

IMPLEMENTING SUSTAINABILITY ACROSS THE COMPANY

April 26 & 27, 2018

THURSDAY, APRIL 26

- 16:00 **REGISTRATION AND WELCOME COFFEE**
- 16:30 **WELCOME REMARKS**

CB Bhattacharya
Director of the Center for Sustainable Business, ESMT Berlin
- 17:00 **20 YEARS IN THE SUSTAINABILITY GAME AND THE LESSONS FROM IT**

Frank Henke
Vice President, Global Social & Environmental Affairs, adidas
- 17:45 **BEYOND BUSINESS AS USUAL: IMPLEMENTING SUPPLY CHAIN AND CIRCULAR INITIATIVES**

Nanda Bergstein
Director Corporate Responsibility, Tchibo
- 18:30 **INNOVABILITY: LESSONS FROM PUTTING SUSTAINABILITY AND INNOVATION TOGETHER**

Ernesto Ciorra
Chief Innovability Officer, Enel
Salvatore Bernabei
Head of Global Procurement, Enel
- 19:30 **NETWORKING DINNER**



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FRIDAY, APRIL 27

09:00 **BUSINESS CASE FOR SUSTAINABILITY: WHAT ARE SOME MECHANISMS THROUGH WHICH SUSTAINABILITY CREATES PROFITS**

Ioannis Ioannou
Associate Professor of Strategy and Entrepreneurship, London Business School

09:45 **VOLKSWAGEN: REBUILDING THE COMPANY FOR SUSTAINABILITY**

Ralf Pfitzner
Head of Sustainability, Volkswagen Group

10:30 **COFFEE BREAK**

11:00 **BREAKOUT GROUPS**

1. Selling business case for sustainability.
From sustainability champions to sustainability targets. What are the leverages managers can use to convince others within the company about sustainability goals and initiatives?

Led by
Viktoriya Borysova
Head of Group Sustainability, Deutsche Bank

2. What to do with the middle?
The company leadership and the millennials “get” sustainability. But how to engage the middle?



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Led by
David Radermacher
 Head of Sustainability, E.ON

3. Implementing sustainability across different departments.
Integrating sustainability into everybody's job is key to delivering sustainability on a large scale. How to drive sustainability through different departments?

Led by
Tobias Kreuzer
 Manager/ Sustainability, McDonald's

12:30 **LUNCH**

13:15 **(OPTIONAL) SHORT GUIDED TOUR OF OUR HISTORIC CAMPUS**

13:30 **BREAKOUT GROUP FINDINGS**
Plenary discussion led by the representatives of the breakout groups

13:50 **SCENARIO PLANNING FOR A SUSTAINABLE FUTURE**
A workshop with
James Goodman
 Director of Futures & Projects, Forum for the Future

14:50 **REMEMBERING AND IMPLEMENTING GATHERED INSIGHTS**
Led by
Sandra Schoonhoven
 Head Sustainability Programmes, ING



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15:20 **WRAP-UP & THOUGHTS ON UPCOMING MEETINGS**

Led by

CB Bhattacharya

Director of the Center for Sustainable Business, ESMT Berlin

15:30 **ADJOURN**



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LOCATION: ESMT BERLIN

The Sustainable Business Roundtable takes place at ESMT Berlin.

ESMT Berlin
Schlossplatz 1
10178 Berlin

ESMT Berlin (European School of Management and Technology) was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, an executive MBA MPA, a master's in management as well as open enrollment and customized executive education programs. ESMT Berlin focuses on three main topics: leadership and social responsibility, European competitiveness and management of technology.

