

SB[®] 2013

presented by BMW i. 



FROM REVOLUTION TO RENAISSANCE

CREATING CONDITIONS FOR A FLOURISHING FUTURE

JUNE 3-6, 2013 | SAN DIEGO, CA

SUSTAINABLE BRANDS '13

www.SustainableBrands13.com

INTRODUCTION

An explosion of purpose-driven innovation is sweeping across the global business community. Smart Brand, Sustainability and Design/Innovation leaders are finding ways to reinvent business and economies by looking to healthy natural systems for inspiration – and the world-wide Sustainable Brands community is leading the way.

This June, join the assembly of global thought leaders and practitioners who are demonstrating the many ways that brands can benefit by setting the course to a flourishing future. Market leaders like (Bloomberg, Philips, Coca-Cola) and more will share insight, breakthrough research, and disruptive new practices in brand strategy, communication, design, and sustainability – all designed to inspire and equip business leaders with the critical systems perspective and skills needed to reinvent business and economies.

Participate in a Sustainable Brands Renaissance by joining over 2,000 attendees for four jam packed days of learning in workshops, plenaries, evening events, and open discussions. Engage with distinguished faculty members and colleagues to help shape the brand building best practices for the future. Tap into breakthrough tools and methods that are already helping companies open up new opportunities for their brands for the benefit of all.

A 21st Century Renaissance has already begun. Join us at Sustainable Brands '13 and learn how you can participate.



www.SustainableBrands13.com

WHAT YOU WILL LEARN AT SB'13

The Sustainable Brands Conference is the preeminent event for executives throughout your organization who are looking to understand the unfolding market drivers and leading-edge strategies for building business and brand value by innovating for sustainability. SB'13 will specifically show you how to build shared vision, leverage new technologies, and implement ideas that contribute to the collective health of individuals, organizations, and economies alike. Learn:

- What market trends and drivers are transforming the business world today and how to “futureproof” your brand by taking a lead role in an emerging Sustainable Brands Renaissance
- Who is tapping creatively into breakthrough innovation and gaining competitive advantage by re-imagining products, services and entire business models commonly taken for granted
- Why cultural shifts, together with the latest round of technological advances, have the potential to enable a dramatic revitalization of local economies
- How to extend the reach of environmental and social innovation beyond the life cycle of products, deep into core corporate functions such as human resources, finance, brand strategy, marketing and communications
- How design for behavior change is being implemented and communicated to encourage more responsible consumption without sacrificing the bottom line
- How to harness the secret powers of effective storytelling as your marketing and communications platforms navigate a complex, multi-stakeholder sustainability journey
- How the trust economy is evolving and what implications it has for building stronger value chains through successful, collaborative partnerships with all stakeholders, including competitors





THESE ARE ONLY A FEW OF THE BRANDS ATTENDING THIS YEAR

The Sustainable Brands community has grown to include thought leaders, sustainability and brand practitioners, innovators and change agents from over 40 countries around the world. There is a conscious effort to bring unexpected participants together - large

multinational corporations and start-ups, NGOs and academia, solution providers and investors, and government agencies - each bringing a unique perspective but shared passion for shifting the world to a sustainable economy by building better brands.



STRATEGY & METRICS

Goal-setting and success metrics, strategy and resource allocation, planning for long-term value and resilience.

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

Techniques for effective employee training and engagement; influencing and managing organizational change; understanding shifts in cultural and societal values and their effects on the organization.

MANUFACTURING & SUPPLY CHAIN

Goal-setting, tracking and optimizing manufacturing processes and supply chains for improved environmental and social impact; creating new forms of shared value with upstream and downstream partners.

PRODUCT & SERVICE INNOVATION

Out-of-the-box examples of business model, product or service innovation that perform financially, while also providing a leap forward in the collective sustainability journey.

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Developing deeper understanding of changing consumer attitudes and behavior; driving behavior change toward more sustainable purchasing patterns and consumption; best practices in closing the values-action gap.

COMMUNICATIONS

Communicating win-win-win (brand-sustainability-customer) value propositions to customers and partners; sharing challenges and showcasing success in brand marketing innovation that delivers solid business results.



