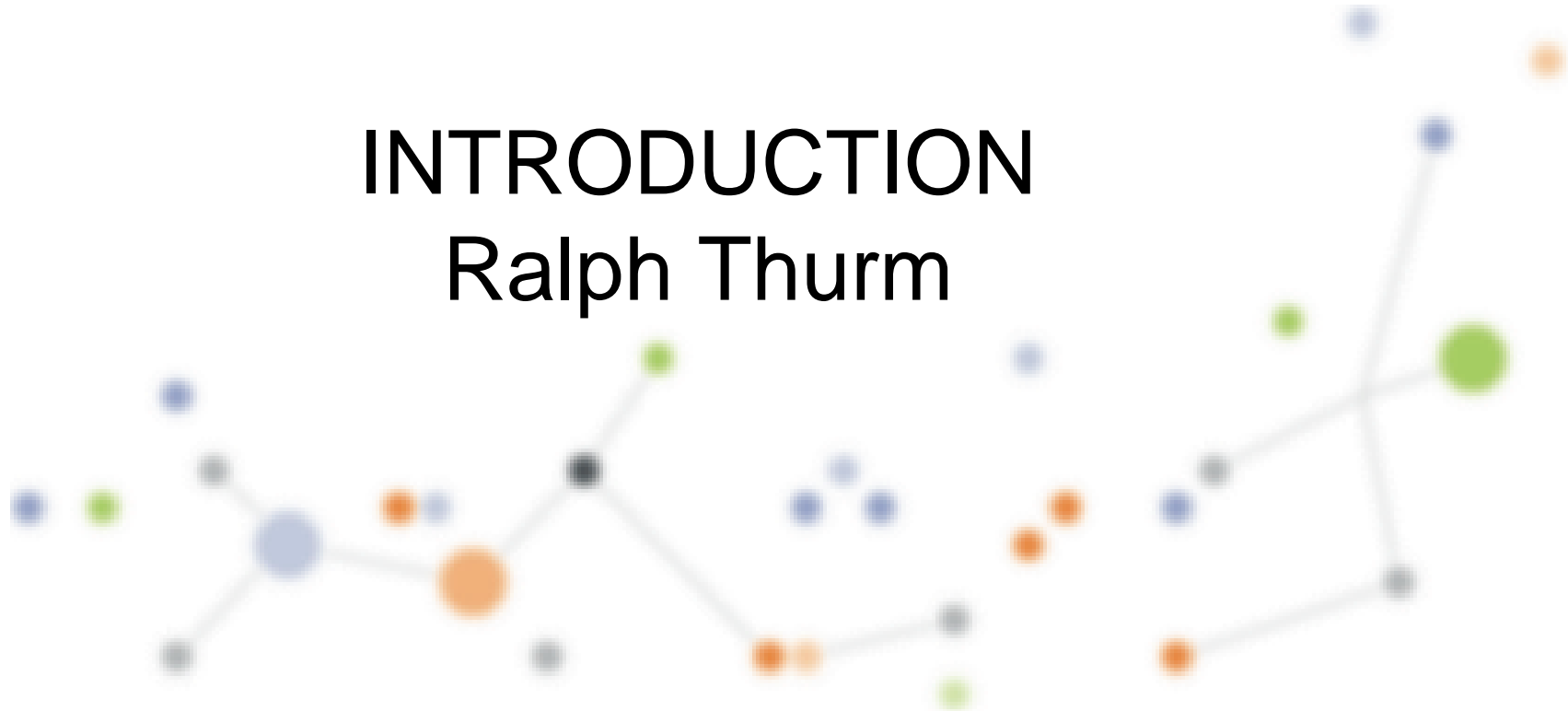# INTRODUCTION
Ralph Thurm

About Reporting 3.0

- ***Global Public Good:*** multi-stakeholder community generating knowledge to design future-fit reporting in a neutral, pre-competitive space since 2013
- ***Collaborative:*** co-creating solutions that spur deeper transformation than organizations can achieve individually within institutional constraints
- ***Positive Mavericks:*** constructive engagers who transcend incremental progress to align reporting practices with the necessary ambition to achieve a regenerative & inclusive economy
- ***Blueprinting the Future:*** After 3+ years of community-building through curated convenings, the *Blueprint Projects* shift Reporting 3.0 into action mode through Working Groups to identify, design and spur the needed changes at the systems levels through appropriate recommendations.

