

Delivering purpose...for people, the planet and profit

Calvin G. Butler, Jr.
CEO



Jeff Simmons
President



Tara Rush
SVP & Chief
Corporate
Relations Officer



Tom Glaser
Global President
of Supply Chain



Gilbert Ghostine
CEO



Farooq Kathwari
CEO



ETHAN ALLEN

Christine Cioffe
SVP Global R&D



PEPSICO
Global R+D

Franz W. Paasche
SVP Corporate
Affairs



PayPal

Larry Berger
Chief Technology
Officer



Jim Keane
CEO



PEOPLE

Influence stakeholders
and drive culture change
to make the right 'sell'

PLANET

Accelerate progress through
technology, environmental and
supply chain risk mitigation

PROFIT

Use sophisticated data
to build a more effective
CSR business case

PLUS EXCLUSIVE INSIGHT FROM 40+ RESPONSIBLE BUSINESS LEADERS:



ETHAN ALLEN



PayPal



ECOLAB

NC STATE UNIVERSITY



Steelcase



ICTI CARE Foundation

► Secure your place at ethicalcorp.com/rbs-usa

#RBSNY

Welcome to...

Responsible Business Summit NY 2017

March 27-28, 2017 | New York

#RBSNY 

Uncover the potential of 'Purpose' in 2017

Ethical Corporation is taking a **bold move** that no other conference has dared to take – the #RBSNY agenda will help you uncover the potential for CSR to drive profit, and shape strategy with empirical justification in our 3-theme Purpose agenda. There's no corporate/CSR fluff in our agenda, just practical, deep-dive examples to show how CSR can accelerate growth, change culture and drive real purpose.

And if that's not enough, we're bringing the most senior line-up of CEOs and leaders to share their responsible business strategy from North America's most inspiring and innovative brands – from **Ecolab, PepsiCo, WWF, VF Corporation, Baltimore Gas & Electric, Ethan Allen Global, PayPal** and 200 others learn how purpose can deliver value for profits, the environment and stakeholders.

This invaluable insight will ensure you stay ahead of the curve.

► www.ethicalcorp.com/rbs-usa



Krina Amin

Head of Strategy

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+44 (0) 207 375 7508

What makes Ethical Corporation summits different?



NEW STORIES FROM INNOVATIVE BRANDS:

We lead our conferences with the newest ideas and case studies out there, and pride in our in-depth research and expertise to pinpoint the brands that are doing the most impactful work to share their learnings.



A CEO LED AGENDA:

Be inspired by our handpicked CEOs sharing their vision on responsible business leadership.



PRACTICAL LEARNINGS:

We're not afraid to talk about what doesn't work as much as what does! Our sessions are interactive, results-driven and clear to make sure you can implement ideas into practical steps.



OUR EUROPEAN KNOWLEDGE!

It's no surprise that we have a long-standing European legacy in leading sustainability intelligence for 15 years. We're bringing our knowledge, expertise and ideas to share how to be a true responsible leader in North America.

The solutions to problems such as poverty, climate change, and food insecurity hinge on the interdependence between business and society. The Responsible Business Summit NY is a **powerful opportunity to advance the shared value conversation** and, ultimately, contribute to a more sustainable and prosperous future.

Willy Foote, CEO, **Root Capital**

"Amid rapidly changing customer and market needs, it's critical that businesses not lose focus of their core mission. **The Responsible Business Summit NY allows companies to share strategies for staying on track.**"

Calvin G. Butler Jr., Chief Executive Officer, **Baltimore Gas and Electric Company**

"Year after year we push ourselves to broaden our horizon – I'm looking forward to conversations on purpose, inclusive prosperity and sustainable growth at the Responsible Business Summit NY."

