SB 2014 LONDON
NOV 3 – 5
LANCASTER LONDON

REIMAGINE REDESIGN REGENERATE
INTRODUCTION

The leading brands of the future will be the ones that endure and thrive by embedding sustainability principles into everything they do. Building them takes a new kind of thinking – bringing new groups of collaborators together and using a novel set of tools. Sustainable Brands® is the global learning, collaboration and commerce community that is dedicated to leveraging this new thinking that drives innovation, leading not only to enhanced business and brand value, but profitable business results as well.

This November, the Sustainable Brands® community assembles a remarkably diverse set of change agents from distinguished brands such as Heineken, Barclays, Unilever, Coca-Cola and Marks & Spencer, along with thought leaders from Guardian Sustainable Business, Forum for the Future, SustainAbility and more. There will be left-brain technical wonks (aka sustainability analysts, market researchers, corporate strategy planners) and right-brain creative punks (aka marketers, communicators, product designers) converging to create multi-stakeholder partnerships that focus on reimagining brand purpose and value, redesigning the way this value is delivered and ultimately helping to create the regenerative economy of the future.

Join your colleagues and peers at SB’14 London, November 3-5th at the Lancaster London, and design your brand success for the 21st century.
WHAT YOU WILL LEARN AT SB’14 LONDON

Find inspiration, tools and partnerships to drive business success and positive impact. Participate in thought-provoking breakout sessions, facilitated discussion groups and plenaries and learn:

• Up to the minute market trends driving new opportunity for brand innovation that solves real social and environmental problems
• How leaders are repositioning their brands around deeper meaning and purpose and realizing greater brand love, engagement, and loyalty in the process
• How understanding product life cycle impact can lead to more creative, win/win innovation by baking sustainability considerations into the design process from the ground up
• How to build shared value into your supply chain to improve supply chain stability and quality and give you competitive advantage
• How to create authentic, two-way conversations that reduce the likelihood of criticism, improve stakeholder relationships and help support innovation
• How to use storytelling rather than overly technical or scientific marketing messages as a way to improve engagement and sell-through
• How to move beyond individual or limited-scope sustainability initiatives toward embedded sustainability that delivers more value to the business than the sum of the individual efforts might alone
WHAT’S HAPPENING AT SB’14 LONDON?

PLENARIES
An avalanche of trends and market drivers that set the tone.

BREAKOUTS
Dynamic sessions to help me analyze specific business issues.

WORKSHOPS
Half-day, deep-dive studios to help me turn ideas into action.

ACTIVATION HUB
A showcase of leadership to help me find new tools and solutions.

INNOVATION OPEN
The brightest social and environmental entrepreneurs challenging the status quo of business.

SPECIAL EVENTS
Networking events designed to connect me with the right partners.
FEATURED SPEAKERS

Sustainable Brands® brings people together as a business community to create shift towards a sustainable economy. Courageous corporate leaders, insightful marketers and innovative product designers have stories to tell and our esteemed Advisory Board and content team searches the globe to find and share them with you. This short list of speakers represents a sample of this year’s world-class faculty of thought leaders and practitioners who are at the intersection of sustainability and innovation. Please check [online](#) for an updated list of speakers and programme topics as they are announced.

**Roger Stansfield**
Chief Innovation Officer, VP, Co-Innovation Interface
On The Value of Collaborating with NGOs

**Robert Jones**
Head of New Thinking Wolff Olins
On 5 Secrets of High-Growth AND Sustainable Businesses

**Michael Dickstein**
Director Global Sustainable Development HEINEKEN International
On Harmonizing Brand and Sustainability Initiatives

**Aly Khalifa**
Founder LYF Shoes
On Radical Redesign: Re-Imagining a Whole New Shoe
FEATURED SPEAKERS

CHRISTIAN WIETH
Senior Global Marketing Manager, Textile and Leather Marketing
Novozymes
On Aligning Sustainable Manufacturing with Customer Preferences

TOM LAFORGE
Global Director, Human & Cultural Insights
Coca-Cola
On Role of Business in Society

SIMON ROBINSON
Author
Holonomics: Business Where People and Planet Matter
On Managing Complexity: Tapping Biology for Business

