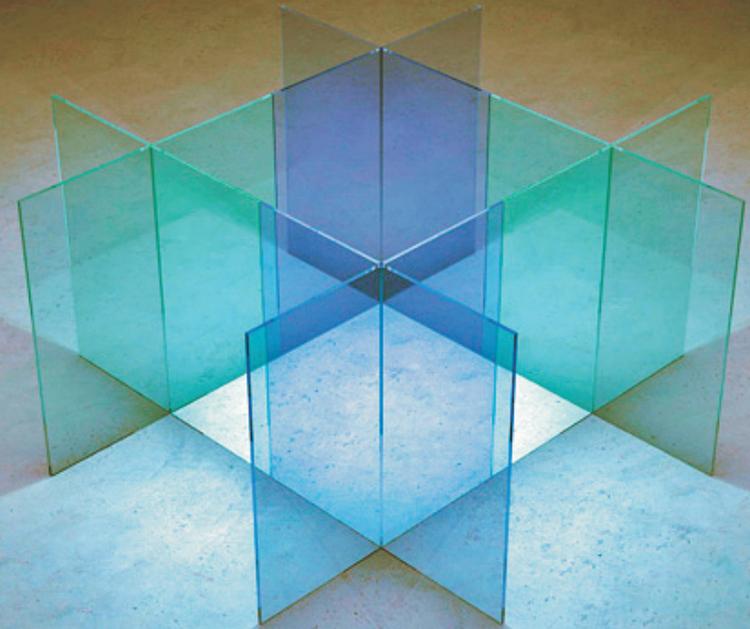




International Conference on
EXCELLENCE IN THE HOME

SUSTAINABLE LIVING
professional approaches to housework



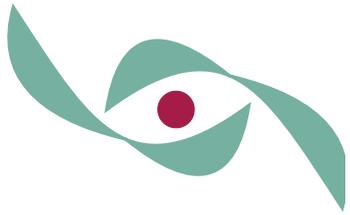
CONFERENCE PROGRAMME

LONDON | March 17th & 18th 2011 | The Grocers Hall

www.homerenaissancefoundation.org



HOME RENAISSANCE FOUNDATION
RENEWING THE CULTURE OF THE HOME



International Conference on
EXCELLENCE IN THE HOME
SUSTAINABLE LIVING
professional approaches to housework

Bryan Sanderson CBE

Among many other professional distinctions, Bryan Sanderson CBE has acted as Managing Director, BP (1992-2000), Chairman of Standard Chartered Bank (2003-2006), BUPA (2001-2006) and the Learning and Skills Council (2001-2004). He is also a former Vice Chairman of the Court of the LSE (he remains an Emeritus Governor), former Co-Chairman of the DTI Asia Task Force and former Chairman of the Sunderland Area Regeneration Company. As well as being Chairman of Home Renaissance Foundation he is currently a Trustee of the Economist.



CONFERENCE VISION

As an international and interdisciplinary event the 2011 Excellence in the Home conference, *Sustainable Living: Professional Approaches to Housework*, aims to deepen our knowledge about how developing and improving professional approaches to housework can enhance the wellbeing of present and future generations.

A sustainable society needs well-rounded people whose fundamental development depends to a great extent on the work of their home being done competently and with awareness of sustainable practices. This work might be thought of as routine, but it is a core occupation central to sustainable human development.

Furthermore, people's behaviour at home, and particularly the way they do housework, has a continuous but underestimated, impact on society physically (e.g., energy consumption and waste production) as well as culturally and educationally (e.g., new generations learning and adopting sustainable practices).

In light of this, HRF proposes that carrying out the work of the home to professional standards in the individual and familial sphere is the necessary first step towards enacting larger social change. The conference, then, will discuss how promoting expertise and excellence in training in all the occupations related to work in the home can improve the human environment and quality of life for present and future generations.

A LETTER FROM THE CHAIRMAN

Welcome to the third international conference in the Excellence in the Home Series!

It is with great pleasure that I welcome you to *Sustainable Living: Professional Approaches to Housework*, a conference that aims to shine a light directly on the work of the home. Previous Excellence in the Home conferences have approached aspects of the work of the home from a particular academic field or profession. In 2006 the *Balanced Diet – Balanced Life* conference looked at the impact a healthy diet can have on achieving a balanced life. In the 2008 *From House to Home* conference architects, urbanists and Management professionals discussed how architecture and urban planning work together with homemakers to transform a house into a home.

