



ACHIEVING CARBON NEUTRALITY: SUSTAINABLE BUSINESS MODELS, SOCIAL ENTREPRENEURSHIP AND B CORPS.

Monday 20th December, 2021

VIRTUAL EVENT (zoom from 10.00 a.m. to 2.00 p.m. Rome time)

There is an exponential growth in academic research related to social and environmental sustainability, which responds to the need to reshape capitalism and find new organizational forms and business models to support a sustainability transition. The climate crisis has multiple manifestations; among the most impactful are the temperature increase and the consequent scarcity of resources. To address this crisis, companies need to be able to develop resilience plans and rethink their production and consumption patterns adopting circular models to ensure the efficiency of the resources used.

This first edition of the TRACY workshop focuses on the role of sustainable business model, social entrepreneurship, and B Corps in achieving zero-carbon neutrality, disentangling the factors (e.g., institutional, at the industry and/or firm level) leading firms to meet the net-zero goal.

The workshop focuses on emergent issues related to sustainable development: a development that meets the needs of current generations without compromising those of the future generations. To respond to global changes, it is necessary to embrace a forward-looking approach, oriented to avoid or mitigate negative impacts and to adapt quickly to ongoing changes.

Transitions towards carbon neutrality entail changes in the interaction between individuals and organizations and between them and the environment at the local and global scale. Therefore, we feel the need of expanding the current knowledge base for understanding the micro and meso dynamics of the changes, bridging the boundaries between disciplines, geographies, cultures, and institutions, and between scholars and practitioners.

The contents of the workshop relate, but are not limited, to these themes:

1. Sustainability transitions in the energy sector
2. Inclusive and sustainable global value chain
3. Technological change, innovation networks and sustainable business models
4. Clusters' transition towards sustainability
5. Culture and creative industries in sustainability transitions
6. The role of sustainable certifications, and certified companies, such as the B Corps, to stimulate local/regional/national transformation towards sustainability
7. Place-based sustainable innovation trajectories and policy actions
8. The effects of green strategy adoption on competitive benefits
9. Carbon neutrality and circular economy



We encourage submissions from scholars in the social and scientific sciences, practitioners, innovators and leaders who are forging ahead with strategies to shift towards sustainability. We welcome contributions that develop innovative approaches in concepts, theory, methods or analysis and have deep or broad implications to inform transitions to environmental sustainability, and that use observational, experimental or theory-driven modes of inquiry.

Organizational matters

The workshop will take place on **zoom** on **December 20th, 2021**.

Interested contributors should send an extended abstract or a full paper to the email address: info.tracyproject@gmail.com from **26th November** to **December 10th, 2021**.

Extended abstracts should contain a minimum of 500 words and a maximum of 2500 words. Extended abstracts can contain figures, tables and/or images, which are not included in the word count. **Full papers (optional)** should not exceed 8000 words, inclusive of the abstract (150 words), tables, references, figure captions, and endnotes.

The acceptance of the extended abstracts/full papers shall be announced by **December 15th, 2021**.

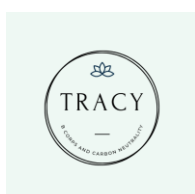
Registration and fee: The workshop is free. Registration will be open from November 26th. All the information will be published on the TRACY project website.

ORGANIZERS: Silvia Rita Sedita (silvia.sedita@unipd.it), Silvia Blasi (silvia.blasi@unimi.it)

SCIENTIFIC COMMITTEE: Silvia Rita Sedita (silvia.sedita@unipd.it), Silvia Blasi (silvia.blasi@unimi.it), Eleonora Di Maria (eleonora.dimaria@unipd.it), Valentina De Marchi (valentina.demarchi@unipd.it), Ekaterina Domorenok (ekaterina.domorenok@unipd.it), Daniel Alonso Martinez (dalom@unileon.es)

Important dates

Submission deadline:	December 10 th , 2021
Notification of acceptance:	December 15 th , 2021
Registration deadline:	December 17 th , 2021
Workshop:	December 20 th , 2021



VISIT THE WEBSITE: <https://www.tracyproject.org/>