



Network for  
Business Sustainability

# Impact Report 2023-24



July 2024

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# Introduction

This report explores the impact of the Network for Business Sustainability's work. It focuses on activities from the fiscal year ending April 30, 2024. It describes outcomes from NBS's two major mechanisms for impact: content creation & dissemination, and capacity building through community engagement.

For a more comprehensive overview of NBS's Strategy for Impact, with more details on each of these initiatives, read [our strategy statement](#).

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19 Thank You

# NBS Mission

The Network for Business Sustainability shares knowledge about business sustainability to help build a world that is fairer and more ecologically sound.

We engage an international community of business leaders and scholars to create open-access content that enables practical action. We facilitate opportunities for these global sustainability changemakers to connect and increase their capacity for impact.

# The NBS Team

Meet the small but mighty team of faculty and staff who facilitate the Network for Business Sustainability's activities.

We are located across Canada and the United States and are diverse in our backgrounds — from PhDs in business to professional communications experience. But we all share the belief that business can — and must — be a force for creating sustainable human societies.



**Jury Gualandris**  
Director



**Abby Litchfield**  
Community Manager



**Chelsea Hicks-Webster**  
Knowledge Manager



**Matthew Lynch**  
Ivey Centre Director



**Light Naing**  
Digital Content  
Specialist



**Felix Cai**  
Data Management  
Specialist



**Maya Fischhoff**  
Editor and Advisor



**Tima Bansal**  
Founder and Senior  
Advisor

# IMPACT AT A GLANCE



Network for  
Business Sustainability

## KNOWLEDGE MATERIALS

### WEBSITE REACH

WWW.NBS.NET

220,000+

TOTAL VIEWS IN  
2023-2024

900+

EXTERNAL SITES  
REFERENCING NBS

790

TOTAL NBS  
RESOURCES

## AMPLIFICATION



15,854

TOTAL RECIPIENTS OF  
NBS NEWSLETTERS



7,980

TOTAL FOLLOWERS  
ON LINKEDIN



+24,411

VIEWS FROM REPUBLISHING  
PARTNER B THE CHANGE

## COMMUNITY ENGAGEMENT

### The Sustainability Centres Community

200+

Centre members

23

New joiners in 2023-4

### 2023-2024 CONVENINGS:

Responsible Management Education Week, New York

Bi-monthly Knowledge Exchange Workshops, Online

16

PARTNERSHIPS ACROSS  
ACADEMIA, CIVIL SOCIETY,  
& BUSINESS



### NBS SERIES ON TEACHING CLIMATE IN BUSINESS SCHOOLS

5

SESSIONS

450+

REGISTRANTS  
FROM

50+

COUNTRIES





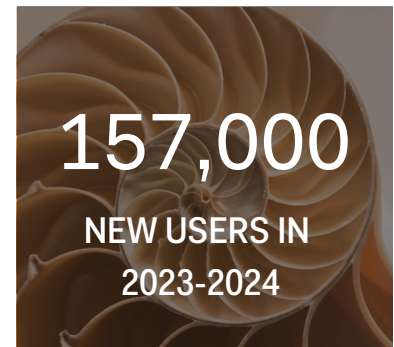
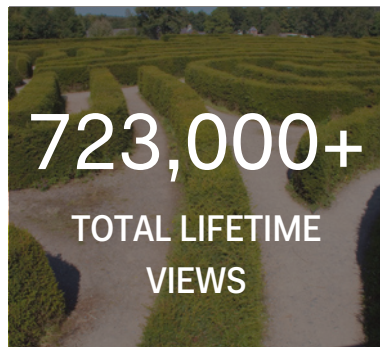
Network for  
Business Sustainability

# Content Creation and Dissemination



# NBS.NET – WEBSITE REACH

NBS evidenced-based knowledge materials are freely accessible on our website, [www.nbs.net](http://www.nbs.net). These statistics measure the usage of materials on our site.



## READER TESTIMONIALS



*"NBS is doing a great job sharing important and useful insights on sustainability to help businesses improve their performance while reducing their negative externalities on the environment and health."*

*"Thanks for providing credible information from a credible source. This information and skill sets should be part of every faculty's curricula."*





# NBS.NET – RESOURCES

NBS creates high quality content across six knowledge hubs.  
Learn more about the breakdown of these materials in 2024.