T. S. Eliot wrote, 'the home is where one starts' and this seemingly simple statement is at the core of what this Excellence in the Home conference will focus on. Charles Handy inspired us to see the home as a school for life where individuals are given an education that will equip them for life outside the home and impel them to build their own homes. However, if individuals begin at home and go out into society, the question begs to be asked, does the home influence social systems?

That is, after all, the question we will be considering over the course of this conference. It is a question that requires thought, knowledge, experience and research, but it is also a question that demands a response. We must think, yes, but we must also raise awareness and bring others into the debate.

I look forward to what I am sure will be an excellent conference and hope that these two days will be fuelled by your contributions.

Bryan Sanderson CBE

SCIENTIFIC COMMITTEE



Dr. Marta Elvira is a Professor in IESE Business School's Department of Managing People in Organizations and Associate Director of the school's PhD Program. She earned a Ph.D. in Organizational Behaviour & Industrial Relations from U.C. Berkeley's Haas School of Business.

Prior to joining IESE, Prof. Elvira was Dean of Lexington College, a tenured Associate Professor in the Graduate School of Management at the University of California, Irvine, and Associate Professor of Organizational Behaviour at INSEAD (France). She has also been a visiting scholar at MIT's Sloan School of Management.



Dr. Rosa María Lastra is Professor in International Financial and Monetary Law at the Centre for Commercial Law Studies, Queen Mary University of London. She is a member of the Monetary Committee of the International Law Association, a founding member of the European Shadow Financial Regulatory Committee and a senior research associate of the Financial Markets Group of the London School of Economics.

She has consulted with the IMF, the World Bank, the Asian Development Bank, the Federal Reserve Bank of New York and the House of Lords. She was also Assistant Professor at Columbia University School of International and Public Affairs.



Dr. Anne Zahra is Senior Lecturer at Waikato Management School, Waikato University of New Zealand. She obtained her Bachelor's and Master's Degrees from the University of New South Wales, Sydney, Australia and her PhD from the University of Waikato. Anne is a Chartered Accountant and started her career at PriceWaterhouseCoopers and has vast experience in both academia and the hospitality industry.



Vanessa Warter is the founder and Director General of IFAP, a private training organisation for professionals in the personal services sector.

Mrs. Warter graduated from HEC Business School, Paris, and worked as a consultant for Monitor Company before starting IFAP in 2004. Her aim in creating IFAP was to root the value of personal services to the dignity of the human being rather than to the salaries employees in this sector receive.



Prof. Michele Crudele is a member of the group that founded the Campus Bio-Medico University of Rome, a lecturer in Informatics, coordinator of European research projects on Medical Informatics, Telemedicine and E-learning, and co-director of the Masters in Facility Management for Global Care.

He is also President and Director of Centro ELIS, a vocational training school in Rome, as well as Vice-President of Consel – Consorzio ELIS, a consortium of over thirty major ICT and energy and utilities international companies.



Dr. M^a Julia Prats is an Assistant Professor in the department of Entrepreneurship at IESE Business School. She is the Academic Director of the Entrepreneurship Center at IESE.

Professor Prats was nominated Kauffman Emerging Scholar for her dissertation work and has published in international journals and congress proceedings.

She is Doctor of Business Administration by Harvard University, Master of Business Administration by IESE Business School, and holds a Degree in Industrial Engineering from the Polytechnic University of Catalunya.



Prof. Janine Nahapiet Janine is an Emeritus Fellow at Templeton College, University of Oxford, and an Associate Fellow of Saïd Business School. Her co-authored paper 'Social capital, intellectual capital and the organisational advantage' has recently been identified as the second most cited article in Economics and Business published during the last decade and the fifth most influential strategic management article in the last 26 years.



Ina Wenz studied violin and piano at the Cologne Musikhochschule where she played in the Hochschulorchester.

She has worked on various collaborative research projects surrounding the home, family life and drug prevention. Recently she has been involved in the Instituto sobre Drogas y Conductas Adictivas, as well as in the organising committee of the First National Congress on Homeschooling in Valencia.



PLENARY ONE

Thursday 17th March 10:15-11:15

The influence of the home in social dynamics

Sergio Belardinelli

Professor of History of Sociology. Università di Bologna

How is the home, and specifically the work of the home, a crucial factor in the way society works and develops? There is a structure of interdependency found in the home and manifested through housework that is often reflected in society. As a care-giving service, the work of the home strengthens family bonds and helps individuals lead healthy, balanced lives. Careful analysis of the professional and occupational aspects of the work of the home, including its psychological and educational effects, is necessary. The home also contributes to society as a school for life, a source of real education and a place where new generations learn and adopt sustainable practices.

