



GREEN STRATEGY

Unlocking Your Green Agenda: Create Support + Win Funding + Implement Change

Practical strategies developed in conversation across the business (Board, Operations, Product)



Thursday 19th November 2009, at The River Room, 2nd floor, Millbank Tower, London SW1

A panel of senior sustainability leads will, over the course of one day, be in conversation with over 15 C-Level executives. These conversations will take a walk through the different types of activities of all businesses and consider the environmental challenges. The event will show you how sustainability is currently perceived within the corporate sector and what practical strategies can be employed to get senior buy-in, push it up the agenda and deliver tangible results on the most important fronts.

With the opportunity for the audience to put questions direct to the speakers, this format will deliver straight answers to the challenges faced by sustainability leads (and others with direct responsibility – including those in different business activities) in setting goals and delivering a commercial response to climate change. Providing provocative and engaging debate with business heads on what they think will, and will not, work within organisations, the event will take you beyond the “look what is being done” case studies and deliver a set of clear priorities and action points that you can apply within your business.



www.greenstrategy09.com

confirmed speakers Benjamin Kott, Green Business Operations EMEA, **Google** // Bryan Dobson, President, Global Operations **Croda International Plc** // Claudine Blamey, Head of Sustainability, **SEGRO** // Ruth Girardet, Corporate Responsibility & Community Director **Tesco** // Emma Harris, UK Director of Sales and Marketing, **Eurostar** // Joe Greenwell, Chairman, **Ford of Britain** // Keith Kenny, Senior Director Supply Chain, Europe, **McDonald's** // Luisa Fulci, Director of Marketing Services, **Royal Mail** // Magued ElDaief, Executive Director, Infrastructure Accounts, **GE Energy** // Martin Lawrence, MD Energy Sourcing and Customer Supply, **EDF Energy** // Mick Bremans, CEO, **Ecover** // Nicholas Rogers, Director of Design, **Taylor Wimpey** // Peter Clarke, Executive Officer, **The British Land Company PLC** // Roger Harrabin (Chairman), Environment Analyst, **BBC** // Simon Ashby, VP, Information Systems & Logistics, **Sony Europe** // Tom Burke CBE // Yulanda Chung, Head of Sustainable Business, **Standard Chartered Bank** // Pen Hadow **Polar Explorer**

10 reasons to come

1 Enable you to win more support: Instructions from CEO's, CFO's, operations and sales on how to get more support in your role for environmental sustainability projects

2 Provide insights from top international speakers: Standard Chartered Bank, Kimberly Clark, Google, SEGRO, The British Land Corporation, GE Energy Infrastructure, Croda International, McDonald's

3 Elevate the green agenda and effect strategic change: Elevate the agenda's role in the strategic decision making process by hearing how others have succeeded or been persuaded

4 Create a more holistic approach: Put the agenda in the context of your whole business – strategy/ operations/product – by looking at a range of businesses and your own business across all business functions

5 Win funding: Credit crunch work arounds and the low hanging fruits that don't cost anything, but still sell the agenda. Plus, how to raise stage two funding to make change happen

6 Walk away with an action plan: Our final session will draw you together with similar businesses and create both a general action plan and a tailored plan for your business

7 Spot the opportunities: Show your organization the new revenue streams and market spaces that are available to your business

8 A NEW FORMAT for better information: The new format will use a series of conversations between a panel of sustainability leads and other expert panels all chaired by Roger Harrabin and with a chance to ask your own questions.

9 Connect you with the best for fresh and varied thinking: The event will play host to both senior sustainability contacts and other business functions leads, and from a range of industries.

10 Keep on going: This is our third year – we're committed: We can think of 4 events that have stopped in the last two years – we are committed to this agenda and will not be stopping!