# 790

TOTAL NBS RESOURCES

# 479

KNOWLEDGE HUB ARTICLES

# 54

CONTENT COLLABORATORS  
IN 2023-2024

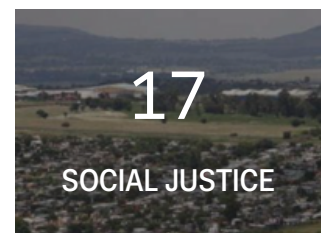
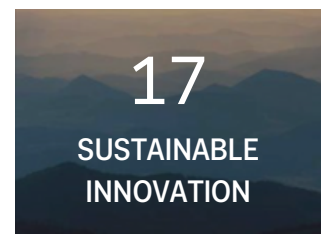
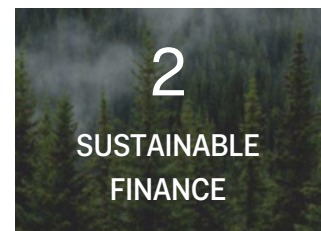
READER TESTIMONIALS



*"NBS activities address the relevant issues and actions that should be taken, and provide an excellent opportunity for members to collaborate and help to educate others."*

*"The information you provide and generate is valuable for faculty teaching business, environment, and sustainability-related matters."*

RESOURCES  
PRODUCED  
IN 2023-2024



# NBS.NET ARTICLE VIEWS

## MOST READ NBS ARTICLES OF ALL TIME

5 Main Threats to Biodiversity

**54,258 views**



What is Sustainable Innovation?

**35,680 views**



What is Social Sustainability?

**26,292 views**



3 Reasons Employees Act Unethically

**20,684 views**



How to Motivate People Toward Sustainability

**19,523 views**



## MOST READ NBS ARTICLES PUBLISHED IN 2023-2024



How Can Companies Use Their Political Influence Responsibly?

**3,029 views**



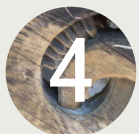
Business Models for the Circular Economy

**1,211 views**



How Music Can Support Sustainability Work

**1,165 views**



Indigenous Economic Development is Sustainable Economic Development

**1,079 views**



How to Change a System in 3 Months

**951 views**



# Who's Referencing NBS Materials?

## ACADEMIC INSTITUTIONS REFERENCING NBS RESOURCES



## ACADEMIC INSTITUTIONS UTILISING NBS RESOURCES IN CURRICULA



900+ external sites  
referencing NBS\*

## RESEARCH PUBLICATIONS UTILISING NBS RESOURCES



## TOP 5 NBS ARTICLES REFERENCED EXTERNALLY



# NBS Newsletters

## NETWORK NEWSLETTERS

NBS sends monthly newsletters to practitioners with our latest sustainable business guidance.

# 10,235

TOTAL RECIPIENTS

# 3,000+

CONSISTENTLY ENGAGED  
RECIPIENTS

# 589

NEW SUBSCRIBERS IN  
2023-2024

Growth of Network Newsletter Recipients, May 2023 - April 2024



## RESEARCHER UPDATES

NBS sends monthly newsletters to researchers with information about sustainability research, teaching, outreach, and opportunities.

# 5,619

TOTAL RECIPIENTS

# 1,815

CONSISTENTLY ENGAGED  
RECIPIENTS

# 167

NEW SUBSCRIBERS IN  
2023-2024

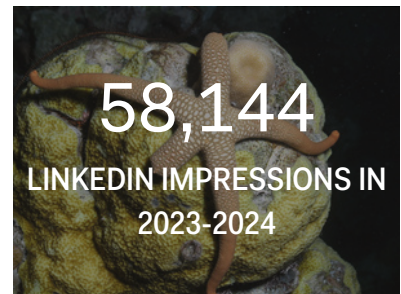
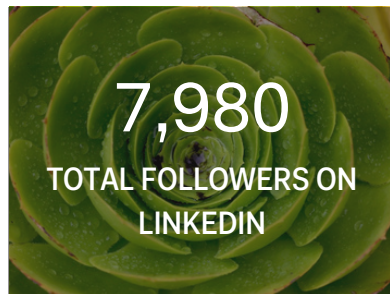
Growth of Researcher Update Recipients, May 2023 - April 2024



