

19TH EIASM INTERDISCIPLINARY CONFERENCE

# INTANGIBLES, SUSTAINABILITY, AND VALUE CREATION

REPORTING, MANAGEMENT, AND GOVERNANCE

## HIGHLIGHTS

of unprecedented cross-disciplinary exchanges between  
management sciences, environmental sciences scholars,  
and standard developers

on the path towards a science-based sustainability reporting

Event by



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CHAIRE DE RECHERCHE  
Double Matérialité

SEPTEMBER 19-20, 2024  
GRENOBLE, FRANCE

The 19th EIASM Interdisciplinary Conference on “Intangibles, Sustainability and Value Creation – Reporting, Management and Governance,” was organised on the 19th and 20th of September at the University Grenoble Alpes.

The Conference was organised under the auspices of the Franco Italian University, with the sponsorship of Association Francophone de Comptabilité, the Mapmondes chair and the Double Materiality chair.

This Conference followed the adoption, in July 2023, by the European Commission, of the first delegated act that sets out cross-cutting standards for the disclosure of Environmental, Social and Governance (ESG) information. The sustainability reporting revolution has started and further guidance is now expected to address its implementation challenges that relate to the definition and the content of material sustainability/ESG information, to how to collect the required sustainability/ESG information, or to what form of communication should be employed, including in what digital form. To address those issues, the ambition of the Grenoble conference was in creating an unprecedented opportunity for cross-disciplinary exchanges that will assist regulators, preparers, and all users of the upcoming sustainability reporting. The new reporting issues will contribute to an equal footing between sustainability and financial reporting, under the concept of “values creation”, a multi-perspective, multi-stakeholders, multi-dimension, multi-time horizon, multi-intangibility concept. To achieve that goal, we invited guest speakers who can support us in bridging the gap between those different perspectives.

Two Chairpersons co-directed the Conference: Prof. Dr. **Stefano Zambon** from the Department of Economics and Management, University of Ferrara (Italy), and Associate Prof. Dr. **Véronique Blum** from the Accounting Preparation Center, Université Grenoble Alpes.

University Grenoble Alpes was created for the first time in 1339. It was re-created in 1542, and in 1896 by regrouping the faculties of law, letters and sciences, as part of the Imperial University. UGA is known for its excellence in research, training and innovation. Thanks to the effectiveness of the cooperation between the stakeholders, the university obtained the "Initiative of Excellence" (Idex), a prestigious label that distinguishes a dozen university sites in France. The institution counts 59,000 students, including 10,500 international students, and 3,000 PhD students.

The workshop brought together a large international group of accounting and sustainability scholars to discuss some of the most pressing issues facing not only research and industry but also human society and the planet.

## Keynote Speakers Plenary Sessions and Roundtables

Over the two days, the Conference was enriched by the plenary sessions with notable keynote speakers and inspiring roundtables, contributing significantly to the event discussions.

The **Opening Plenary Session** was devoted to a today's much breakthrough topic: **"New disclosure requirements require science-based measurements, paths towards a fruitful transdisciplinary dialog"**, and chaired by Prof. **Stefano Zambon**, University of Ferrara and and Associate Prof. Dr. **Véronique Blum** from the Accounting Preparation Center, Université Grenoble Alpes.

## The opening keynote

## Keynote Speakers Plenary Sessions and Roundtables

Over the two days, the Conference was enriched by the plenary sessions with notable keynote speakers and inspiring roundtables, contributing significantly to the event discussions.

To inaugurate THE 19TH EIASM interdisciplinary conference, a welcome address was given by **Sabine Lavorel**, VP Sustainability UGA, Writer of a book dedicated to Climate Justice, **Julie Sorba**, VP Human and Social Sciences, UGA, and **Elisabeth Walliser**, President of l'Association Francophone de Comptabilité (AFC) and Director of IAE, Université Nice Côte d'Azur.



*"This conference beautifully closes a 4 year cycle of research work of the task-force dedicated to Intangibles, within AFC, and its cycle of workshops that successively took place in Nice and Montpellier and now, in Grenoble." Elisabeth Walliser*

*"This 19th EIASM conference on "Intangibles and Sustainability" bears witness to the vitality of the sustainability sciences and their relevance to the debate on renewing business models and operations to limit their negative impact, and even develop strategies to increase their positive impact on socio-ecosystems. So well*

done to the organisers and speakers !” Sabine Lavorel

“Université Grenoble Alpes is proud to host the 19th EIASM “Intangibles and Sustainability” conference, which was an great opportunity to highlight the international research in humanities and social sciences in its area!” Julie Sorba