A Growing Global Meeting Network since 2013

…And A Growing Network Of 'Supporters'

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A VERY Special thank you to…

… Wim Bartels,
our host, and to
…Bianca Kalwij,
his assistant!

2013: Testing the waters

2013: Testing the waters

2014: Developing structure

2ND ANNUAL CONFERENCE OF THE
REPORTING 3.0 PLATFORM ON THE
FUTURE OF SUSTAINABILITY REPORTING

Reporting at the crossroads – ensuring purpose, practicability, performance

6TH & 7TH OCTOBER 2014

Microsoft Atrium, Berlin

2014: Developing structure

2015: Preparing a Transition Roadmap

2015: Preparing a Transition Roadmap

2015: Preparing a Transition Roadmap

Reporting 3.0 Steering Board

Bill Baue
Co-Founder
Convetit, Sustainability
Context Group

Claudine Blamey
*Head of Sustainability
& Stewardship*
The Crown Estate

Peter Teuscher
Managing Partner
BSD Consulting

Sarah Grey
Markets Director
International Integrated
Reporting Council

Mairead Keigher
Advisor
Shift

Brendan LeBlanc
*Partner Climate
Change &
Sustainability Services*
EY

Stephen Russell
Senior Associate
World Resource
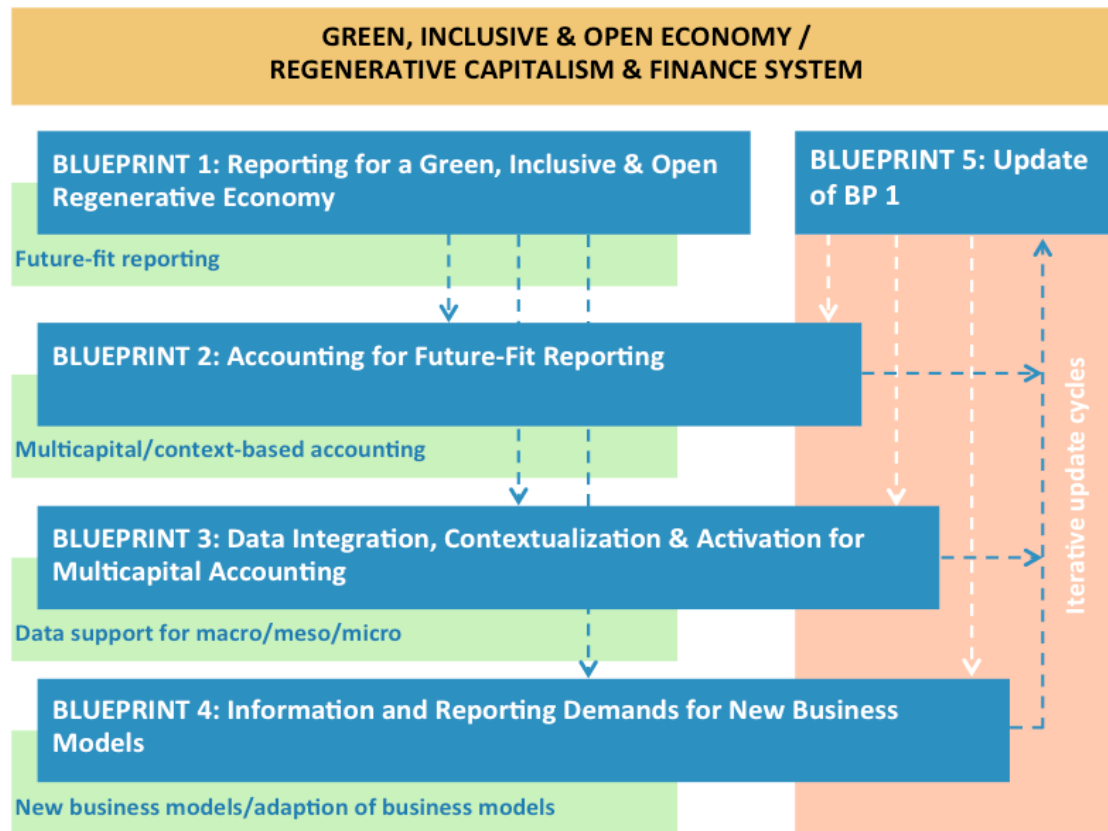Institute

