

Welcome!

Dear ARCS Conference participant,

A warm welcome to Rotterdam School of Management, Erasmus University (RSM), where you will participate in the 9th Annual ARCS Conference.

Below are some key features for sustainability-oriented visitors of Erasmus University Rotterdam, its business school, and its city. You'll probably want to extend your visit to Rotterdam, as it is featured in a growing number of magazines as a 'must-see' destination for 2017.

We hope you have a productive conference and a pleasant stay in Rotterdam.

Best wishes,
The 2017 ARCS Conference team,

Luca Berchicci
Nina Hoekstra
Joey Johannsen
Steve Kennedy
Patricia Mes
Paolo Perego
Frank Wijen



Erasmus University Rotterdam

Founded in 1913, it is currently one of the biggest universities of the Netherlands with a student population of 26,000 and a research community of circa 1,400. Scholars and students in seven faculties and two institutions work on global social challenges in the areas of health, wealth, governance, and culture.

The quality of research at [Erasmus University Rotterdam](https://www.eur.nl/), named after Rotterdam-born humanist and theologian Desiderius Erasmus, is reflected in its recognition of Europe's top 10 research facilities. On the lively, modern campus, students and scholars of more than 100 nationalities are constantly encouraged to develop their talents and meet their ambition.

Rotterdam School of Management, Erasmus University (RSM)

For over 45 years, [RSM](#) has firmly established its reputation as one of Europe's leading business schools.

Long before 'global' became an important descriptor for business education, RSM's students, faculty and staff were already reflecting the diversity of the globalising world and developing the school into a force for positive change.

Just like our host country, one of the world's most renowned and open minded international trading nations, RSM has continued to expand and internationalise, cementing its status as one of Europe's most international and innovative business schools.

RSM offers a distinctive intellectual culture; one that is critical, creative, caring and collaborative, and committed to the UN's 17 Sustainable Development Goals. We believe that leadership can be taught through a combination of intellectual and practical challenge.

We believe that the difficulties encountered working in diverse teams fosters creative new approaches in business. We enjoy a reciprocal, supportive relationship with multinational companies. And we encourage a flexible, broad and sometimes iconoclastic mindset in matters of business practice and research.

This distinct approach has helped RSM to receive a triple-crown accreditation (AACSB, AMBA and EQUIS) and to establish a portfolio of top-ranked programmes, as well as one of the world's largest and most prolific management faculties.

RSM consistently achieves a competitive position in national and international rankings for schools and programmes. In the Financial Times ranking of European Business Schools, RSM was ranked in tenth position in 2016. RSM's MBA programme also appears in the European top 15, our Master of Science in Management takes fifth position worldwide, and the IM CEMS consortium Master of Science programme even a fourth place worldwide.

Facts and Figures

- The education of over 1,200 executives every year
- 8,600 undergraduate and postgraduate students
- 34,000+ alumni active worldwide in over 100 countries
- One of the world's largest and most cited business school faculty: 250 senior researchers and 100 PhD students
- 30+ research centres and initiatives
- 100+ partner schools

Download our [current Fact Sheet](#).



Sustainability at RSM



RSM is committed to promoting corporate sustainability and high ethical standards in research, teaching, and service. We have faculty and staff members who dedicate themselves to embedding these issues into coursework and extracurricular activities. We want to ensure that our students understand and acknowledge that their managerial decisions profoundly affect society, and it is our ambition that our graduates will be equipped to make sustainable business decisions.

Sustainable RSM

In addition to being engaged in core educational programmes, [RSM infuses the central themes](#) from the UN Global Compact's [Principles for Responsible Management Education \(PRME\)](#) into the curriculum and other activities; sensitising mindsets to benefit society, the economy, and the environment from the perspective that sustainability is the foundation of business. From admissions to alumni years, students benefit from the integration of classroom and out-of-class learning experiences.



The school's [Sustainable RSM](#) initiative seeks to institutionalise sustainability in RSM's teaching, research, and operations. We foster a school culture of informed and responsible decision-making that reflects the crucial balance between economic, social, and environmental priorities. Highly motivated students engage in projects and learning experiences, advancing sustainable outcomes in numerous ways. RSM thereby reinforces the connection between sustainability and value creation.

