategies for sharing them with external audiences. Sample workshop concepts might include:

- **Interdisciplinary Research Symposia**
 - **Goal: Thought leadership on an important topic**
 - **Outcomes: Journal article for scholars and/or practitioners, special issue of journal, webinars to share results**
 - Focused on a specific topic but drawing from multiple disciplines

- Designed to spark interdisciplinary inquiry into a new or under-studied area.
 - Invite or commission related papers on a common theme
 - Produce one or more publications in practitioner and/or academic outlets
 - Example: “Corporate Sustainability 2.0: Leading Systemic Change,” producing a multi-author article in *California Management Review* and a special issue of *Organization and Environment*
- **Consortium for Sustainability Impact (CSI)**
 - **Goal: To solve real world problems while advancing research, and push ARCS scholars further into applied research**
 - **Outcomes: Implemented solutions, research papers**
 - Partnership with industry participants using company data
 - Academics propose topics they would like to focus on using company data
 - Companies propose questions they would like answered.
- **Company Roundtable**
 - **Goal: To understand the research that companies would like done, select high-impact opportunities to engage, and solve real problems.**
 - **Outcomes: Identification of challenges needing research, launch of research program to address them, webinar to share ideas.**
 - An open discussion between academics and company leaders, asking the latter to share their main sustainability challenges in order to encourage the academics to conduct research to address those challenges.
 - Topics would center on what the company participants see as the greatest needs for new research.

For questions, please contact ARCS Managing Director, Brooke Sweeney by emailing arcs.information@gmail.com.