

# Embed sustainable innovation into your business model

*Create shared value through industry collaboration  
at Europe's premier meeting place*

- **Get inspired** by the commercial opportunities sustainability creates; hear from the leading CEOs and ambitious start-ups that live up to their high ethical values
- **Develop new business models:** achieve resource efficiency and business circularity, with a new approach to corporate responsibility
- **Build a responsible culture:** win internal buy-in and successfully embed a sustainable mindset throughout the business for increased employee loyalty
- **Discover winning brand strategies:** tell your corporate story in a more meaningful way to boost engagement
- **Drive value chain resilience:** redevelop global supply chains to increasingly meet consumer demands and de-risk your business
- **Develop better brand awareness** through your sustainability communications to build trust with stakeholders and enhance your corporate reputation
- **Measure your business impacts:** find out how to measure social, natural and human capital for increased business performance
- **COLLABORATION • INNOVATION • BUSINESS RESILIENCE**
- **RESOURCE EFFICIENCY • BUSINESS CIRCULARITY**

## Speakers Include:



Alexandra Palt,  
Chief Sustainability  
Officer, **L'ORÉAL**



Jim Bergin,  
Chief Executive Officer,  
**Glanbia Ingredients** | **glanbia** | **INGREDIENTS IRELAND**



Aleyne Johnson,  
Head of Government  
Relations and  
Citizenship,  
**Samsung**  
**Electronics UK**



Nigel Stansfield,  
Vice President and  
Chief Innovation  
Officer, **Interface®**



Pertti Korhonen,  
President and Chief  
Executive Officer,  
**Outotec**  
**Outotec OYJ**



President Christof E.  
Ehrhart, Executive  
Vice President &  
Head of Corporate  
Communications &  
Responsibility  
**Deutsche Post DHL**

**Plus exclusive insight from 35+ sustainability, supply chain and communication experts:**



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## Business transformation for increased performance and enhanced brand reputation

In Ethical Corporation's recent survey, we asked 472 sustainability practitioners what matters the most to them. Unsurprisingly, Embedding CSR, Creating a Sustainable Culture and Sustainable Innovation are the top priorities in 2015. When thinking beyond 2015, sustainable innovation has taken a lead with 30% stating it to be the most exciting opportunity in the next five years.

But how can you turn intention into action?

Ethical Corporation has built the Responsible Business Summit to enable you to do just this. We want to help you find practical ways to make sustainable innovation happen and embed CSR into the heart of your business.

With CSR being embedded throughout your organisation, it's not just up to you. So we have created four focused tracks on **Corporate Strategy & Sustainability, Communications & Branding, Value Chain Sustainability** and **Responsible Culture**. Besides CEOs and CSR executives, this year the conference welcomes supply chain, communications, marketing & branding and human resources. All these disciplines in one place will ensure the Summit gives you a holistic view of sustainable business now and where it's heading.

Over two interactive days of networking, engaging presentations, panel discussions and workshops on May 18– May 19 in London, you will get practical insights on business innovation and collaboration, winning brand strategies, driving value chain resilience and developing a culture of responsibility.

Besides learning from B2B and B2C companies, you will hear from 15 industries including, FMCG, utilities, finance, electronics, telecommunications and apparel. Plus, this year we will be seating industry sectors together and ensuring more interactivity per session, meaning that you will be able to apply lessons learnt on stage immediately to the specifics of your business, with the help and collaboration of your industry peers.

You will learn from the world's biggest companies such as; **Cartier, Ebay, Deutsche Telekom, L'Oreal, Kier, DHL Deutsche Post, Royal BAM, Bacardi, Samsung, B&Q, Carillion, McCain Foods, BASF and Lloyds Banking Group**.

The Responsible Business Summit 2015 is the only place you need to visit for all the latest sustainable innovation learnings and contacts. Now is the time to truly transform your business in a way that is profitable, efficient and long lasting – so don't miss out.

We look forward to seeing you in May!

Kind wishes,



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*Ethical Corporation - helping businesses around the globe do the right thing by their customers and the world. We believe this is not only how to guarantee a future for all, but makes good business sense. We serve CSR, compliance, risk and governance communities with topical and insightful business intelligence and meeting places.*

## HEAR FROM THE FOLLOWING TOP LEVEL SPEAKERS

### Business Innovation

**Outotec OYJ,**  
President and Chief Executive Officer,  
Pertti Korhonen

**Outotec**

**Kebony AS,**  
Chief Executive Officer,  
Christian Jebsen



**Glanbia Ingredients Ireland,**  
Chief Executive Officer,  
Jim Bergin



**L'Oreal,**  
Chief Sustainability Officer,  
Alexandra Palt

**L'ORÉAL**

**Deutsche Post DHL,**  
Executive Vice President & Head of Corporate  
Communications & Responsibility,  
Prof. Dr. Christof Ehrhart,