Jim Keane, CEO, **Steelcase**

► **Attending with 2+ colleagues? Email Krina for group discounts**

KEYNOTE SPEAKERS:



Calvin G. Butler, Jr.
CEO



Tara Rush
SVP & Chief Corporate Relations Officer



Jeff Simmons
President



Tom Glaser
Global President of Supply Chain



Willy Foote
CEO



Sandeep Dadlani
President, Head of Americas



Farooq Kathwari
CEO



Franz W. Paasche
SVP Corporate Affairs



Christine Cioffe
SVP Global R&D



Larry Berger
Chief Technology Officer



Erin Meezan
Chief Sustainability Officer



Jim Keane
CEO



Gilbert Ghostine
CEO



Per Loof
CEO



DATA INNOVATION SPEAKERS:



Anna Palazij
Senior Director, Sustainability Reporting



Jon Richter
Vice President, Communications



Scott Showalter
Professor



Matthew Banks
Manager, Private Sector Engagement



Gabriella Voza
Sector Analyst, Consumer Goods & Retail



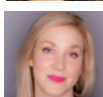
CULTURE CHANGE SPEAKERS:



Atlanta McIlwraith
Director of Employee Engagement



Dennis van der Putten
Head of ESG Research/Responsible Investing



Kelly Windsor Fisher
Head of Corporate Sustainability, SVP



TECHNOLOGY SPEAKERS:



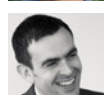
Robert ter Kuile
Vice President and Global Head of Sustainability



Margaret Morey-Reuner
Director of Strategic Partnerships and Business Development



Giulio Bonazzi
Chairman and CEO



Mark Robertson
Director of Communications and Stakeholder Relations



These leading brands attended in 2016:



Monday March 27 – Tuesday March 28, 2017

KEYNOTE SESSIONS

CEOs and senior business leaders share strategic insights and vision on North America's biggest topics in 2017 and beyond...

- ▶ Engage investors to adopt a long-term vision
- ▶ Reshape business to deliver on SDGs
- ▶ Create a business of purpose through leveraging your brand globally
- ▶ Implement the CEOs vision into practice
- ▶ The emergent business models making sustainability waves
- ▶ Risk mitigation in global supply chains

PEOPLE

- ▶ Engage employees with the right sell
- ▶ Harness the power of the Corporate story
- ▶ Engage external stakeholders on purpose
- ▶ Measure the impact of internal change

PLANET

- ▶ Understand how transformative partnerships can be
- ▶ Circular economy opportunities turning waste to revenue
- ▶ Simplify the reporting process through shared data
- ▶ Role of technology in supply chain risks

PROFIT

- ▶ Sophisticated data solutions to lay the foundations of CSR success
- ▶ Quantify your impact on business operations
- ▶ Leverage internal support with the right pitch
- ▶ Learn how to lock down funding

▶ Register your place now to benefit from a \$400 saving at www.ethicalcorp/rbs-usa

CEOs and senior business leaders share strategic insights and vision on North America's biggest topics in 2017 and beyond...

CEO KEYNOTE: Being a responsible business – what's not to get?



Calvin G. Butler, Jr. | **CEO** | Baltimore Gas & Electric, an Exelon Company



Jeff Simmons | **CEO** | Elanco Animal Health



SUPPLY CHAIN KEYNOTE: The Responsible Sourcing Journey



Tom Glaser | **Global President of Supply Chain** | VF Corporation



2020 KEYNOTE: Delivering on sustainability goals



Sandeep Dadlani | **President, Head of Americas** | Infosys



SUSTAINABLE DEVELOPMENT GOAL KEYNOTE: How to reshape business to deliver on SDG Goals



Christine Cioffe | **SVP Global R&D** | PepsiCo



INVESTOR KEYNOTE: How Investors and Companies can work together to achieve sustainable long-term growth



Farooq Kathwari | **CEO** | Ethan Allen Global, Inc

ETHAN ALLEN®



Willy Foote | **CEO** | Root Capital



DIGITAL KEYNOTE: The emergent business models making sustainability waves



Larry Berger | **Chief Technology Officer** | Ecolab



► **North America's most senior meeting on responsible business – save \$400 on passes**

CEOs and senior business leaders share strategic insights and vision on North America's biggest topics in 2017 and beyond...

