Bus
Business Administration and Economics Department

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PRESENTATION

From waste to worth: How VIPA turns sustainability into strategy



Thursday, 6 November 2025

11:30 - 13:00 | Leontos Sofou building | Class 1b+COMDIG1a
Venue: Auditorium

Speakers

Dimitra Karathanasi
HR Business Partner
VIPA Greece

VIPA GROUP

Description

Join us for an engaging session with VIPA Group, a European leader in recycling and circular economy innovation. Discover how strategic management, leadership, and ethical governance combine to drive sustainable business success. Through this presentation, students will see how VIPA applies core management functions (planning, organising, leading, and controlling) within a sustainability framework. The company will share insights into its structure, leadership culture, and market strategy, illustrating how innovation, diversity, and ethics power global competitiveness.



In the context of the **Principles of Management** module
Module leader: **Dr Giovanni Serafini**