**Deutsche Post DHL**

**Forum for the Future,**  
Chief Executive,  
Sally Uren



**Interface Inc.,**  
Vice President and Chief Innovation Officer,  
Nigel Stansfield

**Interface®**

**Pirelli & C. S.p.A.,**  
Chief Sustainability and Risk  
Governance Officer,  
Filippo Bettini



### Responsible Culture

**AkzoNobel,**  
Global Sustainability Director,  
Chris Cook



**Lloyds Banking Group,**  
Head of Strategy & Reporting,  
Responsible Business,  
Caroline McCarthy-Stout



**McCain Foods,**  
Corporate Social Responsibility and  
Communications Director,  
Francois Tasmowski



**Bacardi Limited,**  
Global Quality, Environment, Health and  
Safety (QEHS) Director,  
Rodolfo Nervi



**SITA,**  
Director of Corporate Social Responsibility,  
Amber Harrison



**Shoosmiths,**  
Corporate Responsibility Adviser,  
Nicola Ellen

**SHOOSMITHS**

**Molson Coors,**  
Corporate Responsibility Development Manager,  
Debbie Read



### Corporate Strategy & Sustainability

**John Lewis Partnership,**  
Group Head of Corporate Social Responsibility, *John Lewis Partnership*  
Benet Northcote

**Bacardi Limited,**  
Global Technical Director,  
Stuart Lowthian



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## OUR MOST DIVERSE, INTERNATIONAL AND SENIOR LINEUP YET

**Accor,**  
 Vice President Sustainable Development,  
 Arnaud Herrmann



**SABMiller plc,**  
 Director of Sustainable Development,  
 Andy Wales



**B&Q,**  
 Corporate Social Responsibility Manager,  
 Rachel Bradley



**Royal BAM Group,**  
 Director Corporate Social Responsibility,  
 William van Niekerk



**Jaguar Land Rover,**  
 Sustainability Manager,  
 Ian Ellison



**BASF,**  
 Director Sustainability Strategy,  
 Andreas Kicherer



### Value Chain Sustainability

**Global e-Sustainability Initiative (GeSI),**  
 Chairman,  
 Luis Neves



**Carillion Plc,**  
 Chief Sustainability Officer,  
 David Picton



**Vodafone Group,**  
 Group Head Of Sustainability for Enterprise,  
 Christele Delbe



**Unicef,**  
 Head of Corporate Engagement,  
 Vicky Edmonds



**Marshalls,**  
 Group Marketing Director,  
 Chris Harrop



**Coloplast A/S,**  
 Corporate Responsibility Director,  
 Christoffer Quist Weesgaard



**Marks & Spencer,**  
 Head of Responsible Sourcing -  
 Plan A & Packaging Technology,  
 Louise Nicholls



**Matrix APA,**  
 Managing Director,  
 Charlie Bradshaw



**EKF,**  
 Director Corporate Social Responsibility,  
 Claus Primdal Sørensen



**Cartier International SA,**  
 Corporate Responsibility Director,  
 Nawal Ait-Hocine



**Philip Morris International,**  
 Director, External Labor Policies,  
 Miguel Coleta



### Communications & Branding

**ITV,**  
 Head of Corporate Responsibility,  
 Sara Hanson



**Standard Chartered Bank,**  
 Head of Sustainability Strategy and  
 Community Investment,  
 Julie Wallace



**Innocent Drinks,**  
 Brand Director,  
 Dan Germain



**Samsung Electronics UK,**  
 Head of Government Relations and Citizenship,  
 Aleyne Johnson



**eBay,**  
 Global Social Innovation,  
 Caitlin Bristol



**Alcatel-Lucent,**  
 Head of Corporate Sustainability and Brand,  
 Christine Diamante



**Outotec,**  
 Senior Vice President Marketing,  
 Communications and Corporate Responsibility,  
 Minna Aila



**Royal DSM,**  
 Communications Director,  
 Herman Betten



**Coefly – GDF Suez,**  
 Head of Sustainability and Assurance,  
 Jamie Quinn



**British American Tobacco,**  
 Sustainability Reporting Manager,  
 Verity Lawson



**The Goodvertising Agency  
 & WhereGoodGrows,**  
 Founder,  
 Thomas Kolster



**Kier Group,**  
 Director of Group Corporate Responsibility,  
 Alan Smith



**Rubies in the Rubble,**  
 Founder and CEO,  
 Jenny Dawson





## WHAT'S NEW FOR #RBS15?

- 1. Be inspired:** the most prominent meeting place of **300+ CR business executives and innovative start ups in Europe** – an unparalleled opportunity to foster cross-industry collaboration for real results.
- 2. 4 focused tracks:** tailor your conference experience with our focused tracks on **Corporate Strategy and Sustainability, Communications, Supply Chain and Culture** – bring your whole team to benefit from the full RBS experience!
- 3. Focus on YOUR challenges and YOUR industry:** **FMCG, finance, telecoms, technology, hotels, pharmaceuticals, utilities** are represented at the conference this year. Our interactive format means that you will meet directly with those in your industry to collaborate and innovate together.
- 4. A truly European experience:** with 92% of delegates coming from Europe, this is guaranteed to be the best meeting place to know what European leaders in sustainability are doing to become more responsible. As an added bonus in 2015, we attracted a global audience from Singapore, Hong Kong, Thailand, USA and Canada. Expect more of the same for the 2015 Summit.
- 5. Forward-looking agenda:** to give you a unique opportunity to interact with your peers. The conference is completely independent and based on months of extensive in-depth research with industry leaders, past attendees and speakers. Every single session is an **open-forum discussion** during which senior execs are asked tough questions by their peers.