Sergio Belardinelli, Università di Bologna

Sergio Belardinelli was born in Sassoferrato (An) on March 5, 1952. In 1975 he graduated in Philosophy from the University of Perugia and in 1979-1980 was fellow of Alexander von Humboldt-Stiftung at the University of Munich. From 1979 to 1989 he taught Philosophy of Work and Philosophy of History at the Faculty of Political Science at the University of Trieste. In 1989 he became Professor of History of Sociological Thought at the University of Bologna. He has been teaching Sociology of Cultural Processes at the Faculty of Political Science "Roberto Ruffilli" of the University of Bologna, Forlì Campus since 1992. He was Visiting Professor at many foreign universities and a member of the National Bioethics Committee between 2002 and 2006.

PLENARY TWO

Thursday 17th March 14:15-15:00

Healthy environment at home

Aggie MacKenzie

Television presenter and journalist



Both experience and science strongly suggest that clean and efficiently run homes are fundamental for well-being and improved quality of life. Good practice in cleaning and food preparation is crucial to health and safety. It is important to know which products are best suited for each domestic task to manage the home efficiently. However, what if the skills required do not come to a person naturally? Aggie MacKenzie will describe how she came to possess these skills in order to elucidate on the benefits of training in housework and how big the impact of these 'new' homes is on those who live in them.

Aggie MacKenzie

Aggie shot to fame back in 2003 as a Dirt Detective on Channel 4's hit series 'How Clean Is Your House?' Last year she published the hugely successful 'Ask Aggie', a collection of her domestic advice columns from the past six years in the Saturday Times. She regularly contributes to a number of national publications including a food page in Good Housekeeping, and a weekly column in Best. Aggie is a regular on BBC Breakfast, Daybreak, The Wright Stuff and The One Show, and often co-presents 'The Hour'. As a fan of environmentally friendly products, Aggie has just launched her own range of probiotic cleaning products and is also working with Wheelers Furniture Polish. Last year Aggie was invited to join a panel of housing experts, chaired by Lord Best, in order to identify key issues in the future provision of housing for the elderly.



PLENARY THREE

Friday 18th March 10:00-11:00

Housework and legal frameworks

Peggie Smith, Professor, Washington University
School of Law (St. Louis, MO)

At present there is a separation between the legal definition of work and the domestic sphere. This separation undervalues this work and infringes on the rights of those who devote themselves to this work. Understanding how housework affects the wellbeing of a country could lead to sounder family and labour policies. What possible improvements can be made to family-friendly policies, including professional recognition of the work of the home? Consideration will also be given to possibilities within the private sector such as respite care and flexible working arrangements.

Peggie Smith, Washington University

Smith is a leading scholar on the regulation of care work that occurs both inside and outside the home. She has published on issues such as home-based care work, work and family balance, and elder care. Her articles have appeared in journals such as the Minnesota Law Review, the Iowa Law Review, the Wisconsin Law Review, the North Carolina Law Review, the Michigan Journal of Law & Reform and the Berkeley Journal of Employment & Labor Law. She is also co-author of a leading treatise, PRINCIPLES OF EMPLOYMENT LAW.

Smith received her B.A. and M.A. from Yale University and graduated from Harvard Law School in 1993, where she served as editor-in-chief of the Harvard Women's Law Journal. Before joining the Washington University law faculty, she was a Charles Hamilton Houston Fellow in Law Teaching at Harvard University, a professor at Chicago-Kent College of Law, and the Murray Family Professor of Law at the University of Iowa. She clerked for the Honourable Michael Boudin of the United States Court of Appeals for the First Circuit.



PLENARY FOUR

Friday 18th March 14:00-15:00

Human ecology: home, work and society

Mauri Ahlberg, University of Helsinki
Professor for Biology and Sustainability Education

With the current concern for sustainable practices across all levels of society, an in-depth study of what sustainability means in practice and in our everyday lives is both relevant and highly necessary. Our everyday life takes place and shape in the home so it follows that a prescription of how to attain sustainability on both social and environmental levels must take the microcosm of the home into account. Attention to the dilemmas of the micro-environment that each individual and each family face and deal with in the home on a daily basis is an important first step towards enacting larger social change. How can greater expertise in housework enhance the wellbeing of present and future generations?

Mauri Ahlberg, University of Helsinki

Mauri Ahlberg was nominated as Full Professor of Education at University of Helsinki in 2004. Earlier he was a Professor of Education at University of Joensuu from 1989 to 2004. Mauri is a Visiting Professor of the University of Exeter, Graduate School of Education, 2003 – 2013.

