SB MADRID 2017

ACTIVATING PURPOSE

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SB 2017 MADRID

PROGRAM

MONDAY, MAY 8th

08:30 **Registration**

09:00 **Introduction from Somos Quiero & Sustainable Brands**

09:15 - 09:30 **Welcome address from the City of Madrid & the British Council**

09:35 - 11:10 **MORNING PLENARIES:**
THE MACRO LANDSCAPE OF PURPOSE

The Power of Brands to Create Brighter Futures
Lord Michael Hastings, Global Head of Citizenship, KPMG International
A Tipping Point for Sustainability Leadership
José Lopez, former Executive Vice President of Operations, Nestlé SA
Teresa Ribera, Director, Institute for Sustainable Development & Internationa Relations (IDDRI)
Moderator: *Aris Vrettos,* Global Programme Director, University of Cambridge Institute for Sustainability Leadership

How Purpose Drives the Journey of Mindful Snacking
Mary Barnard, Chocolate Category President, Europe, Mondêlez International

11:10 - 11:45 **Coffee and Networking**

11:45 - 13:40 **MORNING PLENARIES:**
BUILDING A PURPOSEFUL ORGANIZATION

Building a Purpose-Driven Organization: Transformation Done Right
Owen Rodgers, Partner, IDEO

Organizing Your Company and Brand Around a Shared Goal of Improving People's Lives
Louise Stevens, Sustainability Manager, Innocent Drinks

Collaborating with Your Competitors - and Win
Marta Martín, VP Internal Communications & Corporate Responsibility, NH Hotel Group
Inge Huijbrechts, Vice President Responsible Business, Carlson Rezidor Hotel Group

Inspiring the C-suite to Consider Purpose into Core Decision-Making
Dr John Izzo, Best Selling Author & Business Visionary

13:35 **Close of Morning Plenary Sessions + Introductions to Discussion Panels**

13:40 **Lunch**

DISCUSSION PANELS

15:00 - 16:10 **PANEL 1: Youth as Brand Ambassadors in a Purpose-driven economy**
Panel Leader: *Alberto Andreu,* Senior Advisor, EY & Associate Professor, Navarra University
Commentators:
Ana Gascón, Corporate Responsibility Manager, Coca-Cola Iberia
Christopher Miller, Social Mission Activism Manager, Ben & Jerry´s
Rafael Fernández de Alarcón, Director of Sponsorship and Institutional Relations, Telefónica S.A.

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15:00 - 16:10 **PANEL 2: How Brands can Take Advantage of the Sharing Economy: Citizens as Producers**
Panel Leader: *Luis Tamayo,* Knowledge Director, Somos Quiero
Commentators:
Rodrigo de Salas, Corporate Communication & CSR Director, Leroy Merlin
Tomas Diez, Co-Founder, Fab Lab Barcelona
Adam Elman, Global Head of Plan A, Marks & Spencer

15:00 - 16:10 **PANEL 3: Fashion Revolution: Moving the Needle on Sector Change**
Panel Leader: *Teresa Sádaba,* General Director, ISEM Fashion Business School
Commentators:
Sarah Ditty, Head of Policy, Fashion Revolution
Delia Garcia, CSR Manager, El Corte Inglés
Marcos Lopez-Brea, Founder & CEO, UBUNTU

15:00 - 16:10 **PANEL 4: Future Education: Building Leadership Capacity**
Panel Leader: *Aris Vrettos,* Global Programme Director, University of Cambridge Institute for Sustainability Leadership
Commentators:
José Lopez, former Executive Vice President of Operations, Nestlé SA
Stuart Minnaar, Co-Founder, Fundie Impact Club & MBA Candidate, IE Business School
Laura Ferré, Project Executive, Somos Quiero
Carlos Mataix, Professor in Industrial Organization and Management Science, Universidad Politécnica de Madrid

15:00 - 16:10 **PANEL 5: Key Purpose Indicators: New Metrics for Managing Success**
Panel Leader: *Managing Director & Advisory, Carbon Trust*
Commentators:
Esther Toth, Associate Director, Corporate Citizenship
Robert Dornau, Director, Senior Manager Sustainability Services, RobecoSAM
Leonardo Gutson, Customer Success Manager Spain and Latin America, eRevalue
David Álvarez García, Executive Director, ECOACSA & Advisor, Natural Capital Coalition

15:00 - 16:10 **PANEL 6: Businesses Helping to Build Sustainable Cities**
Panel Leader: *German Granda,* Managing Director, Foretica
Commentators:
Carlos Marti, Director, Ciudad Sostenible
Sébastien Pellion, Sustainable Development Project Manager, Suez
Catherine Cummings, Director of CSR and Public Affairs, Sanitas (Bupa Group)
Chris Grantham, Circular Economy Portfolio Director, IDEO

16:15 - 16:45 **Coffee & Networking**

16:45 - 18:55 **AFTERNOON PLENARIES:**
ENGAGING CUSTOMERS THROUGH PURPOSE

Connecting Customers to Brand Purpose & Mission
Tamara Young, Corporate Communications Manager, JetBlue

Consumer Perspectives: Big Fish Learning From Small Fish
Sandra Pina, Partner, Somos Quiero