DO THE RIGHT THING KEYNOTE: Creating a business of purpose



Jim Keane | **CEO** | Steelcase

Steelcase[®]



Gilbert Ghostine | **CEO** | Firmenich

Firmenich

SOCIAL INNOVATION KEYNOTE: aligning business strategy around social purpose



Franz W. Paasche | **SVP Corporate Affairs** | PayPal

 **PayPal**

CHIEF SUSTAINABILITY OFFICER KEYNOTE: Implementing the CEOs vision into practice



Erin Meezan | **Chief Sustainability Officer** | Interface, Inc.

Interface[®]

BRAND KEYNOTE: Leverage global brand presence to resonate purpose in local markets



Tara Rush | **SVP & Chief Corporate Relations Officer** | Heineken USA

 **HEINEKEN**

CONFLICT-FREE MINERALS KEYNOTE: The future for conflict-free supply chains



Per Loof | **CEO** | Kemet

Electronic Components
KEMET
CHARGED[®]

Trump – what's the new administration got planned for sustainability



Speaker to be confirmed

▶ **Attending with 2+ colleagues? Email Krina for group discounts**

Make the business case using the latest data innovation

Evidence your business case with sophisticated data

- ▶ Lay the foundations for CSR success through sourcing high quality data and establish more effective and accurate CSR performance.
- ▶ Understand the costs, the latest technology innovations and who within the organization you need to get on side to help evidence your case.



PEPSICO

Global R+D

Anna Palazij

Senior Director, Sustainability Reporting

Quantify your impact on business operations

- ▶ Where do you start with the analysis and how deep do you go to make it meaningful? Understand how to better quantify social and environmental impact to demonstrate risk awareness and mitigation.
- ▶ Focus on achieving organizational efficiency gains and finite financial returns.



Gabriella Vozza
**Sector Analyst,
Consumer Goods & Retail**

NC STATE UNIVERSITY

Scott Showalter
Professor

How MetLife sells its findings to secure CSR buy-in

- ▶ Shape your communications strategy to ensure the right senior people get the right messages.
- ▶ Understand how you can leverage internal support, when secured, to lock down funding and entrench CSR in organizational thinking.

MetLife®

Jon Richter
**Vice President,
Communications**

How WWF pitches the CSR case to close the deal

- ▶ Learn how to close the deal using financial, reputation and risk mitigation language.
- ▶ Pitch your case using evidence to shape your CSR strategy with fact.



Matthew Banks
Manager, Private Sector Engagement

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Email Krina for group discounts**



- ▶ Register your place now to benefit from a \$400 saving at www.ethicalcorp/rbs-usa

Influence stakeholders to drive culture change

Engage employees with the right sell and measure the impact of change

Learn how employees can help create real positive change for business; get internal engagement right in two steps.

- ▶ First, what does the internal sell look like using business language that changes CSR perceptions?
- ▶ Second, understand the impact and measurement engagement has on your CSR efforts.

Timberland 

Atlanta McIlwraith
**Director of Employee
Engagement**

HSBC 

Kelly Windsor Fisher
**Head of Corporate
Sustainability, SVP**

Engage external stakeholders on purpose

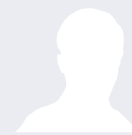
- ▶ Doing the right thing by society, the environment and the business is expected these days.
- ▶ Learn successful engagement strategies that convince suppliers, partners, investors and customers to get on board with purpose and where key challenges lie in changing culture.

actiam

Dennis van der Putten
**Head of ESG Research/
Responsible Investing**

Harness the power of the corporate story

- ▶ Learn how to balance substance with accessibility. Understand what to push forward and how much to hold back.
- ▶ Prioritize information, set it out as an engaging story and use multiple channels to distribute for maximum, positive attention.



Speaker to be confirmed

“

“We appreciate the opportunity to share our commitment and approach to Social Innovation with a community of like-minded leaders at this year’s Responsible Business Summit New York. Together, we can explore unique ways to undertake sustainable social impact initiatives from the core of our companies.”

