



# **Positive impact: How to drive, measure and profit from sustainable innovation**

*How business can create action, measure progress and deliver ROI on sustainability*

October 8<sup>th</sup>-9<sup>th</sup> 2019, Detroit, Michigan

Sponsored By:



## Day One – Tuesday October 8<sup>th</sup>

### 9.00-10.00 **How to use climate science to drive board-level action on GHGs**

Companies are under ever increasing pressure to go further and faster on climate action. Investors, consumers, activists, even school children around the world are holding business to account and demanding action.

This opening panel will discuss the necessary changes and practical steps for business to act on climate targets. We'll look at what's required to really engage board-level executives, as well as discussing the practicalities of these targets and what they will mean for business operations.

- The facts and figures on climate change that board-level executives will respond to: Are attitudes to radical action changing fast enough?
- The scientists say we've got a decade to cut GHGs dramatically: How should business targets reflect this?
- Investors may hold the key to business action: How can they become a catalyst rather than a barrier
- How the company can use positive climate impact work to drive cultural change and innovation

Andy Knepp, vice president, environmental strategy and industry activation, **Bayer Crop Science**

Telva McGruder, director, workplace engineering and operations solutions, **General Motors**

### 10.00-10.30 **Break**

### 10.30-12.00 **Defining materiality: How to balance competing interests**

Identifying what's material to your business is crucial to structuring a robust sustainability strategy and reporting effectively. Defining materiality effectively will better focus efforts, improve performance and drive greater positive impact across your business programs.

This session will look at the latest practices for determining materiality. We'll assess how to respond to input and expectations from a range of stakeholders, and what to do when these views differ.

Maureen Kline, vice president, public affairs and sustainability, **Pirelli**

Kathleen Elliott, regional manager, charging, **Tesla**

Shagonda Green, senior governance manager business integration | public affairs, communications and sustainability, **The Coca-Cola Company**

Ann Tracy, vice president, global sustainability, **Colgate-Palmolive**

### 12.00-1.00 **Lunch**

### 1.00-2.00 **How Science Based Targets can drive and define company action on climate**

The Science Based Targets initiative provides companies with a clearly defined pathway to future-proof growth by specifying how much and how quickly they need to reduce their greenhouse gas emissions.

Many companies are already demonstrating they have the skills and expertise needed to make this a reality — but need ambitious emissions reduction targets that ensure the action they take is aligned with current climate science.

This session will assess how companies can use science based targets to take action and reduce climate footprints. We'll discuss how to plot the route to 2030, whilst effectively measuring and reporting on progress.

Nathan Schuler, sustainability solutions architect, **Schneider Electric**  
Cynthia Cummis, director, private sector climate mitigation, **World Resources Institute**

### **2.00-3.00 Embedding circularity: The fundamentals of a successful transition from linear to circular business models**

With finite resources close to depletion and a waste crisis, it is inevitable that businesses will need to shift to circular business models. Such a systemic change will require planning, time and money. The process of transitioning from linear to circular business models is a complex one and the difficulty of achieving a truly circular economy should not be underestimated.

Nevertheless, it is crucial to a sustainable future and so business needs to tackle this challenge head on.

In this session, learn about the practical steps you can make within your business to achieve the beginnings of a circular business model.

Eunice Heath, global director, environmental health safety and sustainability, **The Dow Chemical Company**  
Katie Schindall, senior manager; lead for circular economy, **Cisco**  
Bill Hall, principal, **Hall Partners LLC**

### **3.00-3.30 Break**

### **3.30-4.15 Navigating the SDGs: How to direct strategy to ensure materiality and impact**

With 17 goals to consider, it's easy to see how the Sustainable Development Goals can seem daunting to individual businesses. The key to using the SDGs efficiently is to target the goals that are most material to your business, and then focus your efforts on advancing those sides of your business.

In this session, our speakers will talk about the best way to determine which goals to focus on and how to use them to direct your sustainability strategy.

Jason Glaser, CEO, **La Isla Network**

### **4.15-5.00 Stories for impact: Why diversity is critical for sustainability leadership**

The importance of diversity within the work-place is widely recognized amongst businesses of all orientations. In this session we'll be highlighting why diversity is so crucial within the sustainability sphere specifically.