Karma Marketing and the Power of "Enough"
Sirikul Laukaikul, Brand Strategist & Sustainability Advisor, BrandBeing

Bringing the Idea of Sustainability to Life for Consumers
Adam Elman, Global Head of Plan A, Marks & Spencer

INSPIRATIONAL DIALOGUE
18:20 - 18:45 **Towards a Socially & Politically Divided World: Turning Conflict into Opportunities**
A dialogue with: *Amani Al-Khatahtbeh,* Muslim-Girl
Interviewed by *Sandra Pina,* Founder, Somos Quiero

18:50 **Introduction to Co-Creating Cities: Our Legacy to the City of Madrid**

18:55 **Close of Day One**

19:00 - 20:45 **CO-CREATING CITIES**
Our Legacy to the City of Madrid

20:50 **Cocktail Reception**

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TUESDAY, MAY 9th

SB 2017 MADRID

08:30 **Registration**

09:00 **Opening Remarks from the Chair**

09:05 **Welcome address from the City of Madrid**

ICEX: Tapping New Markets while Contributing to Sustainable Development and Social Inclusion
Alicia Montalvo, Managing Director, ICEX Spain

09:25 - 11:45 **MORNING PLENARIES: ACTIVATING PURPOSE**

How to Become a Brand Activist
Christopher Miller, Social Mission Activism Manager, Ben & Jerry´s

The Two-Headed Purpose Monster - "Putting real purpose to work"
Thomas Kolster, Mr. Goodvertising,
Author, Speaker, Goodvertising agency

Why Marketers Should Care about Activating Purpose!
Paul Twivy, Founding Partner, Core Purpose

The Net Positive Project: Helping Businesses to Grow their Brand, Increase Financial Performance & Attract Talent …while Putting More Back into Society and the Environment
Sally Uren, Chief Executive, Forum for the Future

Mission Possible: Coca-Cola's Water Stewardship Program Key to Long Term Growth, Visibility and Brand Value
Juan José Litrán, Public Affairs Director, Coca-Cola Iberia
Interviewed by *Sally Uren,* Chief Executive, Forum for the Future

Making a Profit & Difference by Living Our Purpose in a Way that´s Authentic, Transparent and that Truly Matters
A dialogue with *Dave Stangis,* VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company
Interviewed by *Sandra Pina,* Partner, Somos Quiero

11:40 **Introduction to Parallel Streams**
- **Stream A:** Purpose as a Driver for Engaging Employees & Customers
- **Stream B:** Purpose as the Spark for Innovation
- **Stream C:** Future-Proofing your Brand for a Purpose-Economy

11:45 **Coffee and Networking**

12:15 - 14:00 **STREAM A: PURPOSE AS A DRIVER FOR ENGAGING EMPLOYEES & CUSTOMERS**

Introduction & Context Setting by Chair
Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

Embedding Purpose to Bring Meaning to Employees' Work & Drive Employee Engagement
Dr John Izzo, Best Selling Author & Business Visionary

Case Study: How BBVA Engaged Employees to Activate Purpose
Antoni Ballabriga, Global Head of Responsible Business, BBVA
Angel Alloza, CEO, Corporate Excellence

Building Trust & Engagement through Sustainable Marketing interactions with Consumers
Francesco Tramontin, Public Affairs Director Europe, Mondelêz International
Gene Colon, International Director of Communications & Media Relations, L'Oréal La Roche Posay

Interaction & Engagement Session
Moderator: Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

12:15 - 14:00 **STREAM B: PURPOSE AS THE SPARK FOR INNOVATION**

Introduction & Context Setting by Chair
Jonathan Yohannan, Vice President, Panera Bread

Inspiring People to Cycle in Cities
Stephen Loftus, Chief Marketing & Sales Officer, Brompton

Interactive Dialogue: Creating a Culture of Innovation
Marta Gui, Growth Hacker, Wallapop
Imanol Munoz, Sales & Marketing Director, Ternua
Moderator: *Alexandra Mitjans,* Director of External Relations, Ashoka

Clean Food: Inspiring Product Redesign and Driving Industry Change
Jonathan Yohannan, Vice President, Panera Bread

Interaction & Engagement Session
Moderator: *Jonathan Yohannan,* Vice President, Panera Bread

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TUESDAY, MAY 9th

SB 2017 MADRID

12:15 - 14:00 **STREAM C: FUTURE-PROOFING YOUR BRAND FOR A PURPOSE-ECONOMY**

Introduction & Context Setting by Chair
Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership

Unifying Purpose along the Value Chain through Collective Collaboration
Didier Bergeret, Director, Social Sustainability and GSCP, The Consumer Goods Forum

Moderated Discussion: Aligning SDGs with Business & Brand Strategy, Innovation, and People Engagement
Business Strategy: Embedding SDGs into business strategy and operations
Dr Heike Schiffler, Cluster Environment Leader, Europe & Central Asia, Tetra Pak

Brand Strategy: How SDGs can accelerate brand growth and impact
Francisco Prat, Foods Marketing Director, Unilever Spain

Innovation: How SDGs accelerate innovation
Vinicius Rodrigues, Co-Founder, Essensus

People: How SDGs can help engage customers, employees and the community
Aurelie Dumont, EMEA CSR & Sustainability Senior Manager, Timberland