Things to do and see in Rotterdam

There is much to see and do in Rotterdam, often referred to as the city with amazing arts and an entrepreneurial spirit. You may wish to take a look at the [Rotterdam Tourist Information](#) page.

- In Rotterdam, [this guide](#) should help you navigate. Make the most of your trip to Rotterdam.
- You may choose to download the [Rotterdam Tourist App](#). Experience the best of Rotterdam; the city, the port and the region.
- Once in the city, consider renting a bicycle at any of the [bike rental](#) locations. You'll love the wide and safe bicycle paths that can take you from your hotel to the University.
- The [Rotterdam Welcome Card](#) gives you discounts at 50 Rotterdam attractions, and consecutive unlimited travel with the bus, tram and metro.
- [Rotterdam Attractions](#) There is so much to do in Rotterdam, for your entire family; in, on or under water, high in the air or inside (when it rains, as occasionally happens...).



Sustainable Attractions in Rotterdam

1. The [Rotterdam Climate Initiative](#) and the [Floating Pavilion](#) - see it while it is here. The pavilion is in the Rijnhaven.
2. [Futureland](#) and the [Maasvlakte 2](#) - It's a bit more to coordinate, but a wonderful adventure. I have more details if needed. Take a day trip on the [Spido](#).
3. [Binnenrotte Markt](#)- Saturday and Tuesday 400 food booths and variety items sold in an open market near Rotterdam Blaak station.
4. The new [Markthal](#) opened in 2014. It is a world class market and helps make Rotterdam a chosen destination for world travelers.
5. Meet with Rio Hollander, one of the creators of [de Pluktuin](#), a thriving urban garden space created on an abandoned asphalt field in 2012. Take a hand ferry across the canal.
6. Read the [document](#) entitled: "Making sustainability a way of life for Rotterdam: Rotterdam's Programme on Sustainability and Climate Change 2015-2018. More facts printed about [sustainability in Rotterdam](#). More about Rotterdam, [facts and figures](#), etc.
7. Did you know that a local Rotterdam artist/designer came up with the idea for the energy generating dance floor? He recently created a [carbon-eating tower](#) in Rotterdam. Take a look at [Studio Roosegaarde](#).

8. Meet with our partners [ENVIU](#), Innovators in Sustainability. Enviu kick-starts companies aimed at creating environmental and social impact.
9. Look into the [sustainable architecture](#) of Rotterdam. [Inhabitat](#) has a number of Rotterdam and regional sustainable architecture initiatives over the years that are extremely innovative.
10. Visit an exhibition at the local architecture, design, and e-culture centre [Het Nieuwe Instituut](#), which organises exhibitions, lectures, and fellowships. It also carries out research and development projects.
11. Check out [Blue City 010](#). Visit the center of 'Blue Economy' activities with the creators of [Rotterzwam](#) - growing oyster mushrooms in an abandoned city pool with local used coffee grounds in the old Tropicana building on the Maasboulevard.
12. Meet the organisers of the [Fenix Food Factory](#). Learn how they turned an abandoned warehouse into a thriving food and entertainment hotspot for the city.



Vegetarian and Vegan food:

- [Bagels and Beans](#) (coffee, bagel sandwiches)
- [Baker & Moore](#) (coffee, breakfast, create your own salads and sandwiches)
- [Bertmans](#) (veg. breakfast/brunch)
- [Bla Bla](#) (casual dining in Delfshaven)
- [De Oude Plek](#) (Chinese vegan, near station Lombardijen)
- [Evergreen Veggies](#) (Indian vegetarian)
- [Gare du Nord](#) (fine dining)
- [GYS](#) (trendy vegetarian and vegan)
- [Heavenly Cupcakes](#) (lunch spot featuring the Dutch Weed burger)
- [Leaf Vegetarian](#) (Asian vegan)
- [Rauw](#) (raw vegan dishes)
- [Spirit](#) (buffet, highly popular, three level)
- [Tea Lab](#) (vegan friendly, juice bar, teas, high tea, lunch)
- [Vers Rotterdam](#) (vegan friendly, raw)