PROGRAM HIGHLIGHTS

MONDAY, JUNE 3RD

Workshops

Beyond Employee Engagement: HR as a Tool for Embedding Sustainability for Transformational Change

Jeff Mendelsohn, Founder & Chair, **New Leaf Paper**
Hunter Lovins, President & Founder, **Natural Capitalism Solutions**
Liz Maw, CEO, **Net Impact**
Tom Day, Chief Sustainability Officer, **USPS**
Matthew Abrams, Vision Keeper, **The Mycelium School**
Ellen Weinreb, Managing Director, **Weinreb Group Sustainability Recruiting**

Reaching for Breakthrough Opportunities: Fundamentals of Business Model Innovation

Fiona Bennie, Head of Sustainability, **Dragon Rouge**

Research Roundtable: Latest Consumer Insights from SB's Top Research Picks

Tom LaForge, Global Director, Human & Cultural Insights, **The Coca-Cola Company**
Raphael Bemporad, Founding Partner & Chief Strategy Officer, **BBMG**
Chris Coulter, President, **GlobeScan**
Lee Ann Head, VP Research, **Shelton Group**
Amy du Pon, SVP, Head of Strategic Planning, **MPG/Havas Media**
Renee Lertzman, Visiting Fellow and Adjunct Professor, Consultant, **Portland State University**
Jason Burnham, Partner & Social Engineer, **Burnham Marketing**
Kathleen Gasperini, Senior Vice President, **Label Networks**
Jeremy Cohen, EMEA Chair, Business + Social Purpose, **Edelman**

Bringing Life Cycle Assessment to Life: Applying LCA to Build Futureproof Products and Brands

Jon Dettling, Managing Director, US, **Quantis**
Kevin Owens, Director, Global Sustainability Systems, **Steelcase**
Mark Brodeur, Global Sustainability Director, **Nestle Purina**
Jennifer Walter, Manager of Product Communications and Packaging, **Sprint**
Kara Hurst, CEO, **The Sustainability Consortium**

Systems Thinking in Action: How to Tackle those Tricky Challenges that are just too Big and Complex for one Organization to Tackle Alone

Sally Uren, Deputy Chief Executive, **Forum for the Future**
Gil Friend, CEO, **Natural Logic**

Demonstrating and Communicating the Business Case for Sustainability: A How-to Guide to Calculating the ROI of Sustainability in Seven Key Areas

Bob Willard, Author and Speaker, **The New Sustainability Advantage**

Sustainable Brands 101: Designing and Marketing a Sustainable Brand

Jennifer Rice, Principal, **Fruitful Strategy**

Integrated Climate Solutions for Unavoidable Emissions: How to Legitimize Your Sustainable Brand Claim through Smart Carbon Strategy

Kate Dillon Levin, Corporate Partnerships, **CodeREDD**
Tara O'Shea, Corporate Partnerships, **CodeREDD**
Katie Sullivan, Canadian Policy Director, **International Emissions Trading Association (IETA)**
David Antonioli, CEO, **Verified Carbon Standard (VCS)**
Kapil Mohindra, Co-founder, **Skystream Markets**
Tom Rawls, Vice President, Sales and Marketing, **NativeEnergy**
Edit Kiss, Carbon Portfolio Manager, **Eneco**
Carol Derby, Vice President of R&D, **DesignTex**

Understanding and Utilizing the Power of Different Worldviews: Communications Strategies for Business and Social Change

John Marshall Roberts, Founder, **Worldview Thinking**



PROGRAM HIGHLIGHTS

MONDAY, JUNE 3RD

Opening Night

Welcome Reception

Opening Remarks

KoAnn Skrzyniarz, Founder & CEO, Sustainable Brands

What's Wrong with the World and How to Fix it: Movie Screening, Followed by a Panel Discussion

KoAnn Skrzyniarz, Founder & CEO, Sustainable Brands

Rich Fernandez, Senior People Development Lead, Google

Neal Gorenflo, Co-founder, Shareable Magazine

Tom LaForge, Global Director, Human & Cultural Insights, Coca-Cola

Jo Confino, Executive Editor, The Guardian



PROGRAM HIGHLIGHTS

TUESDAY, JUNE 4TH

Plenaries

Opening Remarks

Mark Lee, Executive Director, SustainAbility

Vision: The Key to a Beautiful Future

Bryan Welch, Author, Beautiful and Abundant

A Future Without Tradeoffs: BMW i's Path to a Sustainably Beautiful Future

Uwe Dreher, Head of Marketing, BMW i
Chip Giller, President & Founder, Grist

Harnessing our Collective Best Selves: Why Conservatives and Progressives are both Right and How to Get Us Singing Off the Same Songsheet