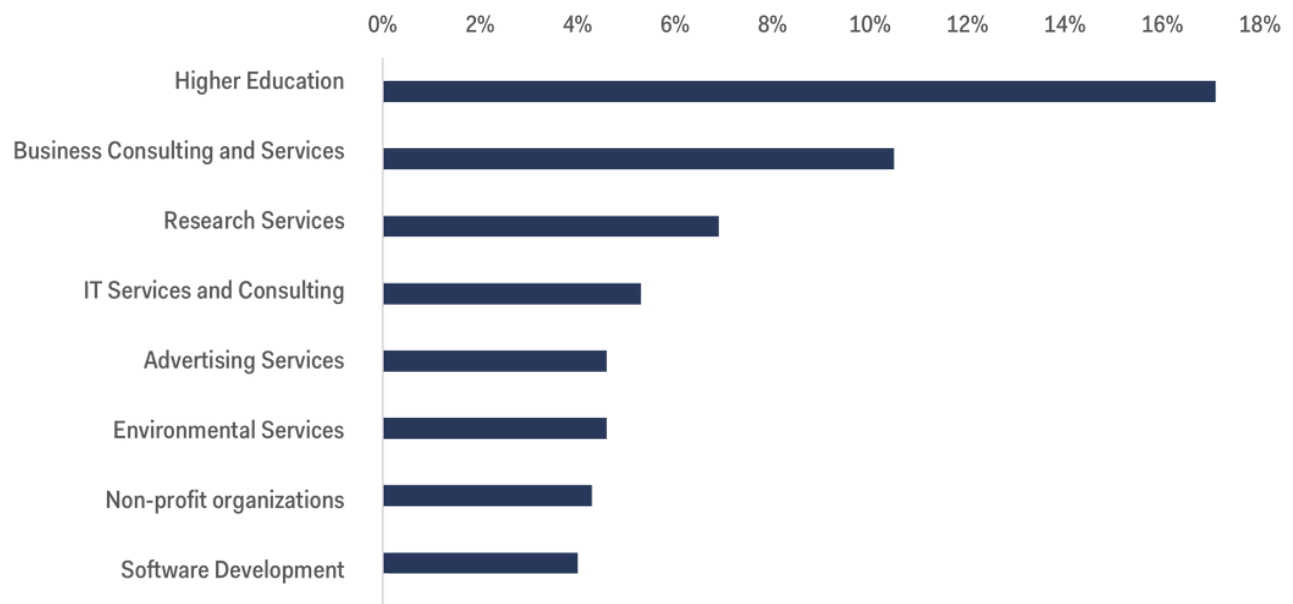


# Social Media Engagement

NBS has an active, growing audience on LinkedIn. Previously, NBS was active on other platforms including Twitter (now X), Facebook and Instagram, but these have been discontinued to focus on our most engaged audience.