Subject Empathy: Samsung´s Virtual Reality Project to Combat Bullying
Francisco Hortigüela, Director of Communications, Institutional Relations and Corporate Citizenship, Samsung Electronics

14:00 **Lunch**

15:10 - 16:15 **AFTERNOON PLENARIES: ACTIVATING PURPOSE**

Debriefs & Key Takeaways from Parallel Streams
- Purpose as a driver for engaging employees & customers
- Purpose as the spark for innovation
- Future-proofing your brand for a purpose-economy

Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company
Jonathan Yohannan, Vice President, Panera Bread
Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership
Moderator: *Matthew Yeomans,* Founder, Sustainly

Global Goals: Give Substance & Meaning to Storytelling
Matthew Yeomans, Founder, Sustainly

16:15 **Coffee & Networking**

16:40 - 18:10 **AFTERNOON PLENARIES: ELEVATING OUR COLLECTIVE PURPOSE**

KEYNOTE SESSION
Purpose: Patagonia´s Reason for Being
Ryan Gellert, General Manager Europe, Patagonia

Finding Purpose at Work
Arthur Woods, Co-Founder, Imperative

INSPIRATIONAL DIALOGUE
17:30 - 18:00 **Unlocking your Pioneering Spirit**
Ryan Gellert, General Manager Europe, Patagonia
Amani Al-Khatahtbeh, Muslim-Girl
Interviewed by *Arthur Woods,* Co-Founder, Imperative

18:05 **Final remarks from the Chair**

18:10 **Close of Day Two and Sustainable Brands 2017 Conference**

PROGRAM

DAY ONE – 8TH MAY 2017

08:30 **Registration**

09:00 **Introduction from Somos Quiero & Sustainable Brands**

09:15 - 9:30 **Welcome address from the City of Madrid & the British Council**

09:35 - 11:10 **Morning Plenaries: The Macro Landscape of Purpose**

The Power of Brands to Create Brighter Futures

In an economy driven by transparency and accountability, and where power and knowledge has shifted to consumers, long-term brand value creation will be achieved by those who meet the primary needs of consumers while contributing to the wider society. In his opening address Lord Hastings will illustrate how purpose-driven Brands can play a vital role in creating just and sustainable societies while enduring commercial success.

Lord Michael Hastings, Global Head of Citizenship, KPMG International

A Tipping Point for Sustainability Leadership

As evidenced by the unprecedented private-sector engagement at the UN´s COP and SD Summits, businesses understand that they need to innovate and improve their products, services and business models to combat climate change and to drive progress on development goals. Aris Vrettos will be joined by former executive and political leaders, to engage in thoughtful discussion on this new operating landscape, and how businesses must interact with society.

José López, former Executive Vice President of Operations, Nestlé SA

Teresa Ribera, Director, Institute for Sustainable Development & International Relations (IDDRI)

Moderator: Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership

KEYNOTE ADDRESS
How Purpose Drives the Journey of Mindful Snacking

The most profitable companies in the world are often not the most profit-focused. Businesses who can harness the power of purpose to drive performance and profitability will achieve competitive advantage. As a member of Mondelez´s executive team, Mary will share her vision for their chocolate business and illustrate how purpose plays a vital role in performance and profitability. As a veteran branding and marketing professional, and self confessed queen of chocolate, she will deep dive into the emotional connection that iconic brands such as Cadbury and Milka have built with multiple generations of consumers, and touch upon the various elements along the value chain that bring purpose to these brands: from the way cocoa is sourced …to how consumers are nudged towards sustainable living.

Mary Barnard, Chocolate Category President, Europe, Mondelêz International

11:00 - 11:45 **Coffee and Networking**

11:45 - 13:40 **MORNING PLENARIES: BUILDING A PURPOSEFUL ORGANIZATION**

Building a Purpose-Driven Organization: Transformation Done Right

At Davos 2017, IDEO and the Ellen MacArthur Foundation released the Circular Design Guide. The practical guide encourages innovators, entrepreneurs and corporate change-makers to ask new questions about value creation and long-term business health, and apply regenerative principles to their own organizations. This guide was created to provide the tools needed to move from ideas to action, creating solutions for the circular economy that give businesses a competitive edge. Behind all this lies the transformation of an organization. In this talk Owen will focus on purpose as an organization framework for transformation and provide examples from companies who are sparking regenerative business approaches.

Owen Rodgers, Partner, IDEO

Organizing Your Company and Brand Around a Shared Goal of Improving People's Lives

Innocent believes that successful companies are organized around a strong purpose. Theirs is to make natural, delicious food and drink that helps people live well. In this engaging talk, Louise will reflect on the five values which underpin this purpose and how they've seeded innocent's rapid growth. She will focus in particular on the responsible value and how this translates to their new sustainability strategy.

Louise Stevens, Sustainability Manager, Innocent Drinks

Collaborating with Your Competitors - and Win

Joining forces with one of your rivals is not normal business behavior. In their conversation Marta and Inge will explain NH's and Carlson Redizor´s approach to "Competitive Collaboration" through the activity of the International Tourism Partnership. Marta and Inge will share, from the beginning, their experiences and insights of how competitive collaboration is helping them achieve and exceed on both business and sustainability objectives, together with real barriers and how to overcome them along the way.