Bill Shireman, President & CEO, Future 500

Unleashing the Personal Data Economy

John Havens, Founder of The H{app}athon Project, Contributing Writer at Mashable

Seven New Leadership Skills for Thriving in the 21st Century

Matthew Abrams, Vision Keeper, The Mycelium School
Ashley Cooper, Founder, Living Education, The Mycelium School

The New World of Shared Value: Mapping the Benefits of Project Phoenix

Paulette Frank, VP of Sustainability, Johnson & Johnson

Enabling the Renaissance: The Perfect Storm in True Cost Accounting

Bob Willard, Author, The New Sustainability Advantage

Challenges and Opportunities in Putting Sustainability into the Heart of an Iconic Brand

Bea Perez, Chief Sustainability Officer, Coca-Cola

A Conversation with Bill McDonough

Bill McDonough, Author, The Upcycle: Beyond Sustainability -- Designing for Abundance

Breakouts

STRATEGY & METRICS

Changing The Game: Aligning Corporate Policy Influence in Support of a Sustainable Economy

M: Andrew Winston, Founder, Winston Eco-Strategies

Bill Shireman, President & CEO, Future 500

Jim Hanna, Director, Environmental Affairs, Starbucks

Additional speakers to be confirmed.

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

A Community Working Session on Next Steps in Embedded Sustainability for Tomorrow's Brands

M: Hunter Lovins, President & Founder, Natural Capitalism Solution

Jeff Mendelsohn, Founder & Chair, New Leaf Paper

Tom Day, Chief Sustainability Officer, USPS

Liz Maw, CEO, Net Impact

Gwen Migita, VP of Sustainability & Community Affairs, Caesars Entertainment

Matthew Abrams, Vision Keeper, The Mycelium School

Megan Rast, Environmental Sustainability Director, Sony Pictures

Additional speakers to be confirmed.

MANUFACTURING & SUPPLY CHAIN

Radical Optimization: How the Internet of Things, 3D Printing and Innovative Data Analysis are Transforming Manufacturing and Supply Chains

M: Gil Friend, CEO, Natural Logic

Mark Buckley, VP of Environmental Affairs, Staples

Thomas Odenwald, SVP, Energy and Resource Management Strategies, SAP

Kohl Gill, Founder, LaborVoices

Ory Zik, Founder & CEO, EnergyPoints

PROGRAM HIGHLIGHTS

TUESDAY, JUNE 4TH

PRODUCT & SERVICE INNOVATION

Don't Fight Micro Entrepreneurs. Use them: Tapping into the Peer-to-peer Economy

M: Neal Gorenflo, Co-founder, Shareable Magazine

Kai Stubbe, Founder, SupperKing

Nick Allen, CFO, SideCar

Nick Miller, Co-founder, ParkingPanda

Adele Peters, Design Curator, GOOD Worldwide

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Know Thyself: The Role of Brands in Enabling Optimal Lifestyles

M: Freya Williams, SVP, Strategy Director, Publicis Kaplan Thaler

John Havens, Founder of The H(app)athon Project, Contributing Writer at Mashable

Javier Rodriguez Merino, Group Marketing Sustainability Director, Coca-Cola

Tyler Norris, Vice President, Total Health Partnerships, Kaiser Permanente

Evan Marks, Founder & Executive Director, The Ecology Center

Additional speakers to be confirmed

COMMUNICATIONS

Media and the Sustainability Renaissance

M: Jo Confino, Executive Editor, The Guardian

Chip Giller, President & Founder, Grist

Joel Babbit, CEO, Mother Nature Network

Aman Singh, Editorial Director, CSRWire

STRATEGY & METRICS

Instituting Sustainability through New Metrics and Reporting: Community Dialogue on Aligning to Support Standards that Speed Change