Since the 1960s Mauri has been deeply interested in integrating lifelong learning theories in which the whole person is learning and developing, also emotionally.

He has been involved in many European and international R&D projects since the 1980s. The most prestigious program of these is the Environmental Education and Sustainability Education, ENSI program. Based on his merits he has been nominated as Senior Advisor of ENSI. He is currently a Full Professor of Biology and Sustainability Education at the University of Helsinki.

PANEL DISCUSSION 1

Thursday 17th March 11:30-12:45

The role businesses play in sustainable domestic development

When it comes to sustainable development, businesses have a large part to play towards achieving goals. People are in constant contact with businesses as employees, customers and community members. In this panel, business executives, researchers and policy makers will share best practices in areas related to sustainability. The key issues that surround this topic, such as corporate social responsibility practices will be discussed and evaluated. Other key issues include accessible living for people of all abilities, and the environmental impact of any or all of these new possibilities. Sustainable community development links in to corporate social responsibility initiatives and its relational dimensions.

Ester Martínez Cuesta,
Associate Director of the Comision Nacional del Mercado de Valores in Spain



Ester Martinez Cuesta is currently Head of the Corporate Governance Unit at the Spanish Securities Commission (CNMV), where she is responsible for the supervision of the Unified Code for listed companies and for the transparency obligations on major shareholdings of listed companies. She is also a member of the Corporate Finance Standing Committee of the Committee of European Securities Regulators (CESR). She holds a degree in Management Sciences from Madrid's Universidad Autónoma and a post-graduate title in general management from IESE Business School.

Previously, she worked as an auditor for PriceWaterhouse and Banco Santander. She joined the CNMV in 1992 where she has had several responsibilities: International Relations, Head of the Inspection Unit (investment firms), and from 2007 in the Financial and Accounting Department, part of the Corporate Governance Unit.

Ester lives in Madrid and is married with three children.

Marie-Claude Hemmings,
Policy adviser for the Federation of Small Businesses



Marie-Claude Hemmings has five years experience of working in a small business which had a FTSE-100 and multinational client focus. During this time she also undertook a wide range of pro-bono work in the charitable sector. She has also worked for The Times, The Guardian, the BBC and for two think tanks.



Chair: Dr. Marta Elvira

Dr. Marta Elvira is a Professor in IESE Business School's Department of Managing People in Organizations and Associate Director of the school's PhD Program. She earned a Ph.D. in Organizational Behaviour & Industrial Relations from U.C. Berkeley's Haas School of Business.

David Stover,
Vice President Information Technology Transformation at Sears Holdings, USA

Mr. Stover has over 25 years of experience in international expansion, consumer innovation, and operational excellence. He currently leads transformation efforts at Sears Holdings, a USD\$45B consumer services and retail business with over 4000 locations in North America. He oversees technology investment and service delivery for Emerging and Growth businesses, Consumer Services, Marketing, Pricing, International, and Brands and is responsible for over 2000 professionals. He has served many Global 50 companies in executing long-term profitable expansions, appeared multiple times on television as an expert on global retail and consumer trends, and spoken on economic expansion at the World Economic Forum. Additionally, Mr. Stover is a published author and is currently working on a book called *Retail Brand Expansion: The Genius of the And*.



Helen Kersley,
Researcher in the New Economics Foundation's Valuing What Matters Team

Helen Kersley began her career in the Government Economics Service, specialising in international finance at HM Treasury, and later in the European Bank for Reconstruction and Development. Prior to joining NEF, she worked as Research Fellow for four years for Advocacy International, a social enterprise working with low-income country governments, and with organisations working to promote positive development, investment and environmental sustainability.

Helen joined NEF's Valuing What Matters team as a researcher in July 2009. She is principally involved in extending Social Return on Investment methodology to infrastructure projects, with an initial study to re-evaluate the case for a third runway at Heathrow airport.



PANEL DISCUSSION 2

Friday 18th March 15:15-16:30

Management-technical, interpersonal and personal competences of housework

This panel will discuss the possibilities and challenges of categorising homemaking as a profession. Does housework have the characteristics commonly attributed to professions? Can it be argued that homemaking requires knowledge and practical skills with the corresponding recognised qualifications; ethical commitment to the interests of clients/customers; organization — homemakers as a community of practitioners with norms, sanctions and barriers to entry; social recognition: prestige/status, appropriate salaries? Is the alternative to classify house workers as craft workers? Housework is much more than a set of technical tasks, it is a values system in which science, art, psychology, culture, skills, and capacity for management all play a part. Furthermore, interaction in the home is the basis of an individual's socialisation and a source of economic interchange.