Ralph Thurm
Managing Partner
A|HEAD| ahead

Cornis Van Der Lugt
*Senior Research
Fellow*
Stellenbosch University
Business School

14

2016-2017 Blueprint Project Structure…

… as the basic structure
for this year's conference

May 30 morning sessions

reporting 3.0

8.00 – 10.00   Registration, Welcome Coffee, Networking Opportunities

10.00 – 10.30   Welcome by the Host & Organizer – Introduction to the 4th Reporting 3.0 Conference
» *Wim Bartels – KPMG*
» *Ralph Thurm – Reporting 3.0*

10.30 – 12.15   INTRODUCTORY KEYNOTE   PR ROOM
Creating new 'invisible band' for the 'invisible hand'
» *Jonathon Porritt – Forum for the Future*

CO-KEYNOTES & PLENARY DISCUSSION   PR ROOM
The need for a disclosure ecosystem for sustainability
disclosure – creating breakthroughs as a collaborative approach

» *Claudine Blamey – The Crown Estate*
» *Alyson Slater – GRI*
» *Neil Stevenson – IIRC*
» ***Moderation:*** *Ralph Thurm & Bill Baue – Reporting 3.0*

May 30 afternoon sessions (1/2)

13.45 – 14.15	**SESSION 1** PR ROOM
	Introduction and Release of the Reporting Blueprint Report
	» Ralph Thurm – Reporting 3.0
	» Allen White – Tellus Institute, Co-Founder GRI

14.15 – 15.30	**SESSION 1**
	The Reporting Blueprint – focus sessions on recommendations

A: EDUCATE PR ROOM	B: ADVOCATE C00.04	C: ACCELERATE C00.06
Understanding the principles and underpinnings of a green & inclusive and open economy and their consequences for disclosure	Understanding how purpose, measurement and scalability become essential areas of disclosure	Developing trust, innovation and resilience for organizations & economies through collaboration
Moderation: » Ralph Thurm – Reporting 3.0	**Moderation:** » Glenn Frommer – Reporting 3.0 Advocation Partner	**Moderation:** » Bill Baue – Reporting 3.0
Speakers: » John Devaney – BSI » Anne Louise Koefoed – DNV GL	**Speakers:** » Adrian de Groot Ruiz – True Price Foundation » Christian Heller – BASF » Rodney Irwin – WBCSD	**Speakers:** » Arnaud Cohen Stuart – ING » Tjeerd Krumpelman – ABN AMRO » Alyson Slater – GRI

reporting 3.0

16.00 – 16.30

INTERVIEW PR ROOM

How Doughnut Economics Can Contextualize Corporate Reporting:
A video interview with Kate Raworth

» *Kate Raworth – Oxford University*

16.30 – 17.00

SESSION 2 PR ROOM

Introduction & Release of the Data Blueprint Report

» *Bill Baue – Reporting 3.0*
» *Allen White – Tellus Institute, Co-Founder GRI*

17.00 – 18.15

SESSION 2

The Data Blueprint – focus sessions on recommendations

A: EDUCATE PR ROOM	B: ADVOCATE C00.04	C: ACCELERATE C00.06
The challenges of integrating and contextualizing the multiple capitals into a data ecosystem that triggers a green & inclusive economy	Piloting new data approaches to integrate context and capitals gaps in materiality, carbon accounting and net positive	Leveraging blockchain, artificial intelligence and big data to link financial and sustainability impacts throughout the value chain
Moderation: » *Ralph Thurm – Reporting 3.0*	*Moderation:* » *Bill Baue – Reporting 3.0*	*Moderation:* » *Glenn Frommer – Reporting 3.0 Advocation Partner*
Speakers: » *Mark McElroy – Center for Sustainable Organizations* » *Jim Ormond – Article 13*	*Speakers:* » *Richard Marsh – BT* » *Matt Swibel – Lockheed Martin* » *Aaron Vermeulen – WWF*	*Speakers:* » *Niels Faber – Radboud University* » *Annemieke Huibrechtse – Deloitte* » *Jiro Olcott – Guard Global*