M: Bob Willard, Author, The New Sustainability Advantage

Curis Ravel, Global Head of Sustainability Initiatives, Bloomberg

Katie Schmitz Eulitt, Director of Stakeholder Engagement, SASB

Mark Tulay, Program Director, GISR

Dermot Hikisch, Director of Business Development, B Lab

Mike Wallace, Director, Focal Point USA, Global Reporting Initiative

Paul Herman, CEO & Founder, HIP Investor

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

More than Talk: Case Studies on HR Incentives Facilitating Corporate Sustainability Agendas

M: Ellen Weinreb, Managing Director, Weinreb Group Sustainability Recruiting

Andy Broderick, Vice President of Community Investment, Vancity

Jonathan Atwood, VP of Sustainable Living and Corporate Communications, Unilever

Unilever

Suzanne Fallender, Director, CSR Strategy & Communications, Intel

MANUFACTURING & SUPPLY CHAIN

Supplier Innovation 2.0: Transparency and Effective Utilization of Scorecard Data

M: James Barsimantov, Principal, EcoShift

Ephi Banaynal dela Cruz, Director, Social and Environmental Accountability & Audit, Microsoft

Mary Lewis, Sourcing Manager, Supply Chain Management, Sprint

Meredith Raymond, Associate Director, Global Citizenship & Product Stewardship, Life Technologies

Life Technologies

Kate Heiny, Sr. Group Manager, Sustainability, Target

PRODUCT & SERVICE INNOVATION

The Chicken or the Egg: Tackling Whole Systems Shifts

M: Erin Billman, Principal, Blu Skye

Stephen Linaweaver, Principal, Blu Skye

Amon Rappaport, Chief Storyteller, Rappaport Communications

Derek Young, Director of Responsible Business, T.G.I. Friday's

Wood Turner, Vice President of Sustainability Innovation, Stonyfield

Greg Fleishman, Chief Marketing Officer, Sambazon

Erin Fitzgerald, SVP Sustainability, Innovation Center for U.S. Dairy



PROGRAM HIGHLIGHTS

TUESDAY, JUNE 4TH

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Data and Behavior Change: Is Seeing Believing, and is That Enough?

M: John Havens, Founder of The H{app}athon Project, Contributing Writer, Mashable

Michael Murray, CEO, Lucid Design Group

Arthur Woods, Co-founder, Imperative

COMMUNICATIONS

Translating Technical Effort and Impact Into Effective Forward Facing Communication

M: Jonathan Yohannan, Executive Vice President, Corporate Responsibility, Cone Communications

Cindy Drucker, Executive Vice President, Weber Shandwick

Hailey Broderick, Brand Manager, Global Sustainability Programs, Puma

Maya Albanese, Associate, US & Canada, Rainforest Alliance



PROGRAM HIGHLIGHTS

WEDNESDAY, JUNE 5TH

Plenaries

Opening Remarks

Annie Longsworth, CEO, Saatchi & Saatchi S North America

Breakthrough: The Miracle of 3D Printing

Tyler McNaney, Founder & CEO, Filabot

Mark Buckley, VP of Environmental Affairs, Staples

The Many Consumer Faces of Trash as Treasure

Tom Szaky, CEO, TerraCycle

Making Food Personal Again: A Model Story of Courage and Purposeful Listening

Nikhil Arora, Co-founder, Back to the Roots

Alejandro Velez, Co-founder, Back to the Roots

Dissolving the Plastic Problem

Molly Morse, CEO, Mango Materials

Developing World Solutions Pointing the Way to a Developed World Future

Natasha Davidson, Area Marketing Manager, Philips Lighting

Jim McHale, VP, Engineering, American Standard

The Beauty and Versatility of Algae

Jonathan Wolfson, CEO, Solazyme

Getting the Frame Right: A Proof of Renaissance-aligned Courage and the Road to the Future

Brooks Dame, Co-founder, Proof Eyeware

Taylor Dame, President of Marketing, Proof Eyeware

Tanner Dame, COO, Proof Eyeware

Breakouts

STRATEGY & METRICS

Trends and Tremors in the Investor Landscape: New Forces in a New Era

M: Paul Herman, CEO & Founder, HIP Investor

Vincent Siciliano, President & CEO, New Resource Bank

Darya Allen-Attar, Vice President, Morgan Stanley

Conrad MacKerron, Senior Program Director, As You Sow

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

Gender Diversity & Sustainable Business Value: The Role of Women in Driving the Sustainable Brands Renaissance