BELLA VUILLERMOZ
Director, Sky Academy
Sky
On Creating Social Value by Empowering Young People
FEATURED SPEAKERS

ROY VERCOULEN
Vice President
C2C
On Quantifying the Impacts of Good Product Design

JOHN GARDNER
Chief Sustainability Officer
Novelis
On Scaling Disruptive Innovation in Sustainable Packaging

NICOLE RYCROFT
Founder and Executive Director
Canopy
On Managing Complexity: Tapping Biology for Business

BELLA VUILLERMOZ
Program Manager Circular Economy
Philips
On The Circular Economy
I seek to solve social problems that alleviate, or altogether eliminate, resource tensions along the way.

I believe leadership stems from brands who have awareness of the impact they have on the world around them.

I encourage purpose-driven voice and invite stakeholders on interactive, co-creative journeys.

I seek skillful, sensitive design that leads to radical innovation and heightened shared value.

Supply chain disruptions are not an option. I strive for enlightenment across the entire value chain.

I encourage embedded sustainability-driven behaviors and proactive management to drive change from within.
### Market Insights from Top Researchers: The Latest Intelligence on Customer Attitudes and Behavior
- Ben Maxwell, Senior Strategist, Wolff Olins
- Elizabeth Reiss, Founder, Ethicity
- Eric Whan, Director, Sustainability Practice, GlobeScan
- Andy Last, Co-Founder & CEO, Salt
- James Goodman, Director of Futures, Forum for the Future
- Nick Liddell, Director of Strategy, Dragon Rouge

### Holonomic Thinking: Upgrading Our Leadership Skills and Systems Thinking for the New Economy
- Simon Robinson, Co-Author, *Holonomics: Business Where People and Planet Matter*
- Maria Moraes Robinson, Co-Author, *Holonomics: Business Where People and Planet Matter*

### New Modes of Engagement: Telling a Sustainable Brand Story Your Customers will Listen to
- Daiana Karaian, Head of Brand Strategy, Futerra
- Stuart Duncan, Marketing Manager, Futerra

### Bridging the Gaps between Marketing and Sustainability Teams: Insights, Case Studies and Tools from a New Study
- James Payne, Strategy Director, Given London
- David Hawksworth, Creative Director, Given London
- Becky Willan, Managing Director, Given London

### Business Model Innovation: Redesigning Value Delivery and Unlocking New Benefits in the Process
- Matt Loose, Director, SustainAbility
- Zoë Arden, Director, SustainAbility

### New Levels of Connection: Storydoing for Authenticity and Lasting Brand Value
- Ty Montague, Author, *True Story: How to Combine Story and Action to Transform Your Business*
- Conrad Lisco, Head of Community Experience, co:collective