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includes credit card booking

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Scan / pdf complete
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+44 20 3137 1727

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Programme summary

THE BOARD

09:15 – 10:45 Reinvigorating the business case: reviewing the key drivers and the major selling points to build momentum, gain second phase strategic buy-in and achieve change management

This conversation between the Sustainability Leaders panel and the Leaders of Industry panel will open with a 5 minute statement from each of the industry panelists on the drivers of change and their relative importance. This will be followed by an articulation of the high-level objectives for big business in relation to environmental sustainability. The session will provide you with the information you need to integrate the impact of climate change into your immediate and long term operational goals, and achieve buy-in across the organisation

The most successful corporations with clear sustainability achievements are those with sustainable objectives at the heart of their executive decision making and a fairly consistent ethos operating company wide. But if your company is not yet in this enviable position, how do you get there? How do you move from being a siloed function with little or no budgetary power to sitting at the heart of your company's objectives? If you do have that central buy-in how do you spread the agenda more effectively?

- Culture Shift: Achieving cultural change to place sustainability at the heart of executive decision making
- Getting shareholder buy in and empowering both the CEO and sustainability champions
- Determining the impact of the sustainability agenda on key stakeholders
- Strategic Lines: Determining where sustainability should sit with in the company: reporting structure, size of team

Speakers:

Peter Clarke, Executive Director, **The British Land Corporation**
Magued Eldaif, MD UK and Executive Director Global accounts, **GE Energy Infrastructure**
Joe Greenwell, Chairman, **Ford**

OPERATIONS

11:15 – 12:45 Lean sustainable business: exploiting the commercial benefits of sustainability through-out business operations. This conversation between Operations Directors, Heads of Supply Chain and Logistics and leaders of industry will open with a 5 minute statement from each of the panelists on the commercial benefits of following sustainability principles in the business operations followed by a discussion of the following:

There are numerous examples of the commercial advantage delivered through more environmentally sustainable processes – from effective supply chain management and energy efficiency to waste management. As companies profit by treating sustainability as a strategic issue the question we need to ask for each area of business operations has become – What should our business strategy be in the light of sustainability?

- Effectively building energy efficiency into production and operations
- Exploiting a sustainable supply chain post credit crunch when costs are cut
- Shifting the focus from business risk to opportunity

Booking

£495(+VAT) before the end of September; £595(+VAT)

Booking form

First Name

Last Name

Job Title

Email

Address

Billing Address

Industry

Signature

- Greening transport and logistics

- Assessing the role of sustainable technologies in reducing CO2e impacts
- The role of collaboration – what you should be doing now

Speakers:

Bryan Dobson, President Global Operations, **Croda International**
Keith Kenny, Senior Director Supply Chain Europe, **McDonald's**
Simon Ashby, Vice President, IS & Logistics, **Sony Europe**
Graeme Carter, European Logistics Director, **Proctor & Gamble**

STRATEGY

14:05 – 15:35 Evolving and creating credible sustainable offerings and brands to meet the changing demands of an environmentally focused commercial arena. This conversation between product creators and marketers, and the sustainability leaders panel will open with a 5 minute statement from each of the product panelists on how innovation in product and service design and development coupled with effective brand management can drive business followed by a discussion of the following:

Consumer behaviour is changing, particularly in the current economic climate, and companies that are driving sustainable design thinking through-out their business offerings and brand may well have the competitive advantage. But how do you ensure that you have sustainability at the heart of product innovation and to what extent does successful stakeholder and customer engagement with your product depend on building sustainability into the company brand?

- Fostering sustainability focussed innovation in product development and design
- Factoring product life cycle into design, considering a cradle to cradle approach
- Building authentic brands for sustainable futures
- Migrating established brands to sustainable standards

Speakers:

Nick Rogers, Director of Design, **Taylor Wimpey**
Michael Bremans, CEO, **Ecover**
Emma Harris Director Sales and Marketing, **Eurostar**
Luisa Fulci, Director of Marketing Services, **Royal Mail**

ACTION

16:05 – 17:05 You've heard what the keynote presenters have to say, you know what the panellists would advise, now is your opportunity to tailor this knowledge to your own specific situation.

Join a roundtable made up of peers from your sector to hone what you have heard during the day and apply it to the specific challenges you face. The roundtable sessions have been specifically designed to ensure that you return to your organization with fresh ideas and solutions for embedding sustainability at the heart of your business, have clear take away action points from the event and have developed a peer network of unparalleled value.