M: Kellie McElhaney, Whitehead Faculty, Corporate Sustainability, Haas School of Business, UC Berkeley

Annie Longsworth, CEO, Saatchi & Saatchi S North America

Jen Boynton, Editor in Chief, TriplePundit

Aman Singh, Editorial Director, CSRWire

MANUFACTURING & SUPPLY CHAIN

Updates in Sustainable Packaging

M: Tony Kingsbury, VP, Corporate Sustainability, ChemRisk

Julie Corbett, Founder & CEO, Ecologic Brands

Christopher Bradlee, Biopolymers - Market Development Manager, North America, BASF

Katherine O'Dea, Senior Director, Innovation and Advisory Services, GreenBlue

PRODUCT & SERVICE INNOVATION

Making Hay from Waste: Up-to-date Insights on Reclaiming Waste Profitably

M: Howie Fendley, Senior Chemist & Director of Business Development, MBDC

Miriam Turner, Assistant Vice President Co-innovation, Interface

Darren Beck, Director, Environmental Initiatives, Sprint

Angie Olson, 3M



PROGRAM HIGHLIGHTS

WEDNESDAY, JUNE 5TH

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Making Consumption Real: Sticky Visualization of Environmental Impacts

M: Rebecca Callahan Klein, VP of Partnerships and Development, One Percent for the Planet

*David Bennett, VP, Global Corporate Partnerships, National Geographic
Todd Reeve, CEO, BEF*

*Christian McGuigan, Director, Social Action Film Campaigns, Participant Media
Tyler Holm, Vice President of Marketing, Silk*

COMMUNICATIONS

The Naked Brand: The Future Beyond Advertising

M: Jeff Rosenblum, Co-Founder and Documentary Filmmaker, Questus

Dara O'Rourke, Co-founder, GoodGuide

Jonathan Atwood, VP of Sustainable Living and Corporate Communications, Unilever

Joe Brewer, Co-founder & Strategist, DarwinSF

STRATEGY & METRICS

Natural Capital Investment at Work: Adding Brand Value through Innovative Investments in Ecosystem Services and Biodiversity

M: Jay Golden, Director of the Duke Center for Sustainability, Duke University

Kim Lopdrup, Senior Vice President of Business Development, Darden Restaurants

Francisco Suarez Hernandez, Director of Sustainability, FEMSA

Hailey Broderick, Brand Manager, Global Sustainability Programs, Puma

James Gibson, Head of Sponsorship, Air New Zealand

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

You Unstuck: Hope as a Tool for Energizing Employees and Getting them out of Old Mindsets

Libby Gil, Author, You, Unstuck

MANUFACTURING & SUPPLY CHAIN

Opportunities and Challenges in Brand Localization

M: Bonnie Nixon, Senior Adviser, Sustainability Roundtable, Inc.

Janet Lees, Senior Director, SFmade.org

Speakers to be confirmed.

PRODUCT & SERVICE INNOVATION

Translating Strategy into Action: Market-based Approaches towards more Sustainable Products

M: Charlene Wall-Warren, Sustainability Leader North America, BASF

Cristian Barcan, Regional Head SET - Applied Sustainability, BASF Nutrition & Health

Sarah Lewis, Working Group Director, The Sustainability Consortium

Vidar Gundersen, Sustainability Manager, BioMar Group

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Meet the Aspirational: Innovating for Complex Consumers

M: Raphael Bemporad, Founding Partner & Chief Strategy Officer, BBMG

Chris Coulter, President, Globescan

Andrea Pinabell, Director, Environmental Sustainability, Starwood Hotels

Shekinah Eliassen, Green Works Brand Manager, Clorox

Chris Guenther, Research Director, SustainAbility

COMMUNICATIONS

Brands are the Solution, Brands are the Problem: Which is it, and What can we Learn from the Debate?