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**LUNCH**

**Private Event for Sustainable Brands Corporate Members and Invited Guests**
## DAY 2: PROGRAM | TUESDAY, NOVEMBER 4TH

### MORNING PLENARIES

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<td>9:00-10:30</td>
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<td>Sally Uren, Chief Executive, Forum for the Future</td>
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<td>Maria Moraes Robinson, Co-Author, <em>Holonomics: Business Where People and Planet Matter</em></td>
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<td><strong>A New Product Design Paradigm: Radical Integration of Material Sustainability, Job Creation and Customer Service</strong></td>
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<td>Aly Khalifa, Founder, Lyf Shoes</td>
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<td><strong>Communicating Sustainability at a Brand Level: A Close Look at 15 Global FMCG Leaders</strong></td>
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<td>Matthew Yeomans, Founder, Sustainly</td>
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<td><strong>Heroes of Innovation: The Logic and Value of Branding an “Anonymous” Supply Chain Company</strong></td>
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<td>Rich Kyllberg, Vice President, Corporate Communications, Arrow Electronics</td>
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<td>11:00-12:30</td>
<td><strong>BRAND POSITIONING &amp; COMMUNICATION</strong></td>
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<td><strong>Intersecting Sustainability and Marketing, Continued: Q&amp;A about Heineken's Experience to Date</strong></td>
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<td>Michael Dickstein, Director, Global Sustainable Development, HEINEKEN International</td>
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<td></td>
<td>Kirsten Barnhoorn, Founder, New Energy Consulting</td>
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<td>12:30-14:00</td>
<td><strong>LUNCH &amp; ACTIVATION HUB OPEN</strong></td>
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<td>14:00-15:00</td>
<td><strong>PRODUCT &amp; SERVICE INNOVATION</strong></td>
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<td><strong>Quantifying a Product’s #SocialFootprint: The Next Stepping Stone in Assessing Product Sustainability</strong></td>
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<td>Joss Tantram, Partner, Corporate Sustainability, Terrafiniti LLP</td>
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<td>Roy Vercoulen, Vice President, Europe, Cradle to Cradle Products Innovation Institute</td>
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<td>Richie Hardwicke, Head of Corporate Services, Trucost</td>
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<td>Liesbeth Bracke, IDC Team Leader &amp; Project Manager, Europe, AGC Glass</td>
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<td>15:00-15:30</td>
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<td>15:30-16:30</td>
<td><strong>IN SEARCH OF THE HOLY GRAIL: BUILDING MOVEMENTS FOR BEHAVIOR CHANGE AT SCALE</strong></td>
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<td><strong>The Path to Slave-Free Supply Chains: Growing Risks and Practical Solutions</strong></td>
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<td>Pamela Wilhelms, Executive Coach, Systems Coach, Social Architect</td>
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<td>Ruth Dearnley, CEO, Stop the Traffik</td>
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<td>Martin Chilcott, CEO, 2degrees</td>
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<td>Bella Vuillermoz, Director, Sky Academy, Sky</td>
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<td>16:45-17:30</td>
<td><strong>EVENING PLENARY</strong></td>
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<td>17:30-19:00</td>
<td><strong>RECEPTION</strong></td>
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<td><strong>BIRDS OF A FEATHER DINNERS</strong></td>
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<td>21:00</td>
<td><strong>COCKTAIL MEET-UPS</strong></td>
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## MORNING PLENARIES

**9:00-10:30**

### Opening Remarks
Sally Uren, Chief Executive, Forum for the Future  
Jo Confino, Executive Editor, The Guardian

### The Circular Economy: Beyond Theory into Practical System Design and Business Case
Markus Laubscher, Project Manager, Circular Economy, Philips  
Tom Francken, Chief Financial Officer, Desso

### Scaling Disruptive Innovation in Sustainable Packaging: Trends and Drivers
John Gardner, Chief Sustainability Officer, Novelis

### Inclusive Business: Creating a Future Defined by Shared Values and Closer Partnerships
Nigel Stansfield, Chief Innovation Officer & VP of Co-Innovation, Interface

**10:30-11:00**

### NETWORKING BREAK

**11:00-12:30**

### Risk and Innovation Opportunities around Water: A Global Launch of the Latest CDP Data
Paul Dickinson, Executive Chairman, CDP

### A New Standard in Clean Messaging: The Case of the Hana Water Billboard
Mary Noah Manarang, President, Vetiver Farms Philippines

### Insight, Inspiration and Action: Lessons from Customer Engagement and Brand Innovation
Lucy Carver, Director, Bigger Picture, Sky

### Sanitation, Dignity and Brand Identity: Delivering Sustainable Growth through a Social Mission Campaign
Noam Buchalter, Marketing Manager, EMEA, Kimberly Clark

### Style, Substance and other Elements Contributing to Success in Marketing Sustainability
John Isherwood, Head of Sustainability, Pret A Manger

### Leveraging Humor and Social Media: Inside Greenpeace’s #ClickClean Campaign
Andrew Hatton, Head of IT, Greenpeace UK

### 12:30-14:00 LUNCH & ACTIVATION HUB OPEN

### 14:00-15:00 AFTERNOON BREAKOUTS

#### BRAND POSITIONING & COMMUNICATION

### Dissecting a 360-Degree Map of Holistic Marketing: Evolution and Practical Applications
Mathieu Jahnich, Founder, Sircome  
Valérie Martin, Head of Communication and Information Department, ADEME - French Environment and Energy Management Agency