## RBS IN NUMBERS

- ✓ **90%** of the FTSE100 are part of our community.
- ✓ Senior execs to interact with! **73%** of our attendees are Managers or more senior.
- ✓ We're trusted around the world: Representatives from **45** different countries have met at Ethical Corporation events in the last year.
- ✓ In the past 15 years, over **10,000** people have attended Ethical Corporation conferences.

## A proven track record - Hear what your peers think...

***"It was great to spend time exploring the real value of an ethical supply chain with such a high calibre of group of professionals. It's always reassuring to see the commonalities, as well as the inspiring new approaches being taken."***

Mike Coupe,  
Chief Executive Officer,  
Sainsbury's



***"Excellent forum and a great opportunity to connect with industry partners, NGO's and other interested stakeholders"***

David Cowell,  
Vice President Procurement,  
Coca-Cola Enterprises

Join Bacardi Limited, JLR, Vodafone, Samsung and 300 more at #RBS15

# Summit Agenda

## CEO opening keynote: Business strategy and sustainability

It's no longer questioned that sustainability is part of every company's corporate strategy. The problem is how to balance risk and opportunity in translating sustainability to your business. In this session you will hear Outotec's approach to this critical issue.

Being at the forefront of sustainable solutions, you will learn how Outotec leverages sustainability to attract new growth opportunities and make their technologies become industry standards in sustainability.

We will also do a bit of a role play and ask our CEO to convince the moderator and audience of the business case for sustainability.

**Outotec OYJ,**  
President and Chief Executive Officer,  
Pertti Korhonen

**Outotec**

## New business models and innovation

By 2020, L'Oreal commits to ensure that 100% of their products have an environmental or social benefit. In this session you will learn how they plan to make this happen. Alexandra Palt will share ways to reduce the environmental footprint with a focus on water, increase use of sustainably sourced renewable raw materials as well as a drastically improve environmental profile of packaging.

Nigel Stansfield will share Interface's Net-Works project (in collaboration with the Zoological Society of London) which enables discarded fishing nets to go back into the global supply chain, empower local communities and conserves the environment. You will hear about The ReEntry® scheme that reclaims and recycles as much end-of-life product as possible and reduces the volume sent to landfill.

You will also learn about practical aspects of making business innovation happen, on a step-by-step journey of idea inception to full implementation.

**L'Oreal,**  
Chief Sustainability Officer,  
Alexandra Palt

**L'ORÉAL**

**Interface Inc.,**  
Vice President and Chief Innovation  
Officer,  
Nigel Stansfield

**Interface®**

## CEO interview: Creating shared value

Most of the current and future environmental and social challenges can't be tackled on an individual level despite one's strength and dedication. In this session we'll talk about meaningful collaboration above and beyond corporate level to industry level to make a positive change and scale up sustainability across Europe.

Facilitated by  
**Forum for the Future,**  
Chief Executive,  
Sally Uren

**forum for  
the future**  
action for a sustainable world

CEO to be announced

## Corporate Strategy & Sustainability

### Sustainability measurement – how and why?

In this session you will learn about the latest as well as proven approaches in measuring sustainability related matters. You will delve into:

- Measuring what and how: materiality analysis of what's important to your business
- Case study on Bacardi Limited's Environmental Sustainability Tracking programme (BEST)
- Non-financial measurement: why bother and how to get it right to gain a better understanding of your impacts
- How to put a metric on social, natural and human capital impacts

**Bacardi Limited,**  
Global Technical Director,  
Stuart Lowthian



**John Lewis Partnership,**  
Group Head of CSR,  
Benet Northcote

*John Lewis Partnership*

**BASF,**  
Director Sustainability Strategy,  
Andreas Kicherer



**Pirelli & C. S.p.A.,**  
Chief Sustainability and Risk  
Governance Officer,  
Filippo Bettini



## Communications & Branding

### Create a win-win partnership with your key stakeholders

This multi-industry panel discusses how successful collaborations at Kier Group, Samsung Electronics UK, eBay and Standard Chartered Bank have developed mutually beneficial partnerships that build effective stakeholder engagement. Creating tangible value, business growth, reputational benefits and overall positive change.