Franz Paasche, SVP, Corporate Affairs, **PayPal**

▶ **Join North America’s most senior responsible business meeting with 200+ attendees**

PARTNERSHIP X FACTOR

Partnerships that accelerate change

Collaboration and partnerships are essential to sustainability goals. In this Partnership X Factor, our audience vote on how successful partnerships work and how transformative they can be. The Partnership X Factor involves:

- ▶ A 3-minute pitch detailing the partnership story and deliverables and questions from the X Factor 'judge'.
- ▶ Scenario examples on scaling up projects, key relationship challenges, ability to deliver in-line with your goals and time-frames and partnership next goals.



Margaret Morey-Reuner
Director of Strategic Partnerships and Business Development

Ian Rosenberg
Founder
Thread

Deirdre White
CEO
PYXERA Global

Circular economy opportunities to turn environmental waste into new revenue streams

- ▶ Environmental waste doesn't just need to be a risk.
- ▶ Learn how new technology and systems opportunities can turn environmental waste into a new source of input and revenue.
- ▶ Prove that CSR can deliver business deliver purpose for the planet and business.

FOSSIL GROUP

AQUAFIL
synthetic fibres and polymers

Robert ter Kuile
Vice President and Global Head of Sustainability

Giulio Bonazzi
Chairman and CEO

How to educate suppliers towards long-term collaboration

- ▶ What's the latest thinking on how to work best with suppliers on social sustainability issues? Which strategies resonate with suppliers? How do you manage to go beyond Tier 2 suppliers and ensure audits deliver results?
- ▶ How to balance being a 'policemen' with long term collaboration that is aimed to build incremental improvements?



ICTI CARE Foundation

Mark Robertson
Director of Communications and Stakeholder Relations

How Salesforce creates a competitive advantage through data centre efficiency

- ▶ Learn about opportunities in technology for CSR to accelerate progress and help show that business can do the right thing for the environment.



Patrick Flynn
Director of Sustainability

How technology can be harnessed to manage supply chain risks

- ▶ What technology is out there to help you identify and manage these risks to accelerate progress in your supply chain?
- ▶ This session will cover a series of hard-hitting case studies using technology for environmental impact, supply chain transparency and human rights eradication.

How to minimize environmental risks and stay compliant

- ▶ Today businesses face increasing environmental risks from both systems and procedures.
- ▶ Learn how to ensure your environmental systems are compliant with the latest legislation and effectively manage and mitigate any unforeseen risks.

How to simplify the reporting process through shared data

- ▶ How can you simplify the reporting process and share data across multiple bodies to save time and costs? How can technology better inform your reporting dashboard?
- ▶ What are the latest trends in on-going storytelling and social media?

How engaging millennials will drive deeper CSR commitments

- ▶ Recruitment, retention, engagement and action – how can millennials fight for your cause and accelerate culture change? Are your people the missing link? What role can CSR play to attract millennials? Understand how millennials are key to turbo charging your CSR efforts.

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TWO DAYS of networking

Maximize your return on investment – by increasing your profile with our exciting range of sponsorship opportunities:

- ✓ 1-to-1 meetings with key decision makers
- ✓ Build your reputation as a thought leader across multiple industries
- ✓ Meet new clients and build relationships with key decision makers – over 200 attendees
- ✓ Demonstrate your key case studies, generate exposure, launch new projects and announce results
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- ✓ Host interactive workshops with core clients and prospects... **and much more!**

Get in touch today!

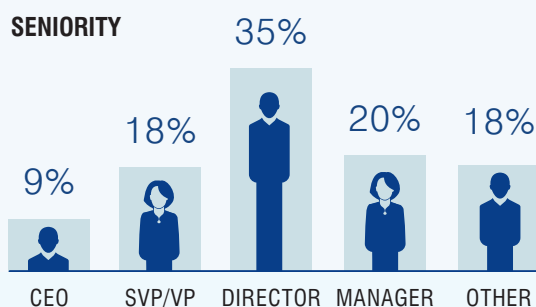
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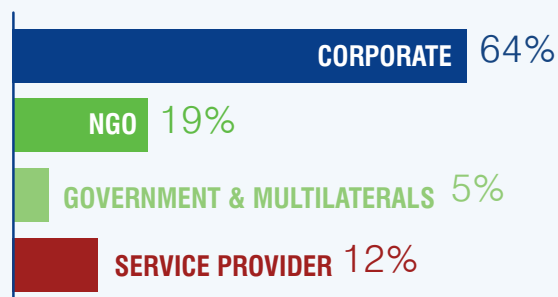


WHO will you meet?