M: Solitaire Townsend, Co-founder, Futerra



PROGRAM HIGHLIGHTS

THURSDAY, JUNE 6TH

Plenaries

Opening Remarks

Solitaire Townsend, Co-founder, Futerra

Keeping it Real: Authenticity, Humor and Engagement to the Rescue

Tensie Whelan, President, Rainforest Alliance

Sharing, Mass Media Engagement & Culture Shift

Adam Werbach, Co-Founder, Yerdle

Maggie Kendall, Sr. Director, Marketing & Partnerships, CSR, NBC Universal

Finding the Common Thread in a Complex Consumer Landscape

Bryan Welch, Author, Beautiful and Abundant

Hank Will, Farmer, PhD Agronomist, Editor of GRIT Magazine and Author, Plowing with Pigs and The Lard Cookbook

Shannon Davis, Mormon Mother of Seven Living in the Seattle suburbs

Daniel Kosel, Montana Rancher and Marketing Professional

Nathan Kipnis, Chicago Architect and Former Professional Skateboarder

Karolyn Oakley, Sirius SM "Blackonomics" Contributor and Gardener from Florida

The Power of Storytelling: Lessons in Consumer Engagement, Activation and Loyalty

Jonah Sachs, Co-founder and CEO, Free Range Studios

Cool the World

Deborah Pardes, Founder, Artists for Literacy

Breakouts

STRATEGY & METRICS

Conquering Uncharted Territory in the ROI of Sustainability

Daniel Aronson, Leader, Sustainability Transformation & Sustainability Strategy, Deloitte

Erol Odabasi, Director of Sustainability, Medical Device & Diagnostics, Johnson & Johnson

Gwen Migita, VP of Sustainability & Community Affairs, Caesars Entertainment

Bea Boccalandro, President, VeraWorks

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

Storytelling for Organizational Engagement: Selling Sustainability Internally

M: Suzanne Shelton, CEO, Shelton Group

Jeff Rehm, Corporate Sustainability Manager, Grainger

Rob Zimmerman, Manager - Engineering, Water Conservation, and Sustainability, Kohler

MANUFACTURING & SUPPLY CHAIN

The Paradox of E-commerce: A Quest to Reduce Footprints through Process and Business Model Innovation

M: Bonnie Nixon, Senior Advisor, Sustainability Roundtable, Inc.

Tom Day, Chief Sustainability Officer, USPS

Steve Leffin, Director of Sustainability, UPS

PRODUCT & SERVICE INNOVATION

Working with Constraints: Putting New Models to Work

M: Lewis Perkins, Senior Vice President, Cradle to Cradle Products Innovation Institute

Jeff Seabright, VP, Environment & Water Resources, Coca-Cola

Amy Chen, Director of Sales, Foodservice, Pepsi



PROGRAM HIGHLIGHTS

THURSDAY, JUNE 6TH

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Green and Brown: What America's Changing Demographics Mean for Brands of the Future

M: Graciela Tiscareño-Sato, Author, Latinnovating: Green American Jobs and the Latinos Creating Them

Nayelli, Senior Strategist, Saatchi & Saatchi S

Jason Riveiro, Multicultural Marketing Manager, Sherwin-Williams

Verena Sisa, Chief Strategy Officer, Conill

COMMUNICATIONS

Current Best-practices in Sustainability Social Media Communication: Enabling an Always-on, Always Authentic Voice

M: Simon Mainwaring, CEO & Founder, We First

Derek Archambault, Sr. Brand Manager, Green Mountain Coffee

Shekinah Eliassen, Green Works Brand Manager, Clorox

STRATEGY & METRICS

Business School Updated: Leveraging Familiar Business Strategy Tools to Introduce Eco-Innovation Potential

M: Eliot Metzger, Senior Associate, WRI

Sally Uren, Deputy Chief Executive, Forum for the Future

Katie Dillon, Sustainability Manager, Target

EMPLOYEE ENGAGEMENT & ORGANIZATIONAL CHANGE

The Innovation Quartet: Four Essential Cornerstones of Innovation and How They Play

Laura Schwartz, Organization and Leadership Consultant, Filmmaker

MANUFACTURING & SUPPLY CHAIN

The State of Sustainable Procurement

M: Eric Olson, SVP of Advisory Services, BSR

William Kornegay, Senior Vice President, Supply Management, Hilton Worldwide

Anastasia O'Rourke, Principal, Sustainability and Performance Excellence,

DEKRA

Jason Pearson, Executive Director, Sustainable Purchasing Council

PRODUCT & SERVICE INNOVATION

Cross-sector Innovation: Integrating Home Appliance and Plug-in Vehicle Technology