- Identify your key stakeholders and what they could expect from engagement with you in a sustainability partnership
- Ensure the outcomes will give clear direction on what issues are most materially important to you and your stakeholders
- Maintain on-going engagement and dialogue with stakeholders, keeping your sustainability strategy agile and responsive to change

**Samsung Electronics UK,**  
Head of Government Relations and Citizenship,  
Aleyne Johnson



**Standard Chartered Bank,**  
Head of Sustainability Strategy  
and Community Investment,  
Julie Wallace



**Kier Group,**  
Director of Group Corporate Responsibility,  
Alan Smith



**eBay Inc.,**  
Global Social Innovation,  
Caitlin Bristol



**Join Europe's sustainability leaders at #RBS – secure your place here**

## Resource Efficiency Roundtables

The series of conversations will run in two sets of concurrent themes allowing you to get to the nitty-gritty of various critical resource management aspects.

You'll have a unique opportunity to learn from your peers and share some of your own best practices and past learning. Led by industry pioneers in the area, the session requires a lot of interactivity and active conversation, so bring your ideas!

### Set 1: Business strategy & innovation

#### R&D innovation

You will hear some practical examples on cost efficient product developments with high social and environmental features like The Royal BAM Group's work on retrofits to create zero energy for homes, and Jaguar Land Rover's efficiency around the life cycle of aluminum.

Plus learn from B&Q about their Easygrow bedding plant programme, which delivered high economic and environmental outcomes.

**B&Q,**  
Corporate Social  
Responsibility Manager,  
Rachel Bradley



**The Royal BAM Group**  
Director Corporate  
Social Responsibility  
William van Niekerk



**Jaguar Land Rover**  
Sustainability Manager  
Ian Ellison



#### Taking a global focus to a local market

In this session you will hear about benefits of moving away from top to bottom approach and developing a bottom up CSR strategy. You will learn how to adapt to the local market needs and find the best possible solutions on the ground. Hear about Plant for the Planet – Accor's initiative, deployed in 3600 hotels in nearly 100 countries.

**Accor,**  
Vice President  
Sustainable  
Development,  
Arnaud Herrmann



### Set 2: Waste & water management

#### Closing the waste loop

Waste is your new resource. How can you use it to add to your business more circularity? Find sellers and buyers and benefit from your waste.

Hear how B&Q managed to derive revenue from diverting 98% of their waste from landfill and take ideas for your strategy.

Similarly, hear how McCain Foods eliminates food waste in factories to care more circular business.

**B&Q,**  
CSR Manager,  
Rachel Bradley



**McCain Foods**  
Director, Corporate  
Social Responsibility  
& Communications,  
Francois Tasmowski



#### Water security

Water is becoming one of the most precious resources for the companies in the coming years. Hear how you can develop buffer mechanisms in your business strategy to get ready for water scarcity.

You will also learn how to collaborate with local communities to unlock growth and prosperity.

**SABMiller plc,**  
Director of Sustainable  
Development,  
Andy Wales



## Effective corporate storytelling to build stakeholder engagement

Be honest, create trust with stakeholders and simplify your story to make the most out of engagement. This panel session includes brands from challenging industries that have taken an honest approach in their communications to stakeholders to build trust.

- Understand what your stakeholder wants to make engagement more meaningful
- Prioritise issues that matter to your business to create powerful engagement during a period of transition
- Develop engaging ways that make your corporate story capture your audiences' attention to meet your business goal

**Coefly – GDF Suez,**  
Head of Sustainability and Assurance,  
Jamie Quinn



**British American Tobacco,**  
Sustainability Reporting Manager,  
Verity Lawson



**Innocent Drinks,**  
Brand Director,  
Dan Germain



## Peer clinic: What's your corporate story and how should you tell it?

NEW in  
2015

New for 2015, the corporate story telling clinic will provide you with the opportunity to relate to your peers as both advisors and agony aunts around your corporate story. Making a corporate story meaningful and relatable to your consumer is a challenge. Doing it alone, or in a small team at your office with looming deadlines in the background is even harder.

We're providing the chance for you to connect with your expert peers, people who know sustainability, to work together and find out what's working, what's not and what will work.

So, how will it work? Delegates will join roundtables with our 'clinic leaders' and five key questions:

1. What is our corporate story?
2. Who should we tell our story to?
3. How should we tell it?
4. Why does it matter?
5. How do you measure success?

By the end of this session, you'll have answers to your key questions around corporate storytelling, learn what works for your peers and find new ways to improve your ideas.

**Coefly – GDF Suez,**  
Head of Sustainability and Assurance,  
Jamie Quinn



**British American Tobacco,**  
Sustainability Reporting Manager,  
Verity Lawson



**The Goodvertising Agency & WhereGoodGrows,**  
Founder,  
Thomas Kolster



**Innocent Drinks,**  
Brand Director,  
Dan Germain



## City of the future

This session will include representatives of various industries, including; utilities, architecture, technology providers, governmental officials and manufacturers discussing how the city of the future will look and function. You will hear from some truly innovative businesses present their visions of the future.

You will also have an opportunity to brainstorm with your peers and share your vision with the rest of the audience.