18.15 – 20.00   **Drinks & Reception**

reporting 3.0

May 30 afternoon sessions (2/2)

May 31ˢᵗ morning session

7.30 – 9.00   **Registration, Welcome Coffee, Networking Opportunities**

9.00 – 9.15   **Introduction to Day 2 of the conference**

9.15 – 11.15   **INTRODUCTORY KEYNOTE** `PR ROOM`
Accounting for the future we design – valuing the equilibrium of life and wellbeing through new conventions
» *Wim Bartels – KPMG*

CO-KEYNOTES & PLENARY DISCUSSION `PR ROOM`
What and how long will it take to succeed in the third accounting revolution?
» *Sarah Grey – IIRC*
» *Rodney Irwin – WBCSD*
» *Nancy Kamp-Roelands – EY*
» *Nicolai Lundy – SASB*
» *Moderation: Cornis Van Der Lugt – Reporting 3.0*

reporting 3.0

11.45 – 12.15

SESSION 3 PR ROOM
Introduction to the Draft Version of the Accounting Blueprint Report
» *Cornis Van Der Lugt – Reporting 3.0*
» *Wim Bartels – KPMG*

12.30 – 13.45

SESSION 3
The Accounting Blueprint – focus session on recommendation development

A: EDUCATE PR ROOM	B: ADVOCATE B00.18-26	C: ACCELERATE A00.04
Understanding the connections and mutual support between financial, management and sustainability accounting; building blocks for multicapital accounting	Making the business and investment case; improving convergence in use of principles such as materiality; promoting new understanding of value and wealth creation	Mainstreaming new approaches to measurement and disclosure, linking financial and sustainability performance in alternative statements and reporting formats
Moderation: » *Felipe Arango – BSD Consulting*	**Moderation:** » *Cornis Van Der Lugt – Reporting 3.0*	**Moderation:** » *Arjan de Draaijer – KPMG*
Speakers: » *Mark McElroy – Center for Sustainable Organizations* » *Loshni Naidoo – SAICA* » *Jeremy Nicholls – Social Value International*	**Speakers:** » *Paul Hurks – NBA* » *Nicolai Lundy – SASB* » *Neal Smith – Aegon*	**Speakers:** » *Baptiste Cassan-Barnel – Kering* » *Adrian De Groot Ruiz – True Price Foundation* » *Egon Vavrek – APG Asset Management*

May 31st afternoon sessions (1/2)

May 31st afternoon sessions (2/2)

reporting 3.0

14.45 – 16.15

INTRODUCTORY KEYNOTE PR ROOM
Focus on 'handprinting' – driving the next systemic transformation through new business model design and aligned disclosure
» *Carolyn Hayman & Raj Thamotheram – Preventable Surprises*

CO-KEYNOTES & PLENARY DISCUSSION PR ROOM
Launching the Reporting 3.0 Business Model Blueprint Workstream
» *Nancy Bocken – TU Delft*
» *Nathan Gilbert – B Corp Europe*
» *Moderation: Ralph Thurm & Bill Baue – Reporting 3.0*

16.15 – 16.45

REPORTING 3.0 PLATFORM: THE FUTURE ROADMAP PR ROOM
Dissemination of the Blueprints, alpha/beta testing, feedback mechanisms, further alignments, a second round of Blueprints
» *Peter Teuscher – BSD Consulting, Reporting 3.0*
» *Richard Marsh – BT*

16.45 – 17.15   **CLOSING (Synopsis of the conference)**

17.15 – 18.00   **ADJOURN**