



12  
September  
6:00 p.m.  
Gerhard-Mercator-  
Haus Duisburg and  
online

# Aurora Fellowship Public Lecture

Urban Mobility and Sustainable Business Models of  
Public and Private Companies in Iceland  
*Prof. Lara Johannsdottir (University of Iceland)*

The lecture will focus on urban mobility in the capital area of Reykjavík Iceland, and public transportation to and from the international airport of Keflavík. The focus will be on three companies, one publicly owned and two privately owned, and how their views toward sustainability. So-called, Five C framework, highlighting commitment, configuration, core business, communication, and continuous improvements, brings attention to how these companies try to integrate sustainability- aspects into their core business, what driving forces for companies proactiveness are relevant and what barriers the companies' need to overcome to operationalise sustainability in their strategies and daily operations. The lecture is also grounded on ideas about Industry and Society 5.0, and extended stakeholder engagement.

The lecture venue is Gerhard-Mercator-Haus, Lotharstraße 57, 47057 Duisburg. The lecture will also be streamed [online via ZOOM](#).

## What is the Aurora Fellowship?

The Aurora Fellowship is a two-week programme that we were able to establish with the support of the Förderverein der Universität Duisburg-Essen (the University of Duisburg-Essen's sponsorship association). The aim of this programme is to invite internationally renowned researchers working within the Aurora European Universities Alliance to UDE, allowing them to engage in intensive exchange with our University's researchers, doctoral candidates, postdocs and students. For UDE, it is particularly important to involve urban communities and the wider region, which is why the Aurora fellow is to give a public lecture for interested members of the public.

The thematic focus of the fellowship is centred on the four pilot domains that we are committed to as a university together with the Aurora Alliance:

- Sustainability and Climate Change
- Digital Society and Global Citizenship
- Health and Well-being
- Culture: Diversities & Identities

The focus is on a different one of the four pilot domains each semester. This was started off with 'Culture: Diversities & Identities' in the winter semester 2022/23. In the summer semester 2023, the focus lies on Sustainability and Climate Change.



## The Aurora Fellow in Summer Term 23:

**Dr. Lara Johannsdottir** is a professor in the Environment and Natural Resources Graduate Programme, situated at the Faculty of Business Administration at the University of Iceland. She is the former academic director of the programme. Professor Johannsdottir has significant management and specialist experience from the financial sector (insurance/pension fund). Her areas of research include corporate social responsibility and sustainability, strategy implementation, Arctic-relevant topics, insurance, and systemic risk. Lara has published dozens of book chapters and articles in leading journals and published a book by Routledge focusing on Corporate Social Responsibility in the Arctic, co-authored by Professor Gisele M. Arruda from the University of Aberdeen. Lara was a Fulbright Arctic Initiative Scholar from 2018-2019. She furthermore takes part in national and international research projects.