Marta Martín, VP Internal Communications & Corporate Responsibility, NH Hotel Group

Inge Huijbrechts, Vice President Responsible Business, Carlson Rezidor Hotel Group

Inspiring the C-suite to Consider Purpose into Core Decision-Making

One of the greatest challenges for every organization is getting real commitment from senior leaders to activate purpose and become a sustainable brand. This session will show the keys to helping leaders "get it", show the role that each of us can play in moving them towards commitment and share leading edge research on how to gain deep commitment to purpose inside an organization.

Dr John Izzo, Best Selling Author & Business Visionary

13:35 **Close of Morning Plenary Sessions + Introductions to Discussion Panels**

13:40 **Lunch**

DISCUSSION PANELS
Through a diverse program, SB'17 Madrid provides attendees with a unique opportunity to share experiences and co-create with peers in the six Discussion Panels.

15:00 - 16:10 PANEL 1: Youth as Brand Ambassadors in a Purpose-driven economy

Brand ambassadors help to increase your social reach, help to protect your online reputation, provide positive word of mouth and help to humanize your brand in a credible and authentic way. When it comes to young people, this can be especially challenging but extremely rewarding. At the same time, we know that young people are especially motivated –as buyers and as employees by companies that have a clearly defined purpose.

This session will examine how to transform young employees and consumers into brand ambassadors under the umbrella of purpose. This session will provide you with a deeper understanding of this demographic profile, and will help you to break down ways in which companies can integrate purpose to make them more attractive to this generation. You will also learn how to retain and attract young talent through purpose.

Panel Leader:
Alberto Andreu, Senior Advisor, EY & Associate Professor, Navarra University

Commentators:
Ana Gascón, Corporate Responsibility Manager, Coca-Cola Iberia
Christopher Miller, Social Mission Activism Manager, Ben & Jerry´s
Rafael Fernández de Alarcón, Global Director of Sponsorship and International Relations, Telefónica S.A.

15:00 - 16:10 PANEL 2: How Brands can Take Advantage of the Sharing Economy: Citizens as Producers

A new power is emerging and being driven by the large-scale collective collaboration of people. How to create collaborative networks between organizations and citizens promoting the achievement of common purposes? This highly engaging panel discussion will bring together a collective panel of experts who are at the forefront of the collaborative economy, and will help you to understand how this paradigm shift is taking hold in society.

Panel Leader:
Luis Tamayo, Knowledge Director, Somos Quiero

Commentators:
Rodrigo de Salas, Corporate Communication & CSR Director, Leroy Merlin
Tomas Diez, Co-Founder, Fab Lab Barcelona
Adam Elman, Global Head of Plan A, Marks & Spencer

15:00 - 16:10 PANEL 3: Fashion Revolution: Moving the Needle on Sector Change

The textiles and clothing industry is known for causing major social and environmental impacts throughout its value chain. However, there is growing awareness of the industry´s impact on people and the planet, consumer behavior towards fast fashion is changing and there seems to be a shift towards regenerative approaches. This discussion will bring together a panel of experts who are leading the change towards creating a sustainable fashion industry. They will explore new pathways for accelerating circular approaches, engaging customers and advancing greater transparency.

Panel Leader:
Teresa Sádaba, General Director, ISEM Fashion Business School

Commentators:
Sarah Ditty, Head of Policy, Fashion Revolution
Delia Garcia, CSR Manager, El Corte Inglés
Marcos López-Brea, Founder & CEO, UBUNTU

15:00 - 16:10 PANEL 4: Future Education: Building Leadership Capacity

There is an urgent need for business leaders to drive sustainability into the core of their missions and the very structure of their organizations. Sustainability Leadership is critical to long-term value creation. Business schools can and should play a critical role in shaping the skills of these Future Leaders. However, it is clear that both Graduate / Executive Education programs require significant transformation in order to prepare the next generation of business leaders. This collaborative session will bring together a combination of leading academic and business professionals to discuss the necessary transformation in Education required for building leadership capacity.

Panel Leader:
Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership

Commentators:
José López, former Executive Vice President of Operations, Nestlé SA
Stuart Minnaar, Co-Founder, Fundie Impact Club & MBA Candidate, IE Business School
Laura Ferre, Project Executive, Somos Quiero
Carlos Mataix, Professor in Industrial Organization and Management Science Universidad Politécnica de Madrid

15:00 - 16:10 PANEL 5: Key Purpose Indicators: New Metrics for Managing Success

This new, emerging economy requires expanded methods for identifying, measuring and quantifying entirely new forms of business risk and value. A number of companies have already begun identifying and valuing these costs and impacts, and brands leading the charge have demonstrated their ability to adopt new metrics and practices that lead to demonstrably better business performance.

This panel session will showcase the macro, corporate and investor landscapes to help your business succeed, and will feature discussions and case studies led by thought leaders working to create smarter, more accurate and more inclusive business metrics that create value for all stakeholders.

