



GOLDEN for Sustainability: BIG SCIENCE IN SOCIAL SCIENCES

The Interdisciplinary Center for Organizational Architecture at Aarhus University, Business and Social Sciences is a leading and founding member of a global and large scale research project "GOLDEN for Sustainability". Other founding members are Bocconi University, Wirtschafts Universität Wien, University of Minnesota (Bioproducts & Biosystems Engineering), Microsoft and EABIS.

GOLDEN ("Global Organizational Learning and Development Network") for Sustainability is a global network of research centers, corporations and membership organizations committed to study and enhance firms' learning and change efforts to integrate and manage sustainability principles into their business models.

Big Science

GOLDEN is of unprecedented scale, depth and geographic coverage. At full capacity, GOLDEN will be the largest management research project ever undertaken. **About 25 research centers and 150 multinational corporations** will participate in the first full three-year cycle of activities. Many others will be engaged as the program continues to expand, including SME's and State-owned enterprises. Several hundred representatives of the firms' stakeholders will also be engaged. Participant organizations will be based in ten regions across the world and active in seven major sectors of the economy. This design will provide unprecedented opportunities distill both generalizable as well as firm-, industry- and culture-specific insights for sustainability-driven business model innovation and is the first project to test the concept of big science known from science and technology into the world of business and social sciences.

Radical knowledge exchange and research design

GOLDEN's program marks a significant departure from the standard way in which research is carried out in management and related social sciences. It represents a radical innovation in research design. The core principle is a deep and sustained cooperation established between each company and a local research center. This assumes that any real insight is co-created between observer and actor throughout all the phases of the research. The symbiotic tie forged between managers and scholars reflects the logic of "engaged scholarship" (Van de Ven, 2007).

GOLDEN at Rio+20

The UN programme of Global Compact (GC) and "Principles for Responsible Management Education" (PRME – AU, business and social sciences are members of this UN programme for business and management research institutions) will market the GOLDEN project to 5.600 companies, who have signed up to the GC, encouraging them to participate in the project. GOLDEN will choose app. 150 companies.

GOLDEN will contribute to the RIO+20 conference.