**Kebony AS,**  
Chief Executive Officer,  
Christian Jebsen



CEO to be announced

## CEO interview:

### Redevelop global supply chains to meet customers' demand

Triggered by increasing supply chain transparency, consumer well-being concerns and resource scarcity, redevelopment of global value chains is inevitable. In this session you will learn how to develop your company's sourcing strategy and build resilient and secure value chains that meet current needs.

You will hear unique supplier insights on how to meet their customers' demands on increased CSR performance from the Ethical Corporation's Responsible Business Award Winner 2014 in best B2B partnership category: Glanbia Ingredients Ireland.

The session will provide a twofold B2C and B2B perspective.

**Glanbia Ingredients Ireland Limited,**  
Chief Executive Officer,  
Jim Bergin



CEO to be announced

## Using sustainability as a competitive advantage to enhance your brand

In this session you will learn how you can leverage sustainability in advertising responsible products and your brand as a whole. No fluff here - only practical examples and success stories on what role sustainable reputation plays in securing new business.

**Deutsche Post DHL,**  
Executive Vice President & Head  
of Corporate Communications &  
Responsibility,  
Christof Ehrhart

Deutsche Post DHL

## Value Chain Sustainability

### The power of customers and consumers to drive sustainability

In this session you will get both customer and consumer perspective on driving sustainability forward. You will also hear about:

- B2B perspective: what does a truly successful partnership between a supplier and a customer look like?
- B2C perspective: how to understand your consumers better and transform your supply chain accordingly

**Coloplast A/S,**  
Corporate Responsibility  
Director,  
Christoffer Quist Weesgaard



**"Excellent forum and a great opportunity to connect with industry partners, NGO's and other interested stakeholders"**

David Cowell,  
Vice President Procurement,  
Coca-Cola Enterprises

## Communications & Branding

### Social media: A B2B perspective on using social media effectively to create positive change and enhance brand reputation

DSM developed 30 million followers on twitter during a biofuel plant launch in the US. Learn from a leading brand on how to leverage social to build a more focused engagement and measure the impact for your campaign.

- Learn how to create a useful conversation with relevant stakeholders around key campaigns
- Find how to empower employees with social media effectively
- Enhance brand reputation and develop a following that cares about what you're doing

**Royal DSM,**  
Communications Director,  
Herman Betten



## Responsible Culture

### Employee engagement: winning internal buy-in

Doing this right can lead to a more profitable business with improved processes that is also more sustainable long term not least because it has many motivated employees as a driving force for change.

- Find out what works best when creating a powerful internal dialogue that motivates employees to change behaviour and add value to your sustainability goals
- Understand how a coordinated push from top management can help employees believe in sustainability and avoid business risk
- Give your key directors who are in a position of influence a compelling reason to create change

**AkzoNobel,**  
Global Sustainability Director,  
Chris Cook



**Lloyds Banking Group,**  
Head of Strategy & Reporting,  
Responsible Business,  
Caroline McCarthy-Stout



**SITA,**  
Director of Corporate  
Social Responsibility,  
Amber Harrison



**Shoosmiths,**  
Corporate Responsibility  
Adviser,  
Nicola Ellen



Join 300+ senior CSR & Comms execs at this leading event



## Value Chain Sustainability

## Human Rights and the role of business to promote responsibility

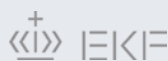
Although being pivotal to a company's ethical commitments, the translation of human rights into corporate policies remains a challenge.

In this session you will hear different industries attitudes and visions on adapting The UN Guiding Principles on Human Rights within global supply chains. Touching upon labour rights, child labour, fair-trade and work conditions, you will hear how to:

- Transform the Principles into a series of practical measures that can be adopted on a corporate level
- Develop effective and secure grievance mechanisms that can be easily used in socially and institutionally undeveloped areas
- Adapt to the local context and take socio-cultural norms to your global Human Rights policy, ensuring a robust and holistic approach

## EKF,

Director Corporate Social Responsibility,  
laus Primdal Sørensen



## The Global e-Sustainability Initiative (GeSI),

Chairman, Luis Neves



Cartier International SA,  
Corporate Responsibility  
Director, Nawal Ait-Hocine



UNICEF UK, Head of Corporate Engagement, Vicky Edmonds



Marshall's plc, Group  
Marketing Director & Director of Sustainability, Chris Harrop



## Supplier engagement and skills development to minimise value chain risks

In this session you will learn about the ways to move beyond a 'policeman' approach and build trust and transparency in relationships with your suppliers. We will give you answers on:

- Engaging supplier to create social value
- The impact of suppliers on risk and brand reputation
- A practical example of skills development: Supply Chain Sustainability School
- Methods to use beyond auditing to get a bigger picture on suppliers performance and work ethics
- Supply chain transformation: Get supplier buy in to your high social and environmental standards

## Matrix APA,

Managing Director,  
Charlie Bradshaw



## Carillion Plc,

Chief Sustainability Officer,  
David Picton



## Marks &amp; Spencer,

Head of Responsible Sourcing - Plan A & Packaging Technology,  
Louise Nicholls



## Communications &amp; Branding

## Use social media to strengthen your commercial position

With the increasing exposure of sustainability in social media, understanding how to make the most of this channel to drive your business goals forward is crucial. Discover the do's and don'ts around social media. Get to grips with how your audiences interact with online content and effectively deal with the challenges around maintaining a faster dialogue. Getting this right can strengthen your commercial positioning.