### Anup Srivastava

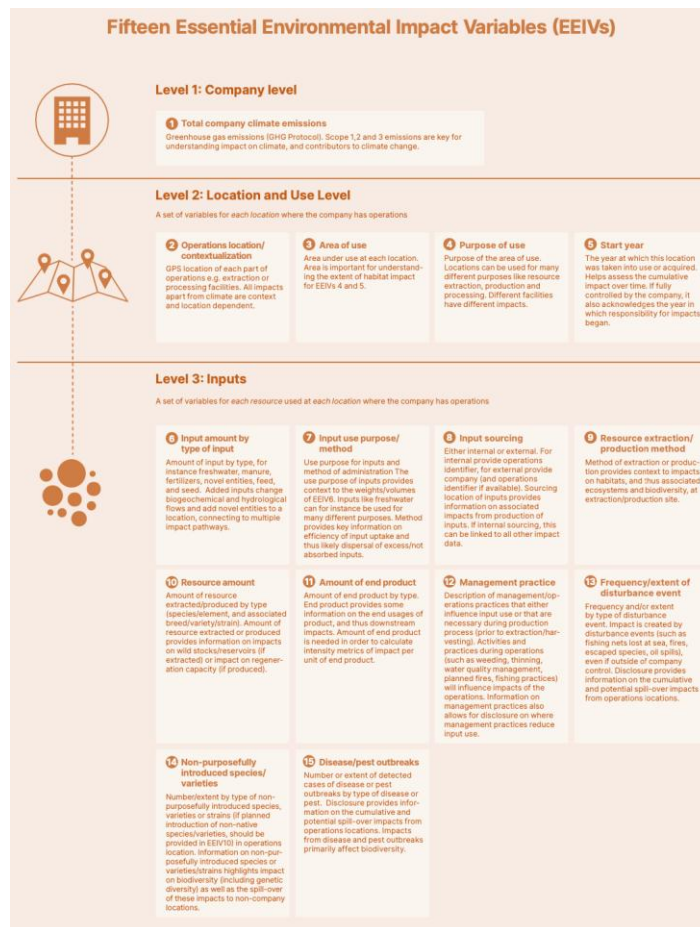
Canada Research Chair (Accounting, Decision Making and Capital Markets) and Professor Haskayne School of Business at University of Calgary, delivered a speech on “**From Intangibles to Natural Capital Accounting: Miles to go before accountants can sleep**”, pointing to the failure of accounting.

*An appropriately calculated GDP might show a net destruction of wealth in the society, not creation. A new final frontier for the accounting community.*

### Beatrice Crona

Professor of Sustainability Science, Scientific Director of the Stockholm Resilience Center, Stockholm University, Sweden

“**Accounting for a Sustainable Future: Integrating Planetary Boundaries into Corporate Reporting**” pointed to the pressures exercised on the environment. She identified 14 essential environmental impact variables that should be required to disclose by all companies.





A second keynote covered the issue of **Corporate Sustainability data: conceptual and technical challenges**. The topic was discussed by **Mario Abela**, Director of Standards at Global Reporting Initiative, **Beate Sjøfjell**, Professor of Law at the University of Oslo and a Visiting Professor at College of Europe. Oslo Faculty's Research Group Companies, Markets and Sustainability, and **Maxime Mathon**, Co-founder and Partner at Ascend, Co-director of the Double Materiality Chair, Advisor to public bodies on strategic ESG data governance. It was chaired by **Pierre Théron**, Member of the scientific committee and of the steering committee of the Mapmondes research Chair.



Prestigious guests participated in our closing keynote on **Developing auditable sustainability standards: towards connectivity**, moderated by **Shruti Kashyap**, Research fellow - Global Economic Dynamics and the Biosphere Programme at the Royal Swedish Academy of Sciences; and Senior Lecturer - Örebro University.

**Patrick de Cambourg**, Chair of the EFRAG Sustainability Reporting Board shared with us the latest development of Sustainability reporting by EFRAG, and announce the creation of an upcoming knowledge hub.

**Eelco van der Enden** shared his view as former CEO, Global Reporting Initiative (GRI).

**Laura Girella**, Senior Research Fellow at the University of Modena and Reggio Emilia, Technical Director at the IFRS Foundation.

**Mario Abela**, Director of Standards at Global Reporting Initiative

**Alexandre Rambaud**, co-director of the Ecological Accounting Chair and of the Double Materiality Chair introduced the CARE accounting, a multi-capitals accounting system.

**Nicolas Konialidis**, Asia Director and Technical Director, International Valuation Standards Council (IVSC) introduced the new developments in the. IVSC standards.

