



Embed sustainable innovation into your business model

Europe's most prominent meeting place to create shared value through industry collaboration

- **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:



Pertti Korhonen,
President and Chief Executive Officer,
Outotec OYJ



Christian Jesen,
Chief Executive Officer,
Kebony AS



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



Alexandra Palt,
Chief Sustainability Officer,
L'Oréal



Arnaud Herrmann,
Vice President Sustainable Development,
Accor



Jenny Dawson,
Founder and CEO,
Rubies in the Rubble



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, 1) Embedding CSR, 2) Creating a Sustainable Culture and 3) 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.

To help you turn your intentions into actions, Ethical Corporation has built The Responsible Business Summit 2015 to help you to find practical ways to make sustainable innovation happen and embed CSR into the heart of your business.

Encompassing all major areas of responsible business we have 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, 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; **Outotec OYJ**, **L'Oreal**, **Carillion Plc**, **Bacardi Limited**, **ITV**, **Samsung Electronics**, **Coefly – GDF Suez**, **B&Q**, **Accor**, **AkzoNobel**, **McCain Foods**, **Coloplast A/S**, **Royal DSM** 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



Kebony AS,

Chief Executive Officer,
Christian Jebsen



Glanbia Ingredients Ireland Limited,

Chief Executive Officer, Jim Bergin



L'Oreal,

Chief Sustainability Officer,
Alexandra Palt



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



Corporate Strategy & Sustainability

John Lewis Partnership,

Group Head of Corporate Social
Responsibility, Benet Northcote



Bacardi Limited,

Global Technical Director,
Stuart Lowthian



OUR MOST DIVERSE, INTERNATIONAL AND SENIOR LINEUP YET

Accor,
Vice President Sustainable
Development, Arnaud Herrmann



SABMiller plc,
Chief Sustainability Officer,
Andy Wales



B&Q,
Corporate Social Responsibility
Director, Matthew Sexton



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

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



Carillion Plc,
Chief Sustainability Officer,
David Picton



Vodafone,
Group Head of Sustainability,
Christele Delbe



Unicef,
Head of Corporate Engagement,
Vicky Edmonds



Marshalls,
Group Marketing Director,
Chris Harrop



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



Matrix APA,
Managing Director, Charlie Bradshaw



EKF,
Director Corporate Social
Responsibility, Claus Primdal Sørensen



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



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



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** – and 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** – and bring your whole team to benefit from the full RBS experience!
- 3. Focus on your challenges, and YOUR industry:** Industries including **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 2014, we attracted a global audience from Singapore, Hong Kong, Thailand, USA and Canada
- 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 learn from! **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 the audience of business case on sustainability.

Outotec OYJ

President and Chief Executive
Officer
Pertti Korhonen



More speakers to be announced

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 about how they plan to make this happen. Alexandra Palt will share ways to reduce the environmental footprint with a focus on water, increased use of sustainably sourced renewable raw materials as well as a drastically improved environmental profile of packaging.

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



More speakers to be announced

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.

Speakers to be announced

Corporate Strategy & Sustainability

Sustainability measurement – how and why?

In this session you will learn about the latest as well as proven to work 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



BASF

Director Sustainability Strategy
Andreas Kicherer



Communications & Branding

Create a win-win partnership with your key stakeholders

This multi-industry panel discusses how successful collaborations from Kier Group, Samsung 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

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



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 Royal BAM work on retrofits to create zero energy for homes, and Jaguar Land Rover's efficiency around the life cycle of aluminum.

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

B&Q, Corporate Social Responsibility Director,
Matthew Sexton



Royal BAM Group
Director Corporate Social Responsibility
William van Niekerk



Jaguar Land Rover
Sustainability Manager
Ian Ellison



Scale it up! Taking a global focus to a local market

Your colleagues working in a different country away from the head office might have some brilliant ideas and might already be doing great work around resource efficiency. How do you spot them and take to a corporate level as well as adapt to the local market needs and find the best possible solutions?

Speaker to be announced

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, Corporate Social Responsibility Director,
Matthew Sexton



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
Chief Sustainability Officer, 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

Cofely – 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.

Cofely – GDF Suez

Head of Sustainability and Assurance
Jamie Quinn



British American Tobacco

Sustainability Reporting Manager
Verity Lawson



Innocent Drinks

Brand Director, Dan Germain



The Goodvertising Agency & WhereGoodGrows

Founder, Thomas Kolster



Sustainable city or your 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 should look like. You will hear from some truly innovative businesses.

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



More speakers to be announced

CEO interview:

Redevelopment of 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 Limited.

The session will also provide a twofold B2C and B2B perspectives presented.

Glanbia Ingredients Ireland Limited

Chief Executive Officer
Jim Bergin



More speakers to be announced

CEO interview:

Using sustainability as a competitive advantage to enhance your brand

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

More speakers to be announced

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

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 to motivate employees to change behavior so adding value to your sustainability goals
- Understand how a coordinated push from top management can help employees care about 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 focus on 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 social 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



Deutsche Telekom

Group Sustainability and Climate Change Officer
Luis Neves



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 some answers on:

- Engaging suppliers in creating 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 suppliers buy in to your high social and environmental standards

Matrix APA

Managing Director
Charlie Bradshaw



Carillion Plc

Chief Sustainability Officer
David Picton



Communications & 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 dos 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 – and 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 relevant 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?