- Learn how to practically condense information into bite size tweets to capture the attention of your audience
- Develop ways to use social media for direct relationship building with your key stakeholders
- Hear issues around real time responses – how do you manage your customer expectations?
- Understand proven ways to integrate CSR into existing social media channels – build the business case for why your CSR social media channel should be closely aligned to the business

## ITV,

Head of Corporate Responsibility,  
Sara Hanson



## Effective brand strategies: Win over relevant stakeholders with improved brand awareness

This session looks at how to develop better brand awareness through your sustainability communications to win over relevant stakeholders.

- Learn about reaching a balance with your narrative to different audiences and create a strong, reliable brand
- Explore how to best boost your brand reputation and increase your CSR values
- Find out how your key stakeholders feel about your brand so you can integrate CSR values into how business is done

## Alcatel-Lucent,

Head of Corporate Sustainability & Brand,  
Christine Diamante



## Outotec,

Senior Vice President Marketing,  
Communications and Corporate Responsibility,  
Minna Aila



## Responsible Culture

## Creating a culture of trust

- How can you create the right environment of trust so people can act in a way that makes them care about sustainable business growth
- Learn when to be flexible and how to find the right balance between long term and short term business thinking to achieve a bigger positive change

## McCain Foods,

Corporate Social Responsibility & Communications Director,  
Francois Tasmowski



## Responsible culture roundtables – set one

One of the most productive features of the Forum, the responsible culture roundtable sessions provide you with the opportunity to develop your soft skills through intimate discussions with leading European brands who are leading the way to developing a more responsible culture internally.

## 1. Motivate middle tier management

- a. Motivate middle tier management to see the value of your CSR efforts by creating an open and workable dialogue

## 2. Innovative campaigns that work

- a. Learn strategies to influence employees around the importance of your sustainability aims to gain a competitive advantage in your industry
- b. How can you make campaigns creative enough to motivate employees to act?

Facilitators to be announced

## Responsible culture roundtables – set two

## 3. Innovative campaigns that work

- a. Determine how to identify the passionate people who can champion sustainability and integrate environmental and social impact into their decision making

## 4. Employee engagement – a multinational company's perspective

- a. Learn how to be creative when engaging remote employees and those new to sustainability
- b. Strategies to engage employees when going through a transition

## Bacardi Limited,

Global Quality, Environment, Health and Safety (QEHS)  
Director, Rodolfo Nervi



## Molson Coors,

Corporate Responsibility  
Development Manager, Debbie Read





## Value Chain Sustainability

## Sustainable agriculture case studies for reduced environmental footprint and increased labour standards

In this session you will learn about the role sustainable agriculture can play in improving environmental and social performance of global supply chains. You will also hear about use of mobile and data in delivering more sustainable agriculture as well as the role of corporations in improving labor practices in their supply chain on a global scale.

This session will delve into practical case studies on:

- Tools to use to reduce carbon footprint on a farm level and engage workers in supply chains
- How to help smallholder farmers grow with better yields and less resources
- Philip Morris International's Global Agricultural Labor Practices Program to ensure human rights standards are upheld by third-party suppliers and smallholder farmers
- Efforts to improve socioeconomic conditions of local communities

**Vodafone Group,**  
Group Head of  
Sustainability for Enterprise,  
Christele Delbe



**Miguel Coleta,**  
International, Director, External  
Labor Policies, Philip Morris



## Communications &amp; Branding

## Creating a powerful story with limited resources

Hear from a brand that is one step closer to achieving its goal of waste reduction on a tight budget:

- Create a powerful story to convince your customer with limited resources
- Effectively use your brand to develop awareness of key issues your company cares about
- Learn how to partner up with bigger brands to develop a bigger social awareness

**Rubies in the Rubble,**  
Founder and CEO,  
Jenny Dawson



*"This summit is an extremely good platform to exchange practical ideas on sustainable procurement and to shape the future of corporate sustainability"*

Luis Neves, Group Sustainability and Climate Change Officer, **Deutsche Telekom**

## Agenda at a Glance

## PART 1: Opening Keynote Sessions

- CEO opening keynote: Business strategy and sustainability
- New business models and innovation
- CEO interview: Creating shared value

## PART 2: Themed Sessions

## CORPORATE STRATEGY &amp; SUSTAINABILITY

- **Sustainability measurement:** put a metric on social, natural and human capital impacts
- **Resource efficiency** roundtables on water security and closing the waste loop
- **Taking a global focus to a local market**
- **R&D innovation:** cost efficient product developments with high social and environmental features

