



TransGeneratives-2030 started life as an inaugural celebration of the UNESCO Chair on arts and science for implementing sustainable development goals at the ICN Business School. ARTEM-OCC, now in its 4th edition, has applied art, technology and management to organizational creativity for advancing sustainability. Although these events started life separately, they possess the same DNA. They both seek to unify our disciplinarily and functionally siloed and fragmented knowledge into more holistic ways of making organizations and our lives sustainable. The rescheduling of events forced by the Covid pandemic pushed these two events closer together into an eventual merger. This fortuitous combination will allow us to deepen our pursuit of an engaged and embodied understanding of sustainability challenges facing organizations and the world from combined artistic and scientific perspectives. We hope artistic events will inspire action and research papers will deepen understanding, jointly revealing new pathways to sustainable living in the future. Given the alignment of objectives, participants attending ARTEM-OCC in person are welcome to attend all the sessions organized by TransGeneratives-2030 free of charge.

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