Panel Leader:
Hugh Jones, Managing Director & Advisory, Carbon Trust

Commentators:
Esther Toth, Associate Director, Corporate Citizenship
Robert Dornau, Director, Senior Manager Sustainability Services, RobecoSAM
Leonardo Gutson, Customer Success Manager Spain and Latin America, eRevalue
David Álvarez García, Executive Director, ECOACSA & Advisor, Natural Capital Coalition

15:00 - 16:10 PANEL 6:
Businesses Helping to Build Sustainable Cities

Cities are vital for the success of the private sector, and the private sector is vital for the creation of safe, efficient and sustainable cities. The problems created by global urbanization represent one of the greatest opportunities—and responsibilities—for the private sector. Business is well positioned to make cities inclusive, safe, resilient and sustainable. This panel aims to demonstrate the capacity of companies to carry out high-impact projects in collaboration with communities, cities and regions to contribute to the achievement of SDG Goal 11.

Panel Leader:
German Granda, Managing Director, Foretica

Commentators:
Carlos Marti, Director, Ciudad Sostenible
Sébastien Pellion, Sustainable Development Project Manager, Suez
Catherine Cummings, Director of CSR and Public Affairs, Sanitas (Bupa Group)
Chris Grantham, Circular Economy Portfolio Director, IDEO

16:15 - 16:45 Coffee & Networking

16:45 - 18:45 Afternoon Plenaries: Engaging Customers through Purpose

Connecting Customers to Brand Purpose & Mission

JetBlue has managed to achieve a great amount of earned media through a new consumer engagement campaign that is leading the way in re-shaping the landscape of authentic purpose-driven brand messaging. In her engaging talk, Tamara will focus on how JetBlue is engaging consumers at a deeper level – through the power of emotion to influence consumer attitudes and behavior. She will also share insights from their Purpose-Driven Content Strategy and show examples throughout their People, Planet and Politics with campaigns such as their recent launch of service to Cuba connecting families after more than 50 years (people); Their work to stop wildlife trafficking (planet) and "Reach Across the Aisle", a unique and truly impressive experiment in consumer engagement (politics).

Tamara Young, Corporate Communications Manager, JetBlue

Consumer Perspectives: Big Fish Learning From Small Fish

We all believe that SMEs can learn a lot from large corporations. However, not many large corporations would believe they had anything to learn from these small fish. But in relation to purpose it seems that consumers believe they can. Between large v small companies, consumers have different sets of beliefs, perceptions and expectations. In this insightful talk Sandra will reveal these consumers findings from a research study undertaken by Somos Quiero and Two Much on the rich opportunities available to leaders who are capable of activating purpose whilst taking into account these findings on perceived notions.

Sandra Pina, Partner, Somos Quiero

Karma Marketing and the Power of "Enough"

Could the key to sustainable business be changing mindsets from a culture of "more" to one of "enough"? Businesses and individuals should do what they can to make sure that everyone on the planet has enough of what they need. Normally, marketing is based on one word: "more", when we try to create more all the time, greed is produced. Anything beyond your needs is greed. Greed ultimately leads to dissatisfaction, anger, ignorance and foolish behavior. On the other hand marketing focused on sharing instead of more can lead to kindness, satisfaction and good behavior. We have to use marketing to create responsible and mindful behavior. In her insightful talk, Bangkok-based brand strategist Sirikul Laukaikul will discuss the "sufficiency economy philosophy". The premise is that businesses and individuals do what they can to make sure that everyone on the planet has enough of what they need – and to be content with having sufficient.

Sirikul Laukaikul, Brand Strategist & Sustainability Advisor, BrandBeing

Bringing the Idea of Sustainability to Life for Consumers

Brands that are focused on sustainability have an opportunity to engage with consumers on values like equality, diversity, social progress, and environmental stewardship. As consumer touch-points brands play a vital role in inspiring consumers to embrace more responsible or sustainable practices. In his talk Adam will focus on the creative breakthroughs necessary to take sustainability to the mainstream.

Adam Elman, Global Head of Plan A, Marks & Spencer

INSPIRATIONAL DIALOGUE

18:20 - 18:45 Towards a Socially & Politically Divided World: Turning Conflict into Opportunities

A dialogue with: Amani Al-Khatahtbeh, Muslim-Girl
Interviewed by Sandra Pina, Partner, Somos Quiero

Amani will take the audience on a journey through her adolescence as a Muslim girl living in New York in the wake of 9-11, from the racism she's faced on a daily basis, to the launch of her platform MuslimGirl that has become a cultural phenomenon. Amani will share her personal story on how to shape conflicting times into opportunities. During the conversation Amani will do a personal call to brands around leadership in generating purposeful movements.

18:50 Introduction to Co-Creating Cities: Our Legacy to the City of Madrid

The objective of the workshop is for the SB community to work collaboratively with the city government of Madrid and brainstorm solutions for a current set of urban challenges.

18:55 Close of Day One

19:00 - 20:45 CO-CREATING CITIES

The City of Madrid would like to engage and interact with the collective talent of the Sustainable Brands community to develop solutions in relation to urban mobility. Like most major cities mobility is a massive challenge, the bulk of which is caused by citizens commuting to work. In this workshop representatives from the city and the SB community will come together to explore the role of business in helping to improve urban mobility.

