

# RESEARCH FORUM 2019

## TRUST IN INSTITUTIONAL INTERACTIONS

Bridging the Gap: Partnership,  
Resources and Innovation

Wednesday, October 16th 2019  
FER, rue de Saint-Jean 98, 1201 Geneva

---

EU Geneva

**EU Business School, through ON Research - its research platform, is inviting experts, leaders, and shapers from academia, businesses, governments, international organizations, think tanks, and NGOs, to once again discuss and deliberate on some of the most pressing issues of today under the auspices of its annual Research Forum. Now in its second year, the Forum intends to generate new ideas for research and partnerships, while providing thought leadership and direction in shaping our common and shared future. Building on the lessons learned and successes of last year, where we discussed the modalities of public-private collaborations in humanizing development – we realized that one of the key human components of collaboration at all levels was trust. Hence, this year we will focus on the essentials of trust in bridging the gap between ideas and solutions.**

## **Trust: Bridging the Gap**

Today, we arguably live in the most free, prosperous, progressive, inclusive, and innovative epoch in human history. Human progress, aided by technology, has meant that erstwhile physical and mental barriers are slowly being eroded. When you think about it, we do in fact live in a borderless world. While we keep pushing our boundaries with infinite innovative potential, our progress has also come at a large cost – a cost so gargantuan, that we need to rethink our narrative on progress and development. Despite our advancement, our world today is equally vulnerable to financial booms and busts, climate change, protracted conflicts, resource depletion, global pandemics, and natural disasters.

In today's borderless, interdependent and interconnected world that we live in, no single agency or entity, state or private, will have the wherewithal to tackle the complex challenges we face. In fact, if we aspire to set the narrative of a "shared and common future," the burden of facing the challenges has to be shared universally by everyone. This principle is one of the cornerstones of the 2030 Agenda for Sustainable Development. While the Sustainable Development Goals calls for universality of action, it is contingent upon whether we can forge strong partnerships; devise innovative solutions; and

mobilize the adequate resources to sustain them.

Sustainable solutions to our many challenges can only emerge when everyone acts responsibly together. And for this, trust is the key asset in building effective and sustained partnerships. It is by far the cheapest and most effective asset that can be deployed to solve a problem. Thus, trust in all our interactions should be seen as a core-foundational value. However, in the current global scenario - trust in governments, institutions and businesses are on a decline in most parts of the world. The lack of common political will; hubristic domestic policies; the proliferation of misinformation and disinformation; and the lack of accountability of our institutions and leaders further impedes our goals of a sustainable future. What we need is global leadership and good governance to bridge the gap, and for that trust will be vital.

## Partnerships as Key Driver

Last year, we discussed the various modalities of public-private collaborations in the delivery of global public goods and finding effective solutions to complex challenges. Such multiparty stakeholder approach enshrines the universality principle, and has the possibility for unlocking innovative potentials through cross-cutting capacities.

Yet, one of the major bottlenecks in such collaborative frameworks remains the question of trust. The lack of trust not only hinders collaborations, but magnifies the differences and reluctance between different sectors by creating a prevailing sense of inequity in desired capabilities, objectives and outcomes. This year, we will try to reflect on the elemental aspect of trust in creating win-win partnerships.

## Mobilizing Resources

Resource mobilization is an essential component in financing innovative solutions to our many challenges. Still, the lack of trust in our international system inhibits access to vital resources by both businesses and states. The rise of populism, fake-news, the lack of transparency, protectionism, and trade-wars – just to name a few, restrict the mobilization of vital resources. Furthermore, the paralysis and the “loss of trustworthiness” of many global institutions further exacerbates the issue. What is missing is strong global governance that will provide an impetus to both businesses and governments alike to mobilize the necessary financing required to achieve the 2030 Agenda. We intend to look at not just the challenges of resource mobilization, but also deliberate on which models of resource mobilization are more effective.

# Innovation that Influences Change

Innovation is the process through which we bring about change and improvement in our world. Yet, to truly unlock our innovative capacities, we require a certain set of prerequisites. First, we should not restrict our understand of innovation as an “end,” but as a “means” or “process.” Second, most innovations occur in collaborative environments. In both cases, trust is the hinge that holds any innovative process together by allowing the necessary collaborations and resources to be accessed and freed up. In this section, we will discuss both the successes

and obstacles faced by businesses, states, and institutions alike, in their quest for innovative solutions. We will highlight how better synergies and collaborative processes based on trust can foster innovation.

## Our Role

Through its Research Forum, EU Business School provides thought leadership and creates a platform for discussions between different stakeholders under a common agenda. The discussions and consultations during the Research Forum help generate new ideas for our research ventures, and also drive future collaborations with our various partners.

**“Without trust we don’t truly collaborate; we merely coordinate or, at best, cooperate. It is trust that transforms a group of people into a team.”**

*Stephen M.R. Covey*

# DRAFT AGENDA\*

\*the final agenda will be released on the first week of october 2019

## *Morning Plenary Session: Trust: Bridging the Gap*

09.00 - 09.30	Coffee & Registration
09.30 - 09.45	Welcome Address <b>Dirk Craen</b> , President, EU Business School
09.45 - 10.00	Trust as a Key Asset for Institutional Interactions <b>Suddha Chakravarti</b> , Head of Research, EU Business School
10.00 - 10.30	Morning Keynote Address <b>TBC</b>

## *Panel 1: Partnerships as Key Driver*

**Moderator: Suddha Chakravarti**, Head of Research, EU Business School

10.30 - 12.00	Partnerships as Key Driver  Collaboration is crucial to achieving the SDGs and advancing humanity's cuase. Here, stakeholders will share lessons and best practices on the models that driving transformative change.
12.00 - 13.30	<b>Lunch Break</b>

## *Afternoon Plenary Session: Trust is Fundamental to Leadership*

**Moderator: Suddha Chakravarti**, Head of Research, EU Business School

13.30 - 13.45	Trust and Leadership <b>Luc Craen</b> , Managing Director & Vice-President, EU Business School
13.45 - 14.00	Afternoon Keynote Address

## *Panel 2: Mobilizing Resources*

**Moderator: Svetlana Elinova**, Registrar, EU Business School

14.00 - 15.30	Mobilizing Resources  Sustainable financing for any project is crucial to its survival, more so in the context of development where resources have typically been provided by donors. Innovative development partners are exploring new approaches to creating lasting value with their existing donor bases, as well as new approaches to resource mobilisation that leverage private sector expertise, networks and resources in a way that facilitates socio-economic development and also allows businesses record tangible benefits.
---------------	---

15.30 - 16.00

Coffee Break/Networking Session

## *Panel 3: Innovation for Change*

**Moderator: TBC**, EU Business School

16.00 - 17.30

Innovation for Change

Innovations exist as part of a broader ecosystem made up of systems, process and ultimately people. Testing innovations, and modifying them to fit the relevant contexts is a sensitive process. Governments must trust their partners to allow them to test their innovations on populations, and businesses must trust in their products and processes to bring these to markets. The sweet spot for both parties is the difference between success and failure. This session looks at innovation and the surrounding ecosystem needed for it to thrive.

17.30 - 17.40

Call to Action and Closing Note

**Suddha Chakravarti**, Head of Research, EU Business School

18.00

Networking Cocktail

EU Business School, Geneva Campus  
Quai du Seujet, 18  
1201 Geneva

# CONTACT US

research@euruni.edu  
onresearch.ch

