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
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
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.

MARK MCELROY
Co-Author
*The MultiCapital Scorecard: Rethinking Organizational Performance*

Measuring the impact of the 4th industrial revolution

LIBBY BERNICK
Global Head of Corporate Business
Trucost, S&P Dow Jones Indices

The future of valuing environmental and social externalities

JOHN SCHULZ
Director, Sustainability Operations
AT&T

Tools and quantitative modeling for a net positive carbon strategy

KATIE SCHMITZ EULITT
Strategic Advisor, Stakeholder Outreach
SASB

The evolution and application of SASB reporting standards
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.
FEATURED SPEAKERS

GEOFF KENDALL
CEO & Co-Founder
Future-Fit Foundation
Science-based goal-setting and creating system value

KEVIN MOSS
Global Director, Business Center
World Resources Institute
Transformative business models for tomorrow’s markets

BRIDGET CROKE
External Affairs
Closed Loop Fund
The ROI of recycling and innovating toward circular models

KATE DILLON LEVIN
VP of Marketing for North America
Ecosphere+
Building markets that put a value on existing natural capital
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.
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.