



2017

**NEW METRICS**

**MEASURE AND MANAGE YOUR SUCCESS IN  
THE NEXT ECONOMY WITH NEW METHODS  
FOR VALUING RISK AND IMPACT**

**NEW METRICS '17  
NOVEMBER 13 -15**

**LOEWS PHILADELPHIA HOTEL, PA**







## NEW METRICS FOR A FLOURISHING FUTURE



Finding the balance between financial prosperity and new forms of social and environmental value requires a new mindset and new tools to ensure that businesses of all types not only survive, but demonstrate meaningful growth as we shift into a new economy.

Join the SB community to discuss the latest advances and explore the increasingly sophisticated landscape of applications available for this purpose.

New Metrics is designed to deliver insights to catalyze the shift to future focused thinking for professionals across departments and job functions. The conference will deliver revolutionary insights to advance the data-driven aspects of:

- Finance & Accounting
- Marketing & Communications
- Human Resources & Employee Engagement
- Supply Chain Management

Leaders across the value chain will learn how to better understand their stakeholders and both measure and analyze the benefits and risks of incorporating sustainability-focused programs into their work.

New Metrics provides access to thought leadership, paradigm-changing solutions to current issues, modern tools to accurately assess previously ignored costs and risks, new resources to confront present challenges, and a peer community to grow with, while staying the course toward a flourishing future for all.

# KEY TRACKS

AS A NEW METRICS ATTENDEE YOU WILL BE ABLE TO EXPLORE A VARIETY TOPICS WITHIN THE FOLLOWING 5 TRACKS:



## LEADERSHIP & STRATEGY

Conceptual frameworks, practical tools & case studies demonstrating the value of innovating for social and environmental sustainability



## FINANCE & RISK MANAGEMENT

True-cost valuation and risk management with an emphasis on equipping corporate finance & investor relations professionals with training and tools to understand and manage the full range of sustainability risks and benefits



## MARKETING & COMMUNICATIONS

- Brand new research findings that help connect brand purpose with consumer purpose in the pursuit of win-win scenarios and a flourishing future for all



## HR & EMPLOYEE ENGAGEMENT

Understanding drivers of employee motivation, measuring the value of successful employee engagement programs & tools that executives can use to improve job satisfaction, loyalty and productivity



## SUPPLY CHAIN MANAGEMENT

Innovative ways to study value chains and engage multiple stakeholders in the pursuit of sustainable supply chains



# WHO ATTENDS SB CONFERENCES?



More than 600 companies have attended New Metrics conferences for leading-edge insights, tools and practices to propel their business toward a flourishing future. Join the conversation with these successful brands and others at New Metrics 2017.



## FEATURED SPEAKERS

Sustainable Brands delivers a faculty of world-class thought leaders and practitioners who offer diversity of insight and demonstrate tangible business results. Join these featured Speakers and dozens more in three days of conversation, debate and practice. For a complete list of speakers and program details, visit [newmetrics17.com](https://newmetrics17.com).



Measuring the impact  
of the 4th industrial  
revolution

### MARK MCELROY

Co-Author

*The MultiCapital Scorecard:  
Rethinking Organizational  
Performance*



The future of valuing  
environmental and  
social externalities

### LIBBY BERNICK

Global Head of Corporate  
Business

**Trucost, S&P Dow Jones  
Indices**



Tools and quantitative  
modeling for a net  
positive carbon strategy

### JOHN SCHULZ

Director, Sustainability  
Operations  
**AT&T**



The evolution and  
application of SASB  
reporting standards

### KATIE SCHMITZ EULITT

Strategic Advisor, Stakeholder Outreach  
**SASB**

## FEATURED SPEAKERS



Attaining the SDG-related targets by 2030 would open up at least 60 market “hot spots” worth up to \$12 trillion a year...The total economic prize from implementing the SDGs could be 2-3 times bigger if higher labour and resource productivity were taken into account



Clearly momentum is growing when it comes to setting contextual goals...But only a handful of companies are currently stepping back and taking a broader contextual view with respect to their overarching strategy



***BOB WILLARD***

AUTHOR AND SPEAKER  
SUSTAINABILITY ADVANTAGE



***STEPHANIE BERTELS***

FOUNDER AND LEAD RESEARCHER  
EMBEDDING PROJECT



## FEATURED SPEAKERS



Science-based  
goal-setting and  
creating system value

### **GEOFF KENDALL**

CEO & Co-Founder  
**Future-Fit Foundation**



The ROI of recycling and  
innovating toward  
circular models

### **BRIDGET CROKE**

External Affairs  
**Closed Loop Fund**



Transformative  
business models for  
tomorrow's markets

### **KEVIN MOSS**

Global Director, Business Center  
**World Resources Institute**



Building markets that  
put a value on existing  
natural capital

### **KATE DILLON LEVIN**

VP of Marketing for North America  
**Ecosphere+**

## FEATURED SPEAKERS



There is a second wave of ESG disclosure that promises to meet the needs of all stakeholders and to help companies toward a disclosure landscape that will be less confusing, more consistent and more empowering



The next major competency that businesses will need to pursue to gain a sustainable competitive advantage is sustainability itself. Business leaders need to...engage stakeholders and deliver triple-bottom-line benefits.



**CYNTHIA FIGGE**

COO AND CO-FOUNDER  
CSRHUB



**SUHAS APTE**

CO-AUTHOR  
*THE SUSTAINABILITY EDGE: HOW TO  
DRIVE TOP-LINE GROWTH WITH  
TRIPLE-BOTTOM-LINE THINKING*





## LOCATION

NOVEMBER 13-15, 2017

LOEWS PHILADELPHIA HOTEL  
CENTER CITY, PHILADELPHIA, PA

New Metrics '17 will take place November 13-15 in the heart of Philadelphia at the Loews Philadelphia Hotel, a landmark hotel inside the nation's first skyscraper. Join us for inspiring plenary sessions, collaborative afternoon breakout sessions and valuable networking opportunities. The Loews Philadelphia Hotel is perfectly situated in Center City so you can take advantage of everything this historical city has to offer while enjoying with a range of sophisticated amenities and facilities for professionals.





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### SPONSORSHIP OPPORTUNITIES

For sponsorship and other opportunities,  
please email  
[engage@sustainablebrands.com](mailto:engage@sustainablebrands.com)

### REGISTRATION/INQUIRIES

For attendee inquiries or to arrange group  
registrations, please email  
[connect@sustainablebrands.com](mailto:connect@sustainablebrands.com)

### CONTACT US

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