#### PRODUCT & SERVICE INNOVATION

### The Circular Economy: Q&A around Leading Case Studies
James Goodman, Director of Futures, Forum for the Future  
Markus Laubscher, Project Manager, Circular Economy, Philips  
John Gardner, Chief Sustainability Officer, Novelis  
Anette Timmer, Director, Corporate Communications & CSR, Desso  
Maria Giovanna Sandrini, Brand & Corporate Communications Manager, Aquafil Group

#### CULTURE SHIFT TRACK

### Matter to a Million: Practical Tools for Employee Engagement and Culture Change
Karen Little, Director of Development, Kiva  
Pia Garcia, Global Client Strategist, Edelman  
Ann Ewasechko, Global Manager, Strategic Partnerships & Innovation in Education, HP

#### 15:00-15:30 NETWORKING BREAK

#### 15:30-16:30 consumer Engagement in the Face of Novel Product Attributes: Marketing Longer Lasting Clothes as a Key Step towards Increased Consumer Loyalty and More Sustainable Textiles
Phil Townsend, Sustainable Raw Materials Specialist, Marks & Spencer  
Christian Wieth, Senior Global Marketing Manager, Textile and Leather Marketing, Novozymes  
Han Kuilderd, Industry Technology Specialist, Textiles, Novozymes

### How the #SocialFootprint of Your Products Meets Customer Expectations and Improves Communications
João Fontes, Social Footprinting Expert, PRé Sustainability  
Markus Laubscher, Project Manager, Circular Economy, Philips  
Jacobian Das Gupta, Corporate Sustainability Manager, DSM  
Hazel Culley, Sustainability Manager, Marks & Spencer

### The Future of Corporate Diplomacy: Lessons in Building Reputations and Relationships with External Stakeholders
Witold Henisz, Author, Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders
WHO ATTENDS SB’14 LONDON?

The Sustainable Brands® community has grown to include thought leaders, brand strategists, marketing executives, product and service innovators, and other change agents from several hundred of the world’s most influential companies.

Last year, hundreds of brand leaders such as Unilever, Adidas, Coca-Cola, Kingfisher, Philips and MARS assembled in London to discuss how better brands are shaping the future.

Now these leaders will convene to discuss enhanced business models and smarter product design that is leading to the regenerative economy of tomorrow.

There is a conscious effort to bring unexpected participants together - large multinational corporations, start-ups, NGOs, academia, investors and government agencies - each bringing a unique perspective but shared passion for shifting the world to a sustainable economy.

www.SB14London.com
ACTIVATION HUB

Collaborative conversations breed success - success in amplifying innovation, in transforming ideas into action, in value creation leading to profitable business results. There is no greater achievement than finding a business partner to help you realize your goals.

Sitting at the pinnacle of brand innovation and sustainability, the Activation Hub at SB’14 London will gather the broadest spectrum of global business leaders committed to sharing progress that leads to greater achievement and net positive impact. This is where inspiration and ideas come to life.

Network with the leaders who are shaping the future of commerce worldwide and participate in the Activation Hub at SB’14 London. Engagement opportunities are now available. Visit online for more information.
WHAT DO PEOPLE SAY ABOUT SB CONFERENCES?

“I love it when I bring colleagues to Sustainable Brands for the first time. They are forever changed. The content, networking and overall energy of the venue continues to bring thought leaders together for a perfect blend of good business and fun.”
– Marci VerBrugge-Rhind, Corporate Communications - Corporate Responsibility, Sustainability, Sprint

“Thanks so much for challenging our thinking and for your genuine interest and support.”
– Javier Rodriguez Merino, Group Marketing Director, The Coca-Cola Company

“Sustainable Brands is the most professionally produced, valuable event I’ve ever engaged as an attendee and partner. They offer me numerous ways to engage the community in person and across media channels, all worthwhile. Their magic is that they do this while being down to earth, easy to work with people. It’s an unbeatable combination.”
– Neal Gorenflo, Co-Founder, Shareable

“I had such a nice time at the SB conference. It was my first time and it was great to be part of such an inspiring, motivated and determined community. You and the team really put on a great meeting!”
– Natasha Davidson, Area Marketing Officer, Philips Africa, Philips