## NBS LinkedIn Visitors by Industry



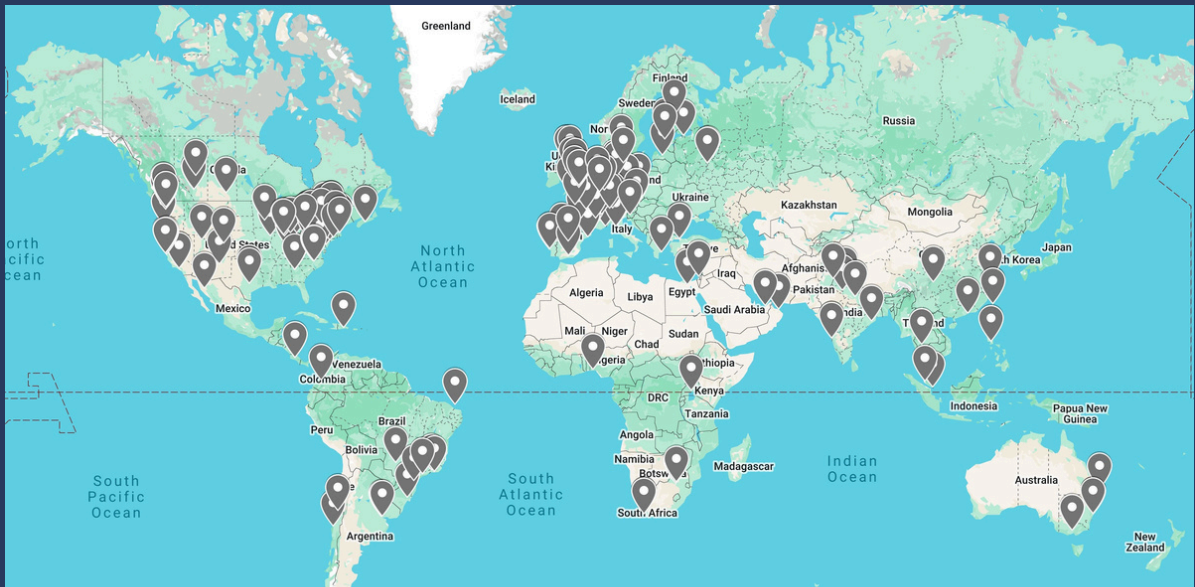


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# Capacity Building Through Community Engagement

# The Sustainability Centres Community

The SCC, convened by NBS, brings together nearly 200 centres from around the world to advance research, teaching, and outreach. SCC activities are guided by an advisory board of centre leaders. They include a listserv to share opportunities, insights, and questions; bi-annual meetings to build community and discuss specific pressing topics; and targeted written content.



Our global network of sustainability centres within the SCC

**200+**  
CENTRES

**400+**  
FACULTY AND  
STAFF MEMBERS

**24**  
NEW CENTRES  
JOINED IN 2023-2024

Special thanks to our Advisory Board members:

**TIMA BANSAL**

Innovation North, Ivey Business School, Canada

**FERNANDA CARREIRA**

Center for Sustainability Studies, Fundação Getulio Vargas, Brazil

**RUMINA DHALLA**

Institute for Sustainable Commerce, University of Guelph, Canada

**BRIAN GANSON**

Centre on Conflict and Collaboration, University of Stellenbosch Business School, South Africa

**LEANDRO NARDI**

Society and Organizations (S&O) Institute, HEC Paris, France

**ANA SIQUEIRA**

Center for Socially Responsible Entrepreneurship and Innovation, William Paterson University, United States

**ZEHR WAHEED**

Centre for Business and Society, Lahore University of Management Sciences, Pakistan

**MELISSA ZAKSEK**

Erb Institute, University of Michigan, United States



## EVENT SPOTLIGHT: SUSTAINABILITY CENTRES COMMUNITY WORKSHOP 2023

Since 2012, the SCC has gathered for biennial workshops. For each workshop, NBS partners with a centre to provide their space, and co-create impactful programming.

In 2023, MIT & the SCC partnered with the UN PRME to host the inaugural "Responsible Management Education Week" in New York City.



# 100+

REGISTRANTS FOR SCC  
WORKSHOP 2023

# 75+

COUNTRIES  
REPRESENTED

# 1,000+

REGISTRANTS FOR  
RME WEEK 2023

# 9

PRESENTERS AND  
PANELISTS

## PARTICIPANT TESTIMONIALS

“

*“Learning from the workshop will allow me to use the same techniques when working with colleagues in the university, and will help with faculty development to empower/motivate others to achieve broad institutional goals around sustainability both in the short and the long term.”*

*“I oftentimes feel alone and a bit hopeless as someone teaching at a business school, so it's nice to know so many of us are struggling with the same existential questions. It was great to give space to others from so many other places and come with great ideas.”*

”

“

*“I feel encouraged to think more holistically and expansively about how to create space for emotion on my classes. I think there is so much unresolved anxiety, depression, overwhelm that mostly has to be managed outside of class - but could be powerful as a resource to feed the learning process in the class.”*

## EVENT SPOTLIGHT: SUSTAINABILITY CENTRES KNOWLEDGE EXCHANGE SERIES

Every other month, NBS holds space for centre leaders to gather for peer support. Participants discuss current challenges and opportunities in running sustainability centres, sharing advice and experiences about topics like funding, setting up a new centre, defining centre strategies, engaging students, faculty, and school leadership, and more.



130+

Registrants

90+

Participants

20+

Countries

9.4/10

Participant Rating

### PARTICIPANT TESTIMONIALS

“

*"I am so appreciative of this community. Thank you for providing this space to gain ideas and see what other centers around the world are doing. It helps to know that there is a community that is established to help with getting the awareness and buy-in we need to grow and further our sustainability centres."*

*"I really like the open exchanges about all kind of different topics - and all of them are highly relevant! Also, you meet new people in every session which is great!"*

”

# The NBS Teaching Climate Series

Business schools and business faculty want to respond to the climate crisis. NBS is helping them do so. The Teaching Climate Series, launched in January 2024, is a monthly virtual series of knowledge-sharing events which convenes a global community of educators.