SENIORITY



TYPE OF COMPANIES



MAXIMIZE YOUR LEARNING with an Executive Pass

+ 1 year subscription to Ethical Corporation Magazine

Subscribing to Ethical Corporation provides you with unlimited access to exclusive and expertly-crafted responsible business intelligence.

Executives from organizations such as; Unilever, P&G, Diageo, Bacardi, UNICEF, Oxfam, WaterAid, and L'Oreal are already benefiting from access to the world's leading, multi-platform resource for CSR and sustainability issues.



WORTH \$860

+ Circular Economy Report

Embrace the Circular Economy and all the benefits it has to offer, while future-proofing your business and improving your social and environmental impact

- Learn the fundamental business case for the Circular Economy, and how to make it work for your business
- Practicable insight and cross-industry perspective from stakeholders, including corporate professionals, consultants, academics and policymakers
- 8 unique case studies where businesses have repositioned their business strategy to take full advantage of the Circular Economy
- Case studies featuring BT, HP, Patagonia, Jaguar Land Rover, and more



WORTH \$860

\$400 DISCOUNT available – get in touch today!

SAVE \$400 if you register before December 9

#RBSNY 

PASS DETAILS

EXECUTIVE PASS

STANDARD PASS

SHARE THIS WITH YOUR COLLEAGUE!

Let your colleague know that you are looking to attend – big discounts apply for groups of 2+



ECONOMY PASS

CORPORATES

Ultra early bird*

\$2,499

Full price

~~\$2,999~~

SERVICE PROVIDERS

Ultra early bird*

\$2,899

Full price

~~\$3,299~~

NGOS

Ultra early bird*

\$2,099

~~\$2,499~~

\$2,499

~~\$2,899~~

\$1,499

~~\$1,599~~

\$1,599

~~\$1,999~~

\$1,999

~~\$2,399~~

\$1,099

~~\$1,199~~

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► RESERVE YOUR PLACE **HERE**

► RESERVE YOUR PLACE **HERE**

* (expires December 9)


Attending as a group? Email krina.amin@ethicalcorp.com for rates

4 WAYS TO REGISTER

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 **EMAIL US** register@ethicalcorp.com

 **ONLINE** www.ethicalcorp.com/rbs-usa

 **FAX** +44 (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 February 27th 2017 will incur an administrative charge of 25%. If you cancel your registration after February 27th 2017 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.

► www.ethicalcorp.com/rbs-usa

#RBSNY 

Delivering purpose...for people, the planet and profit

5 REASONS

why you need
to attend the
Responsible Business
Summit New York
2017:

- 1 Get insight on cutting edge responsible business strategy from 15+ major brand CEOs and leaders
- 2 Ask your burning questions of our 30+ senior brand speakers
- 3 Build relationships and define benchmarks with an audience of corporate peers
- 4 Multi tracks mean you create your own conference experience
- 5 A track record you can trust: 98% of attendees would recommend #RBSNY

REGISTER
your place now
to save \$400

HEAR FROM 40+ RESPONSIBLE BUSINESS LEADERS INCLUDING:



Calvin G. Butler, Jr.
CEO



Jeff Simmons
President



Gilbert Ghostine
CEO



Tara Rush
SVP & Chief
Corporate Relations
Officer



Jim Keane
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Farooq Kathwari
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Larry Berger
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Erin Meezan
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Robert ter Kuile
Vice President and
Global Head of
Sustainability



Jon Richter
Vice President,
Communications