M: Sheila Bonini, Senior Expert, McKinsey & Company

John Viera, Global Director, Sustainability & Vehicle Environmental Matters,

Ford

Ronald Voglewede, North American Sustainability Lead, Whirlpool

CONSUMER INSIGHTS & BEHAVIOR CHANGE

Social Engagement, the Next Episode: An Update on Gamification and other Sticky Technologies

Susan Hunt Stevens, Founder & CEO, Practically Green

Eric Johnson, Senior Sustainability Engineer, Sony

James Windon, VP, Business Development, Causes.com

Stephen Roberts, Corporate Responsibility Brand Manager, Dell

COMMUNICATIONS

Winning the Story Wars: A Crash Course in Masterful Storytelling

Jonah Sachs, Co-founder and CEO, Free Range Studios

FEATURED SPEAKERS



DARREN BECK

Director, Environmental Initiatives, **SPRINT**

Profitable take back program that gives customers credit for trade-in of old phones, while helping close the loop on some valuable materials.



EPHI BANAYNAL

Director, Social & Environmental Accountability, **MICROSOFT**

Tackling transparency and effective utilization of data collected through supply chain scorecard programs.



HAILEY BRODERICK

Brand Manager, Global Sustainability Programs, **PUMA**

Translating technical effort and complex impacts into effective consumer-facing communications.



JONATHAN WOLFSON

CEO, **Solazyme**

Why Algae and other bio-inspired solutions are relevant at scale across a number of other sectors.



BEA PEREZ

Chief Sustainability Officer, **The Coca-Cola Company**

How Coca-Cola is working to put Sustainability into the Heart of the Brand.



SALLY UREN

Deputy Chief Executive, **Forum of the Future**

Workshop on applied systems thinking, showing us how to unlock untapped value by taking a whole systems approach to strategy.



BILL McDONOUGH

Author, **The Upcycle: Beyond Sustainability**

Designing for Abundance, on cutting-edge thought leadership on designing for abundance



MIRIAM TURNER

Assistant VP, Co-Innovation, **Interface**

Insights on reclaiming waste profitably while giving a window into what being a "restorative" company might look like.



BRYAN WELCH

Author, **Beautiful and Abundant**

Identifies gaps in vision for the future and offers disarmingly powerful advice reaching people of all political, religious and cultural affiliations



KATE DILLON LEVIN

Corporate Partnerships, **CodeREDD**

Workshop sharing the latest in integrating carbon offsets into corporate sustainability strategy and practice.



KIM LOPDRUP

SVP of Business Development, **Darden Restaurants**

Leveraging investment in natural capital to strengthen key ecosystems and add brand value at the same time.



ANDY BRODERICK

VP Community Investment, **VanCity**

Breakout Panel going through case studies on tangible HR. incentives facilitating corporate sustainability agendas.

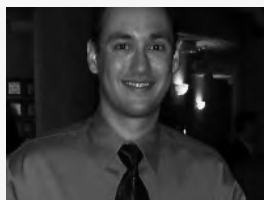
FEATURED SPEAKERS



WOOD TURNER

VP, Sustainability Innovation,
Stonyfield Farm

Tackling a chicken or egg problem: Should brands lead the transition to a more sustainable global food system-even if market demand lags behind?



EROL ODABASI

Director of Sustainability,
Medical Device.

J & J

Will the results of the breakthrough project, in partnership with Deloitte, conquering new territory in the ROI of sustainability.



JOHN HAVENS

Founder,
The H(app)athon Project

Cultural paradigm shift at the intersection of re-evaluated happiness, The Quantifies Self movement and Big Data



MOLLY MORSE

CEO,
Mango Materials

Breakthrough potential in turning methane into biodegradable plastics that are economically competitive with conventional oil-based plastics.



AMY CHEN

Director of Sales, Foodservice,
Pepsi

On putting resilient business models to work under harsh constraints



RONALD VOGLEWERE

North American Sustainability
Leaf, **Whirlpool**

'Quiet Quest' approach to equipping consumers with high-performance sustainable products.



JO CONFINO

Executive Editor,
The Guardian

Conversation on different media policies and approaches to covering corporate sustainability news, as a vehicle to broader culture shift



JONAH SACHS

Co-Founder and CEO,
Free Range Studios

Lessons in masterful, storytelling, a skill that is quickly becoming critical in all stages of corporate sustainability journey.