Ada Fung JP
Deputy Director (Development and Construction) Hong Kong Housing Authority



In her career as Deputy Director of Housing, Ms Ada Fung, JP supervises the Development & Construction Division of the Housing Department, overseeing all facets of work covering project management, planning, design and contract management, as well as establishing operational policies on procurement, design, construction, quality, performance assessment, dispute resolution, research and development, safety and the environment for public housing development in Hong Kong. She also promotes partnering, value management, risk management, ethical integrity, corporate social responsibility, sustainable development, green building and BIM in the industry. As an Architect by profession, she is the Chairman of the Architects Registration Board of the HKSAR, and a Vice President of the Hong Kong Institute of Architects

Dr. David Prendergast
Social Anthropologist, Health Research and Innovation Group in Intel Labs



Dr. David Prendergast is a social anthropologist working within the Health Research and Innovation Group in Intel Labs and a Principal Investigator in the Technology Research for Independent Living (TRIL) Centre in Ireland.



Chair: Dr. M. Julia Prats

Dr. Prats is an assistant professor in the department of Entrepreneurship at IESE Business School. At IESE, she teaches courses in open enrolment programs as well as in-company programmes for companies such as Henkel, PwC, Ernst&Young, and Telefónica. She is the Academic Director of the Entrepreneurship Center at IESE.

Professor Prats was nominated Kauffman Emerging Scholar for her dissertation work and has published in international journals and congress proceedings. M^a Julia Prats is Doctor of Business Administration by Harvard University, Master of Business Administration by IESE Business School, and holds a Degree in Industrial Engineering from the Polytechnic University of Catalunya. She has taught at Wharton Business School, IPADE (México), INALDE (Colombia) and University of Asia Pacific (Philippines).

Dr. Michael-Burkhard Piorkowsky
Professor of Household and Consumption Economics at University of Bonn

Professor Piorkowsky holds degrees in Business Administration and Economics from the Free University of Berlin as well as a PhD. in Economics from the same university.

He is currently Professor of Household and Consumption Economics at the University of Bonn and a member of the Scientific Advisory Board on Consumer and Food Policies of the Federal Ministry of Food, Agriculture and Consumer Protection. He is also Member of the board of directors of the German Foundation Against Private Over-indebtedness (Deutschland im Plus).



Charlie Browne,
Corporate Environment Manager IKEA, UK and IE

Charlie Browne is the IKEA UK and IE Sustainable Development Manager. He has worked in the field for over a decade with the main focus being store operations including waste management, energy conservation and resource efficiency.

His current priorities are the implementation driving sustainable operations, reducing energy consumption in IKEA buildings and promoting sustainable plans for all units.

Prior to joining the Swedish firm, Charlie was a member of the armed forces and a specialist in security and risk management.



WORKSHOPS

Thursday 17th March 15:15-16:30

Friday 18th March 11:15-12:30

Home Renaissance Foundation launched a Call for Papers for the Sustainable Living conference in May 2010. As a result of the international and interdisciplinary response the Call for Papers generated, six workshops will take place during the conference. Each workshop will have a facilitator and will discuss the papers in a group setting as well as potentially elaborate conclusions on the subject of the workshop. The format of the workshops has been designed to maximise both the opportunities for contributing authors to work with other colleagues in related areas and the benefits of constructive feedback for their research.

WORKSHOP 1

Professional Skills for Hospitality and the Home.

WORKSHOP 2

The Home and Sustainability

WORKSHOP 3

Educational and Training Models for the Work of the Home.

WORKSHOP 4

Philosophical anthropological and Technological issues involved in housework

WORKSHOP 5

Home-Hospitality interface

SPONSORS AND PARTNERS



ORGANISERS

The Conference is organised by Home Renaissance Foundation in association with IESE Business School.



HOME RENAISSANCE FOUNDATION
RENEWING THE CULTURE OF THE HOME

Home Renaissance Foundation is a registered charity, whose aim is to promote and develop greater recognition of the importance of the work required to create a home which meets the fundamental needs of individual and family and its crucial role in creating a more humane society.

IESE seeks to impact the management profession by offering high-quality learning to students and senior executives from around the world. Programmes are designed and delivered by faculty who are recognized for their dedication to teaching and research, with close ties to the international business community.



University of Navarra

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