

HOT TOPIC DISCUSSIONS #1



How to create a values-based innovation culture for sustainable business impact?



- Learn how leading European firms create values-based and sustainable innovation cultures, understand their challenges and proven practices.
- **Share your experiences and learn from those of others!**
- Based on ethnographic insights on values-based and sustainable innovation barriers and practices within the Erasmus+ Project [IMPACT](#)
- Introduced and moderated by Prof. Dr. Henning Breuer and Kiril Ivanov



Values-Based &
Sustainable
Innovation