20:45 Cocktail Reception

DAY TWO – TUESDAY 9TH MAY 2017

08.30 **Registration**

09:00 **Opening remarks from the Chair**

09:05 **Welcome address from the City of Madrid**

ICEX: Tapping New Markets while Contributing to Sustainable Development and Social Inclusion

Traditionally, companies have focused their international activity on markets that serve high or middle-income socioeconomic sectors. Taking into account that according to World Bank estimates, by 2050 85% of the World's population will live in developing countries, serving the needs of this population today offers unique opportunities for growth in the future while contributing to solving major global challenges in the areas of sustainable development and social inclusion. Addressing these markets is no easy task. Companies must innovate and adapt their products, services and business models to these contexts. ICEX is willing to support Spanish companies expand into these markets.

Alicia Montalvo, Managing Director, ICEX Spain

9:25 - 11:45 MORNING PLENARIES: ACTIVATING PURPOSE

How to Become a Brand Activist

For almost forty years, Ben & Jerry's has tried to do more than just make the world's most euphoric ice cream, they've tried to be a catalyst for social justice and social change. In this opening address Chris will talk about the rise of millennial consumers and how their high expectations and passion for brands with purpose can create a powerful force for changing the world. Through values-led corporate activism companies can drive impact through social change while creating fan loyalty and differentiation that drives business performance

Christopher Miller, Social Mission Activism Manager, Ben & Jerry´s

The Two-Headed Purpose Monster - "Putting real purpose to work"

Purpose is on everybody's lips, but very few are walking the talk. The often awkward, voluminous purpose quickly becomes a two-headed monster, a plane with two cockpits unable to move in a clear direction. In this humorous talk Thomas will shine a light on the purpose monsters and cut through the purpose nonsense.

Thomas Kolster, Mr. Goodvertising, Author, Speaker, Goodvertising agency

Why Marketers Should Care about Activating Purpose!

True "Purpose" expresses and strengthens a business's entire strategy. It is bespoke to that business, central to its future, boosting company performance and delivering a return to society as well as to shareholders. Purpose should make your employees more productive because they are able to turn it into everyday actions and are motivated to do so. Your products and services should reflect your purpose and be constantly improved by it. Your social actions should make commercial sense not just societal sense. After all, the world thrives not on pure philanthropy but on mutual self-interest including that between customers, communities and companies.

Yet even when all of this is taken on board, shouldn't Purpose be the responsibility of Directors of Corporate Affairs, Directors of Strategy or CEO's? Yes. However, Purpose is also vital to Marketing Directors and they are vital to it, for six tangible reasons which Paul will illustrate in his talk. Indeed he will argue that the litmus test of whether a company is truly developing Purpose is whether its social, ethical, HR and environmental activities are integrated into, and expressed by, the Marketing Plan.

Paul Twivy, Founding Partner, Core Purpose

The Net Positive Project: Helping Businesses to Grow their Brand, Increase Financial Performance & Attract Talent … while Putting More Back into Society and the Environment

Net Positive is a new way of doing business which puts back more into society, the environment and the global economy than it takes out. Organizations that take a Net Positive approach share an ambition to deliver strong financial performance and attract the brightest talent. In her talk Sally will explain the principles that characterize the Net Positive approach, and will share key learnings on how members such as Dell, Kingfisher and The Crown Estate have adopted the Net Positive approach to begin to transform the way they operate in today's social, economic and environmental context.

Sally Uren, Chief Executive, Forum for the Future

Mission Possible: Coca-Cola's Water Stewardship Program Key to Long Term Growth, Visibility and Brand Value

Coca-Cola is serious about water. In this Q&A session, Juan José Litrán will discuss the pioneering work Coca-Cola is doing in Spain on Water Stewardship. Coca-Cola is now giving back to nature 96% of the water they use protecting unique water sources and reducing their water needs in their production processes. By implementing water sustainability practices, Coca-Cola believes companies can reduce costs, minimize risk and maintain their license to operate. Critical for creating competitive advantage and brand value.

Juan José Litrán, Public Affairs Director, Coca-Cola Iberia

Interviewed by Sally Uren, Chief Executive, Forum for the Future

Making a Profit & Difference by Living Our Purpose in a Way that´s Authentic, Transparent and that Truly Matters

A dialogue with Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

Interviewed by Sandra Pina, Partner, Somos Quiero

In this engaging conversation Dave will walk you through how Campbell´s has integrated Purpose into their business strategy, and has changed the way they think, talk and act about their food. During the conversation Dave will explain how purpose humanizes, improves and personalizes how they work every day - from the water and energy they use, to how they make their food, to how they support employees and help their neighbors. He will also share insights from the launch of the Real Food Philosophy, and how Campbell´s has extended its values beyond purpose.

11:40 - Introduction to Parallel Streams

- **Stream A: Purpose as a Driver for Engaging Employees & Customers**
- **Stream B: Purpose as the Spark for Innovation**
- **Stream C: Future-Proofing your Brand for a Purpose-Economy**

11:45 Coffee and Networking

12:15 - 14:00 STREAM A: Purpose as a Driver for Engaging Employees & Customers

Purpose at work is becoming increasingly more valued by all generations and levels. When people believe in the company´s true purpose and how their job contributes to this they are more engaged, creative and loyal. These people also consume products and services and are increasingly interested in brands that have social purpose. This interactive and hands-on stream will provide speakers and participants a unique opportunity to share experiences and co-create roadmaps for engaging both employees and customers through purpose.