Anika Goss-Foster, executive director, **Detroit Future City**

### 5.00-5.30 **Detroit: Beyond the Headlines**

Detroit is a complicated city that is too often summarized by a single headline or photo of an abandoned building. But, as you will soon see for yourselves, Detroit is so much more than a few words or pictures can convey! In this engaging, interactive presentation, Detroit expert, Jeanette Pierce, will take you beyond the headlines. You'll hear the story of how Detroit got to where it is today; what innovators are doing now to find solutions to the challenges the city faces; and how in the future, Detroit could become a model for other cities.

Jeanette Pierce, founder and executive director, **Detroit Experience Factory**

### 5.30-6.30 **Drinks reception**

## **DAY TWO – Wednesday October 9<sup>th</sup>**

### 09.00-09.30 **Consumer expectations part 1: A presentation of Ipsos and Innovation Forum co-authored research**

In this session, we'll assess the findings of some co-authored research by Innovation Forum and Ipsos. The research looks at how current and future generations engage in sustainability, and what they're expecting from business.

Meghann Jones, senior vice president, **Ipsos**

### 09.30-10.00 **Consumer expectations part 2: What do young consumers want from business? Youth panel opinions and outlooks**

Whether it's millennials or Gen Z, young consumers have long been said to hold a very different worldview to past generations. One that places moral, ethical and environmental considerations at the top of decision making, and could shape business strategy for years to come.

In this closing session, hear straight from a panel of young consumers on what they expect to see from business within their sustainability agendas. We'll discover how these factors influence brand perception and play into purchasing decisions, whilst uncovering whether this next generation of consumers really is as green as advertised.

*University of Michigan students*

### 10.00-10.30 **Break**

### 10.30-11.30 **Reporting on your impact: How do you talk to stakeholders effectively?**

Being able to measure and quantify the impact of sustainability programs is key to directing strategy and justifying budgets internally. But critically, it also leads to far more effective and substantial reporting on programs.

Another vital aspect to effective reporting is language. When communicating impact with stakeholders, it is essential to do so in the business language that they understand.

This session will discuss how business can best report and communicate impact with a variety of different stakeholders.

Natalie Hazen, vice president, managing director, **Gingras Global**

Kate Schaffner, manager, sustainable agriculture, global sustainability, **Kellogg**

Adam Tomasek, senior private sector finance advisor, **USAID**

### **11.30-12.00 NYU Stern School and the ROSI methodology: How to monetize the benefits of sustainable practices**

Hear from Kevin Eckerle from the NYU Stern School of Business in this case study session. Kevin will be talking about the Return on Sustainability Investment (ROSI™) methodology and explaining how it's helped businesses monetize the benefits of sustainable practices.

Kevin Eckerle, director, corporate research and engagement, **NYU STERN - Center for business and human rights**

### **12.00-1.00 Lunch**

### **1.00-1.45 The role of banks in financing sustainable innovation and business model change**

Sustainable finance is now a priority for most financial institutions, banks have a huge role to play in financing sustainable businesses that will make up the future of the global economy. The systemic changes and innovation needed to get us on track with our climate goals will no doubt require heavy funding and support.

In this session, we'll get some insight into the work going into financing sustainable business.

Kerry Duggan, partner, sustainability, **Ridge-Lane**

Anne Van Riel, head of sustainable finance, Americas, **ING**

### **1.45-2.45 Collaboration, collaboration, collaboration: The partnerships that have proven to cut impact, reduce waste, and MAKE MONEY**

We all know that the world's sustainability problems can't be solved by one party alone, collaboration is always key to making any lasting change.

In this session we'll hear from a couple of particularly outstanding partnerships on how their collaborations have resulted in positive impacts, waste reductions and an increase in profits.

Charlie Schwarze, director of corporate engagement, **The Recycling Partnership**

Melissa Stults, sustainability and innovations manager, **City of Ann Arbor**

### **2.45-3.00 Finish and conclusions**