The incisive keynote speakers ([Anup Srivastava](#), [Beatrice Crona](#), [Maxime Mathon](#), [Dr Mario Abela](#), [Beate Sjøfjell](#), [Pierre Théron](#), [Patrick de Cambourg](#), [Eelco van der Enden](#), [Alexandre Rambaud](#), [Laura Girella](#), [Nicolas Konialidis](#), CFA, CVA, ASA-BV) collectively raised important insights and gaps that we as accounting scholars need to consider and help to address, including interdisciplinary exchanges and research. These speeches and panels provided substantive disciplinary perspectives from accounting, environmental sciences and law, as well as the sphere of policy and standards development, to draw meaningful attention to how we can better build science-based pathways for business and finance to achieve sustainability targets and goals.

The paper tracks consisted of cutting edge works being conducted by scholars across a significant array of topics connected to intangibles, sustainability, and value creation. Novel research threads such as connectivity, double materiality or double materialities were discussed, thereby demonstrating the avant-garde position of the conference. The collection

of presentations and papers showcased not only the growing interest in bridging disciplinary silos but also the meaningful strides that are currently being made by researchers across the world.

51 contributions were presented in 16 parallel sessions. Out of the 80 registered participants, who made the conference a sell-out, some participants could not join the conference because eastern Europe was experiencing floodings. A remote participation was made possible for those. The diversity of the topics testifies of the insentivity of the research to conduct in the area.

Sessions were dedicated to ESG disclosures and digital technologies, Sustainability reporting in the financial sector, Sustainability strategies and governance, Sustainability accounting in the public sector, Sigitalization and SMEs, Controversies, risks and risks mitigation, The valuation and the measurement of intangible assets, Drawing lessons and building knowledge about sustainability, Intellectual property : new rights, new effects, The intangible role of state institutions, ESG ratings - ESG failings, New sustainability frameworks for new challenges, Single and double materiality, Human capital management, preservation and reporting, Connectivity and transparency, Circular economy and sustainable supply chains.





**The conference closed with the traditional awards ceremony.**

The following awards were granted :

**BEST JUNIOR CONTRIBUTION TO THE THEORY AND PRACTICE AWARD OF INTANGIBLES, IC AND SUSTAINABILITY**

The Winners were : Soline Ralite and Hugues Chenet for the work entitled : *Unravelling the Narratives of The Climate Finance Agenda*

The co-winners were Clemence Garcia and Takeo Itabashi for the work entitled : *Reconsidering The Measurement of Digital Assets as Intangibles from the Viewpoint on Business Models*

**Runners Up** were also granted an award

**Emmanuelle Flores** for her work on *The Decoupling of Extra-financial Materiality Assessment Practices : Study of Cooperative and Shareholder Banks*

**Lilo Raili & Elina Paemurru** for their work on *Developing a Framework for Assessing the Presentation of Double Materiality in ESG Reporting Under the CSRD*

**Three Special Mentions were given to**

Anne Marie Gosselin and Annie Lecompte, Sylvie Côté, Karine Phaneuf for their work *Currencies, Digital Dollars, Tax Dilemmas: Exploring the Ties Between Cryptocurrencies and Tax Aggressiveness*

Matilde D'onofrio, Alessandro Lai, Silvano Corbella, Cristina Florio, Francesca Rossignoli, Riccardo Stacchezzini for their work *Implementing Materiality in the Context of Sustainability Reporting: a Structured Literature Review of Materiality Assessment Processes, Determinants, and Consequences*

Alessia Urbini, Maarten Corten, Niels Appermont, Nadine Lybaert, Christophe Robbeets, for their work *The Impact of the CEO's ESG-commitment on their SME's ESG- Performance and the Moderating Role of the Accountant and Auditor*

## **Social Events**

Significantly, the keynote speeches and panels, conference participant presentations, and myriad conversations that continued through not only the sessions but also during the lunches, dinner, and conference breaks provided a clear message and reassurance that while challenges may still exist in research, policy, and practice, scholars from all disciplines are aligned in our interest and ambition to achieve a safe and just sustainable future for all. Sustainability initiatives need more concerted efforts and exchanges between science, accounting, management, and policy. From the excellent and open discussions over the two conference days, there is much to indicate that we are on the right road even if we still may have some speedbumps and potholes to navigate along the way.

Lunches were taken at l'Oiseau Blanc, the university campus gastronomic restaurant. The gala diner took place at Café Andry, the restaurant of the contemporary art museum, which is also the first provincial one in France. Both restaurants work with short distance and preferably 0 km providers.