NATASHA DAVIDSON

Area Marketing
Manager, **Philips Lighting
Africa**

Energy infrastructures innovation for emerging markets, providing a sneak peek into our grid free future.



WILLIAM KORNEGAY

SVP, Supply Management,
Hilton Worldwide

Current state of sustainable procurement through the lens of the Center for Sustainable Procurement.



JIM MCHALE

VP Engineering,
American Standard

Process of bringing self-contained sanitation on a shoestring by building a market for it to supersede charitable work.



TENSIE WHELAN

President,
Rainforest Alliance

Promoting sustainability in engaging ways through the story of a video campaign that has received over 1 million views and over 20 million tweets.



THESE ARE ONLY A FEW OF THE BRANDS ATTENDING THIS YEAR



SOLUTIONS EXPO AT SB'13



Sustainable Brands is committed to growing the market for services and solutions that enable the better brands of the future to reduce their negative environmental and social impact while increasing customer engagement, loyalty, and sales. The Sustainable Brands Renaissance already underway doesn't stop at the brand level - an explosion of resources for smart brands wanting to reduce their footprint while growing sales is also taking place!

At SB'13 we look forward to curating an exciting and growing array of new materials and packaging solutions, supply chain management tools, waste to resource solutions, carbon and water measurement, reduction and offset solutions, consumer engagement tools, behavior change technologies, and more. You'll also find sustainability experts who can help you with everything from market research to strategy to measurement to storytelling. Partner with issues-aligned NGOs in the CauseWay and collaborate on ways to enhance your sustainable brand story. From established leaders to barely-to-market innovators, the Solutions Expo at SB'13 is the place to do your shopping. Develop your wish list for the tools, resources, and solutions you'll need when executing on your brand innovation roadmap that you are bound to start shaping out of the ideas you'll glean in conference sessions and conversations with peers.

LOCATION

We're pleased to once again host the Sustainable Brands Conference at Paradise Point Resort & Spa in San Diego, CA. Both San Diego as a destination, and Paradise Point as a venue, offer unique opportunities for fresh perspective and creative inspiration for the Sustainable Brands community. Known for its commitment to cross sector collaboration, San Diego is fast becoming a hub of sustainable innovation – an ideal location for SB'13.



WHAT DO PEOPLE SAY ABOUT SB CONFERENCES?

"It was a great conference and I came out totally inspired. I met so many people and am already continuing our conversations. What a great event. Looking forward to next year."

– Lyell Clarke, President & CEO, Clarke

"First, I want to let you know how much I appreciate the incredible work you are doing, and especially, the beautiful, collaborative world you create for the SB conference. For me, this year was just as valuable, just as impressive, and just as inspiring as last year's conference. Perhaps even more so, as I was able to see firsthand the progress that has been made in just one year's time, and to meet even more people who are trying to make a difference. I have never experienced anything like the event you have created, and it has changed my expectation of what's possible. My deepest gratitude to you and all the people on your team who created this year's success."

– June Holder, Manager, Sustainability Communications, UPS

"This was my first experience with a Sustainable Brands Conference and I found it to be unexpectedly unique ... part revival, without being hokey. The community convening there is surprisingly informed, influential, sincere, open and excited about collaborating to build a flourishing future. I look forward to expanding our relationship with Sustainable Brands from here."

– David Bennett, VP, Corporate Partnerships, National Geographic

"SB once again exceeded my expectations as each day I thought to myself, 'I am so glad I am here.' Here are a few things that truly differentiate SB for me from the other conferences I regularly attend: 1) speakers stay beyond their speech and continue to participate in the ongoing dialogue; 2) SB is an open conversation that just keeps going and people at all levels are willing to engage; 3) I can go back to work with at least a few ideas of things I can do immediately; 4) More ideas are generated for me, even in indirect relation to our business, here than anywhere else."

– Leilani C. Latimer, Director, Sustainability Initiatives, Sabre Holdings

"I hope you've slumbered deeply! Many thanks for another outstanding conference. The caliber of people, the thought leadership, discussions and organization were fantastic. You and your team are class and brains all the way!"

– Olivia Khalili, Sr. Partnerships Manager, Ashoka



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