Speakers 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



Value chain sustainability

Sustainable agriculture case studies for increased yield and reduced environmental footprint

In this session you will learn about what role sustainable agriculture can play in improving environmental and social performance of your global supply chains. You will also hear about use of mobile and data in delivering a more sustainable agriculture.

You 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
- Empowering the community and ensuring the knowledge transfer between agricultural suppliers

Vodafone

Group Head of Sustainability and External Affairs
Christele Delbe



Communications & 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 Parallel Sessions

CORPORATE STRATEGY & SUSTAINABILITY	COMMUNICATIONS & BRANDING	VALUE CHAIN SUSTAINABILITY	RESPONSIBLE CULTURE
<ul style="list-style-type: none"> • Sustainability measurement: put a metric on social, natural and human capital impacts • Resource efficiency roundtables on water security and closing the waste loop • Scale it up! Taking a global focus to a local market • R&D innovation: cost efficient product developments with high social and environmental features 	<ul style="list-style-type: none"> • Use 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 	<ul style="list-style-type: none"> • 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 • Case study on sustainable agriculture 	<ul style="list-style-type: none"> • 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 FOR SOLUTION PROVIDERS

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 maximize 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
 +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:



Nestlé

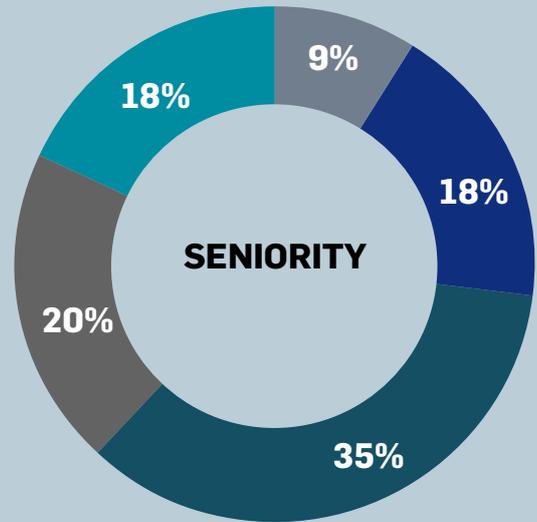
Good Food, Good Life



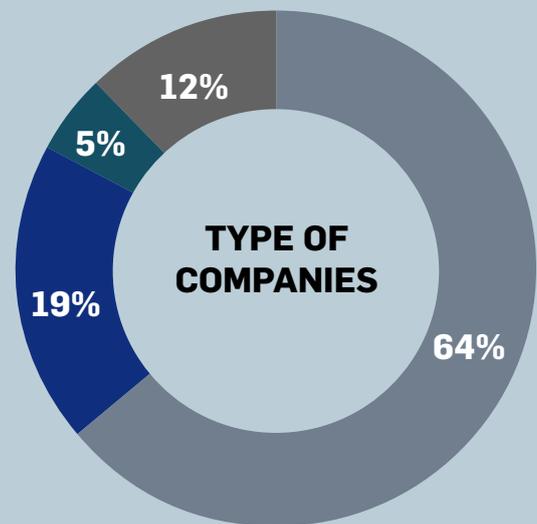
BACARDI LIMITED



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

	 DIAMOND	 GOLD	 SILVER
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	✓	✓	
+ MP3 recordings of every session	✓	✓	
+ 1 year subscription to Ethical Corporation Magazine (worth £495)	✓	✓	
+ A copy of our 62-page report on 'How to Embed CSR into Management Processes' (worth £695)	✓		
CORPORATE			
JUST LAUNCHED (£400 SAVING) Expires 30/01/2015	£2099	£1499	£1099
SUPER EARLY BIRD (£300 SAVING) Expires 27/02/2015	£2199	£1599	£1199
EARLY BIRD (£200 SAVING) Expires 27/03/2015	£2299	£1699	£1299
LAST CHANCE (£100 SAVING) Expires 24/04/2015	£2299	£1799	£1399
FULL PRICE	£2399	£1899	£1499
SOLUTION PROVIDER / AGENCY			
JUST LAUNCHED (£400 SAVING) Expires 30/01/2015	£2199	£1699	£1299
SUPER EARLY BIRD (£300 SAVING) Expires 27/02/2015	£2299	£1799	£1399
EARLY BIRD (£200 SAVING) Expires 27/03/2015	£2399	£1899	£1499
LAST CHANCE (£100 SAVING) Expires 24/04/2015	£2499	£1999	£1599
FULL PRICE	£2599	£2099	£1699
NGO/ACADEMIC			
JUST LAUNCHED (£400 SAVING) Expires 30/01/2015	-	-	£699
SUPER EARLY BIRD (£300 SAVING) Expires 27/02/2015	-	-	£699
EARLY BIRD (£200 SAVING) Expires 27/03/2015	-	-	£799
LAST CHANCE (£100 SAVING) Expires 24/04/2015	-	-	£799
FULL PRICE	-	-	£799

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