## COMMUNICATIONS &amp; BRANDING

- **Social media** to strengthen your commercial position
- **Effective brand strategies:** Win over relevant stakeholders with improved brand awareness
- **Peer clinic:** what's your corporate story and how should you tell it?
- **Create a win-win partnership** with your key stakeholders

## VALUE CHAIN SUSTAINABILITY

- **The power of customers** and consumers to drive sustainability
- **Human Rights** and the role of business to promote responsibility
- **Supplier engagement** and skills development to minimise value chain risks
- **Sustainable agriculture** case studies for increased yield and reduced environmental footprint

## RESPONSIBLE CULTURE

- **Employee engagement:** winning internal buy-in
- **Motivate middle tier management** by creating an open and workable dialogue
- **Creating a culture of trust** - a multinational company's perspective
- **Innovative campaigns that work:** finding CR champions to take CR further

## PART 3: Innovation Keynote Sessions

- City of the future
- Redevelopment of global supply chains to meet customers' demand
- Using sustainability as competitive advantage to enhance your brand

## BUSINESS OPPORTUNITIES

Whether you're looking for increased brand awareness, thought leadership or new business, The Responsible Business Summit provides what you need. By putting your brand in front of 300+ senior members of the sustainability and communications community we provide the best possible platform to create an impact on your target audience.

### Three key facts:

1. **Build your reputation** as thought leaders across multiple industries
2. **Demonstrate your key case studies** generate exposure, launch new projects and announce results
3. **Meet new clients** build relationships with key decision makers – over 300 attendees

### OPPORTUNITIES AVAILABLE:

- Take a speaking slot and address a room full of senior-level executives
- Showcase your latest products and services in our exhibition hall
- Build your brand and visibility with exclusive promotional opportunities

If you want to maximise your return on investment at this industry-leading event by increasing your profile with our exclusive range of sponsorship opportunities, contact:

AARON JACKSON AT:  
[aaron.jackson@ethicalcorp.com](mailto:aaron.jackson@ethicalcorp.com)  
 +44 (0) 207 375 7244

**This is not a tradeshow, it's a gathering of thought leaders. Spaces are limited, get in touch today!**

## PREVIOUS SPONSORS OF RBS:



Good Food, Good Life



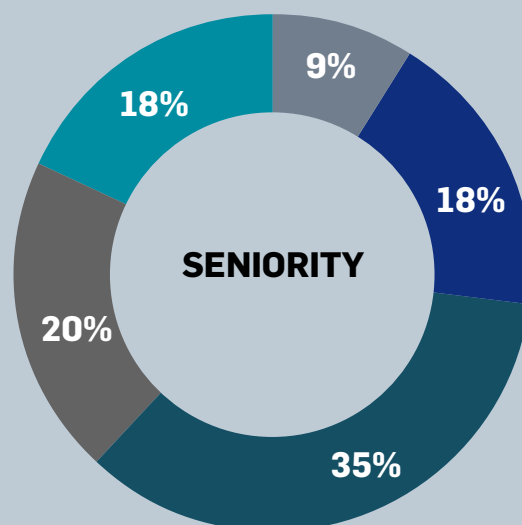
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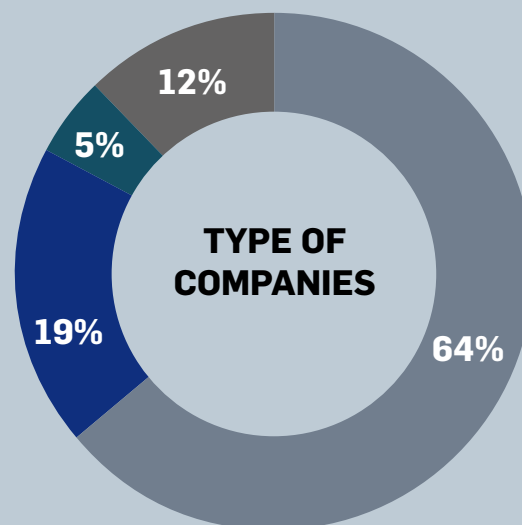
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## WHO IS IN THE ROOM?