Introduction & Context Setting by Chair

Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

Embedding Purpose to Bring Meaning to Employees' Work & Drive Employee Engagement

For over 25 years John has worked with hundreds of companies around the world on engaging employees and their customers. This level of engagement has allowed him to keep his finger on the pulse to watch emerging trends, and there is a new burgeoning one that will soon change everything. The question is…will you be ready? In his talk John will help you to get ready.

Dr John Izzo, Best Selling Author & Business Visionary

Case Study: How BBVA Engaged Employees to Activate Purpose

Purpose is not a declaration it's an experience. And it should be lived by everyone in your organization. At Corporate Excellence they share knowledge and best practices to help organizations overcome the barriers to implement purpose and promote leadership commitment. In this session Angel and Toni will discuss the importance of engaging your employees from the beginning when you try to activate purpose, sharing BBVA´s case study for the first time. The bank involved more than 30.000 employees in the process of building their purpose. Toni and Angel will share the challenges big companies have in these processes and share lessons learned from BBVA´s journey.

Antoni Ballabriga, Global Head of Responsible Business, BBVA

Angel Alloza, CEO, Corporate Excellence

Building Trust & Engagement through Sustainable Marketing interactions with Consumers

The relationship between a brand and the consumer is the closest and the most important there can be. Today´s consumers have high expectations of brands to behave responsibly, they want healthy choices, more sustainable products and to have a purpose beyond profit. Under this backdrop The European Brands Association (AIM) launched a platform to assist brand managers encourage consumers to act in healthier and more socially responsible ways. Francesco who leads AIM´s Nudging for Good platform will illustrate how leading brands are taking the initiative in helping consumers choose healthier and more socially responsible lifestyles.

At the recent "Nudging for Good" Awards Ceremony, My UV Patch by La Roche-Posay's digital breakthrough innovation to change bad sun habits into life-saving ones, was awarded the Diamond Award. Gene, who was part of the communications team, will walk the audience through this award-winning campaign.

Francesco Tramontin, Public Affairs Director Europe, Mondelêz International

Gene Colon, International Director of Communications & Media Relations, L'Oréal La Roche Posay

Interaction & Engagement Session

This session will provide an opportunity for attendees and stream speakers to interact and engage on Purpose as a Driver for Engaging Employees & Customers. The objective is for attendees and speakers to work collaboratively and develop actionable takeaways. A summary of these will be presented in the plenary debrief by the Stream Chair.

Moderator: Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

12:15 - 14:00 STREAM B: Purpose as the Spark for Innovation

Bringing a truly sustainable brand to market in the 21st century requires a whole new mindset and a new set of methods, tools and partners. The future belongs to innovators who recognize the interdependence between businesses and nature, energy and human resources, and the connection between the economy, the environment and our communities. In this interactive stream speakers and participants will come together to find ways to innovate, explore new points of view and demonstrate how purpose serves as a driver for sustainable-led innovations.

Introduction & Context Setting by Chair

Jonathan Yohannan, Vice President, Panera Bread

Inspiring People to Cycle in Cities

Brompton´s folding bike has achieved something of cult status with urban cyclists due to its unique folding mechanisms. Typical riders may first take a train or metro and then use the folding bike to cover the last miles to work. The bikes are built for urban living. Brompton is by no means the only folding bike brand, but it is the only brand that has achieved brand / cult following. In his talk Stephen will unfold Brompton´s journey, focusing on quality and continuous product improvement to business and product innovation.

Stephen Loftus, Chief Marketing & Sales Officer, Brompton

Interactive Dialogue: Creating a Culture of Innovation

Ternua and Wallapop are two very different companies. However, both excel in creating cultures of innovation. What is innovation? Innovation is determination, dedication and passion for what you do. In this interactive dialogue, moderated by Ashoka, you will learn how these two Spanish companies have become global references for innovation.

Marta Gui, Growth Hacker, Wallapop

Imanol Munoz, Sales & Marketing Director, Ternua

Moderator: Alexandra Mitjans, Director of External Relations, Ashoka

Clean Food: Inspiring Product Redesign and Driving Industry Change

Challenging the industry and status quo is never easy. With more than 2000 locations and serving 10 million people a week, Panera has consistently tried to be a catalyst for change. The company led the U.S. restaurant industry on purchasing raised without antibiotics proteins, on removing transfats and posting calories on menu boards. In 2014, Panera committed to removing all artificial preservatives, sweeteners, flavors and colors from artificial sources by the end of 2016 from its bakery-cafe food and CPG menu. Jonathan Yohannan will share the multi-stakeholder effort to reimagine and serve clean food which now has inspired change across the industry.

Jonathan Yohannan, Vice President, Panera Bread

Interaction & Engagement Session

This session will provide an opportunity for attendees and stream speakers to interact and engage on Purpose as the Spark for Innovation. The objective is for attendees and speakers to work collaboratively and develop actionable takeaways. A summary of these will be presented in the plenary debrief by the Stream Chair.