**450+** ATTENDEES  
REGISTERED

FROM **50+** COUNTRIES

AND **270+** SCHOOLS

**5**  
SESSIONS

**15+**

CLIMATE TEACHING  
RESOURCES SHARED

**8.8/10**

AVERAGE RATING

**19** EXPERT  
PRESENTERS

FROM **10+** COUNTRIES

AND **20+** SCHOOLS



*"It is great that this series is organized. I think many will get a lot of value out of it, and it will bring good ideas on how to organize workshops and lectures."*

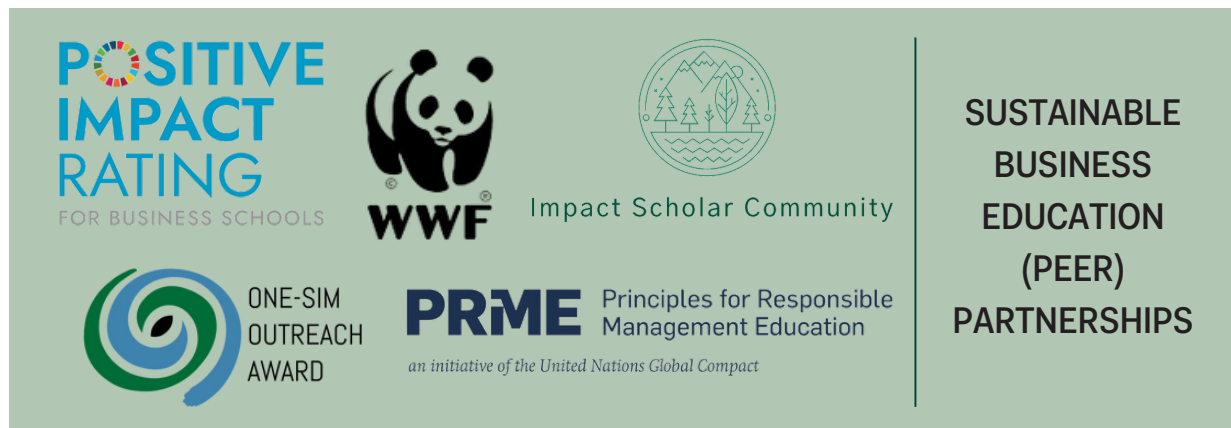
*"I have never experienced so much new learning in such a short time as I did in the Teaching Climate Series session today."*

*"Thanks so much for organizing these teaching sessions. I teach entrepreneurship and strategy and feel like I'm way behind on teaching these skills to my students. They'll definitely need to be able to address these topics in the workforce and the most successful ones will have figured out how to make the sustainability mindset their own."*



# Partnerships

NBS works with a wide range of other organizations to collectively advance business sustainability. Here are some partners we've engaged with in various ways, from content and event collaborations to republishing arrangements.



## PARTNERSHIP SPOTLIGHT: B THE CHANGE

B the Change is the content arm of B Lab, the not-for-profit responsible for certifying B Corporations and advancing benefit corporation governance structures. B the Change aims to “gather the voices of people using business as a force for good to inform and inspire a global shift in business.” Most NBS articles are republished by B the Change, which shares them through Medium and in “B the Change Weekly,” a newsletter with 75,000+ subscribers.

# 24,411

TOTAL VIEWS OF NBS  
ARTICLES IN 2023-2024

# 89,027

TOTAL LIFETIME VIEWS OF  
NBS ARTICLES

# 4,316

TOTAL READS OF NBS  
ARTICLES IN 2023-2024

# 17,820

TOTAL LIFETIME READS OF  
NBS ARTICLES

# 25

NBS ARTICLES  
REPUBLISHED IN 2023-2024



*“NBS articles are always among the top-read on B The Change! They are a great resource for our readers - topical and well-written.” - B The Change Editor*





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THANK YOU  
for being part of our  
impact journey.

Join Us: [www.nbs.net](http://www.nbs.net)



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Thank you to Light Naing and Felix Cai for preparing this impact report.

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