9%	CEO	20%	MANAGER
18%	SVP/VP	18%	OTHER
35%	DIRECTOR		



64%	CORPORATE
19%	NGO
5%	GOVERNMENT & MULTILATERALS
12%	SERVICE PROVIDER

***"Ethical Corp continues to impress me and my team as a whole with opportunities to communicate with sustainability leaders"***

Jeremy Fenderson,  
Credit360



## PASS DETAILS

Access to all conference, networking breaks and lunch and drinks reception

Access to all presentation slides post-conference

+ Full video recordings from key sessions over the two days

+ 1 year subscription to the Ethical Corporation magazine (worth £495)

+ A copy of our post conference report on responsible business

+ MP3 recordings of every session

+ 1 year access to the soon-to-be-launched Ethical Corporation Digital Asset Library

+ A copy of our 62-page report on 'How to Embed CSR into Management Processes' (worth £695)

## CORPORATE

EARLY BIRD (£200 SAVING) Expires 27/03/2015

LAST CHANCE (£100 SAVING) Expires 24/04/2015

FULL PRICE

## SOLUTION PROVIDER / AGENCY

EARLY BIRD (£200 SAVING) Expires 27/03/2015

LAST CHANCE (£100 SAVING) Expires 24/04/2015

FULL PRICE

## NGO/ACADEMIC

EARLY BIRD (£200 SAVING) Expires 27/03/2015

LAST CHANCE (£100 SAVING) Expires 24/04/2015

FULL PRICE

 DIAMOND	 GOLD	 SILVER
✓	✓	✓
✓	✓	
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£2599 +VAT	£2099 +VAT	£1699 +VAT
-	-	£799 +VAT
-	-	£799 +VAT
-	-	£799 +VAT

## PLUS

**Purchase your diamond pass and get access to the latest top level report which will provide 62 pages of data and analysis**

**How to embed sustainability in management processes**

Learn how to fully embed sustainability within your company to save money, eliminate risk and generate new business.

**This report will help you:**

- **Plan for long term success** - You will receive in-depth analysis on how leading CR companies have developed and embedded sustainability strategies that give them the competitive edge both now and in the future
- **Make sure your initiatives succeed first time** - Difficulties can lie with having to experiment with what CR initiatives will work for your company. You will receive detailed case studies of how the likes of; Unilever, Walmart,

Marks & Spencer, IBM have researched, developed and implemented CR within their companies - you can apply the ideas that work for you and your company

- **Sell the benefits of CR internally** - Featured throughout the report are detailed business cases on how respondents have built the business case for CR initiatives. You'll receive facts and figures to help bring the business case to life and a simple checklist to help drive the value it creates

## 3 WAYS TO REGISTER

**CALL US** 0044 (0) 207 375 7508

**EMAIL US** [register@ethicalcorp.com](mailto:register@ethicalcorp.com)

**ONLINE** [www.ethicalcorp.com/rbs](http://www.ethicalcorp.com/rbs)

**FAX** 0044 (0) 207 375 7172

**TERMS & CONDITIONS** Places are transferable without any charge. But once you register at the event your pass is strictly for your own use and you shall not reassign, transfer or lend it to any other person whether or not they are employed by the same company unless there is an emergency. In the case of emergency please notify the organisers. Cancellations before 18th April 2015 will incur an administrative charge of 25%. If you cancel your registration after 18th April 2015 we will be obliged to charge the full fee. All fees for the conference include lunch, refreshments and documentation. Please note that payment must be received before the event. In the event that Ethical Corporation cancels a conference, delegate payments at the date of cancellation will be refunded in full. In the event that Ethical Corporation postpones a conference, delegate payments at the postponement date will be refunded or credited towards the rescheduled date. The organisers reserve the right to make changes to the program without notice. We will send you an e-mail to confirm that we have received your registration.  
 NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.  
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# Embed sustainable innovation into your business model

*Create shared value through industry collaboration  
at Europe's premier meeting place*

- **Get inspired** by the commercial opportunities sustainability creates; hear from the leading CEOs and ambitious start-ups that live up to their high ethical values
- **Develop new business models:** achieve resource efficiency and business circularity, with a new approach to corporate responsibility
- **Build a responsible culture:** win internal buy-in and successfully embed a sustainable mindset throughout the business for increased employee loyalty
- **Discover winning brand strategies:** tell your corporate story in a more meaningful way to boost engagement
- **Drive value chain resilience:** redevelop global supply chains to increasingly meet consumer demands and de-risk your business
- **Develop better brand awareness** through your sustainability communications to build trust with stakeholders and enhance your corporate reputation
- **Measure your business impacts:** find out how to measure social, natural and human capital for increased business performance
- **COLLABORATION • INNOVATION • BUSINESS RESILIENCE**
- **RESOURCE EFFICIENCY • BUSINESS CIRCULARITY**

## Speakers Include:



Alexandra Palt,  
Chief Sustainability  
Officer, **L'ORÉAL**



Jim Bergin,  
Chief Executive Officer,  
**Glanbia Ingredients** | **glanbia** | **INGREDIENTS IRELAND**



Aleyne Johnson,  
Head of Government  
Relations and  
Citizenship,  
**Samsung**  
**Electronics UK**



Nigel Stansfield,  
Vice President and  
Chief Innovation  
Officer, **Interface®**



Pertti Korhonen,  
President and Chief  
Executive Officer,  
**Outotec**  
**Outotec OYJ**



President Christof E.  
Ehrhart, Executive  
Vice President &  
Head of Corporate  
Communications &  
Responsibility  
**Deutsche Post DHL**

**Plus exclusive insight from 35+ sustainability, supply chain and communication experts:**



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