Moderator: Jonathan Yohannan, Vice President, Panera Bread

12:15 - 14:00 STREAM C: Future-Proofing your Brand for a Purpose-Economy

As power and knowledge shift towards the consumer this has facilitated the growth in transparency, accountability and social responsibility. In this new marketing landscape, the brand promise must include social and environmental considerations, where those Brands with high social value will be ideally placed to engage in conversations with their customers. In this interactive stream speakers and participants will come together to discuss how they can future-proof their brands by meeting and exceeding customers´ expectations.

Introduction & Context Setting by Chair

Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership

Unifying Purpose along the Value Chain through Collective Collaboration

In his talk Didier will focus on the importance of collective action in addressing one of the world's most pressing and challenging sustainability problems; forced labor in global supply chains. The Consumer Goods Forum (CGF) is in a unique position to help address this issue through leading sector change. Governments, companies, civil society and religious leaders all believe it is the time to take a stand against forced labor, and it is only through a unified purpose that it will ultimately be eradicated. On behalf of the CGF Board, Didier is driving forward the first-ever industry commitment on forced labor, striving to eradicate it from global supply chains.

Didier Bergeret, Director, Social Sustainability and GSCP, The Consumer Goods Forum

Moderated Discussion: Aligning SDGs with Business & Brand Strategy, Innovation, and People Engagement

This session will focus on adopting and aligning SDGs to business and brand strategy, product and service innovation, and customer & employee engagement. The intention is to present a diverse set of SDG-enabled brand actions and then launch into thoughtful discussion around other strategies and tactics to help companies make the best of contributing to the SDGs while deriving business and brand value in the process.

Business Strategy: Embedding SDGs into business strategy and operations
Dr Heike Schiffler, Cluster Environment Leader, Europe & Central Asia, Tetra Pak

Brand Strategy: How SDGs can accelerate brand growth and impact
Francisco Prat, Foods Marketing Director, Unilever Spain

Innovation: How SDGs accelerate innovation
Vinicius Rodrigues, Co-Founder, Essensus

People: How SDGs can help engage customers, employees and the community
Aurelie Dumont, EMEA CSR & Sustainability Senior Manager, Timberland

Moderator: Aris Vrettos, Global Programme Director, University of Cambridge Institute for Sustainability Leadership

Subject Empathy: Samsung´s Virtual Reality Project to Combat Bullying

Subject Empathy is a project by Samsung with the collaboration of the Spanish government, to combat bullying. The first action of this project has been the production of a virtual reality video that recreates a case of cyberbullying among adolescents in a school and its resolution by the students themselves. In this inspirational talk Francisco explains how the project was created, and how it is raising awareness and changing attitudes about the problem of bullying in classrooms and reducing it thanks to the immersive experience of virtual reality. The after-effect of the project is being measured through research.

Francisco Hortigüela, Director of Communications, Institutional Relations and Corporate Citizenship, Samsung Electronics

14:00 Lunch

15:10 - 16:15 AFTERNOON PLENARIES: ACTIVATING PURPOSE

Debriefs & Key Takeaways from Parallel Streams

- **Purpose as a driver for engaging employees & customers**
- **Purpose as the spark for innovation**
- **Future-proofing your brand for a purpose-economy**

Dave Stangis, VP of Corporate Responsibility & Chief Sustainability Officer, Campbell Soup Company

Jonathan Yohannan, Vice President, Panera Bread

Moderator: Matthew Yeomans, Founder, Sustainly

Global Goals: Give Substance & Meaning to Storytelling

The SDGs provide companies with a framework for sustainable action that can improve society and help win the trust of the public. In this session, Sustainly founder Matthew Yeomans will explore how companies and purposeful brands can communicate their work while meeting the Global Goals through authentic and creative storytelling.

Matthew Yeomans, Founder, Sustainly

16:15 Coffee & Networking

16:40 - 18:10 AFTERNOON PLENARIES:
ELEVATING OUR COLLECTIVE PURPOSE

KEYNOTE SESSION
Purpose: Patagonia´s Reason for Being

For over 30 years, Patagonia has been creating outdoor clothing for enthusiasts all over the world. And since the beginning, they've always believed in leading through purpose and responsibility. Today, their mission is to become the most sustainable apparel company in the world, and that starts by looking at every step of their value chain – from the materials they use in their products to encouraging customers not to buy them. In this Keynote session Ryan will focus on how they have stayed true to their core values during 30+ years of business, balance business growth and resource stewardship and how they inspire employees to become passionate advocates of the brand and its impact.

Ryan Gellert, General Manager Europe, Patagonia

Finding Purpose at Work

Purpose at work is becoming increasingly more valued by all generations and levels. But how do you experience purpose in your job? How are you working to make your contribution more purposeful? In his talk, Arthur will explain the three fundamentals for finding your purpose: relationships; impact; and personal growth.

Arthur Woods, Co-Founder, Imperative

INSPIRATIONAL DIALOGUE

17:30 - 18:00 Unlocking your Pioneering Spirit

In this closing dialogue, Arthur will interview Ryan and Amani to learn more about how they have found their purpose.

Ryan Gellert, General Manager Europe, Patagonia

Amani Al-Khatahtbeh, Muslim-Girl

Interviewed by Arthur Woods, Co-Founder, Imperative

18:05 Final remarks from the Chair

18:10 Close of Day Two and Sustainable Brands 2017 Conference

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