



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

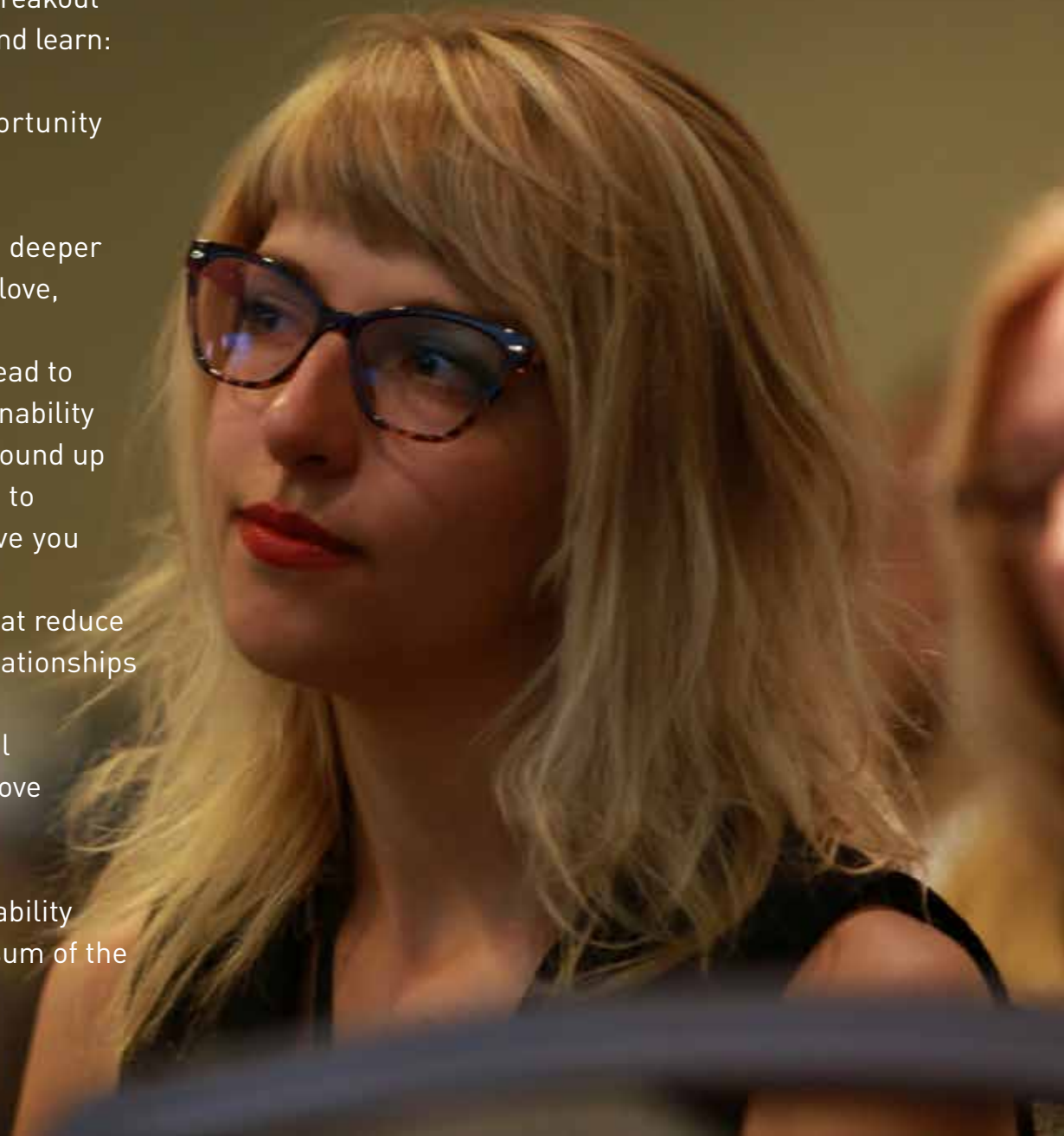
from Guardian Sustainable Business, Forum for the Future, SustainAbility and more. There will be left-brain technical wonks (aka sustainability analysts, market researchers, corporate strategy planners) and right-brain creative punks (aka marketers, communicators, product designers) converging to create 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.



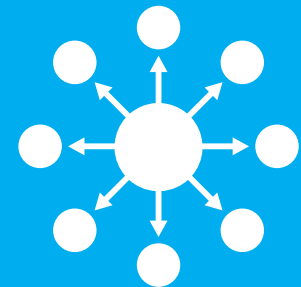
ACTIVATION HUB

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.



NIGEL 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

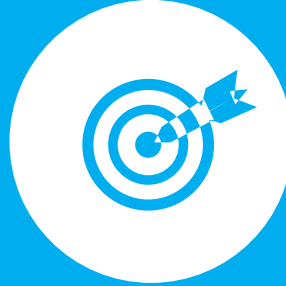
On The Circular Economy

FIND YOUR PASSION



SUSTAINABILITY & CSR

I seek to solve social problems that alleviate, or altogether eliminate, resource tensions along the way.



BRAND STRATEGY

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



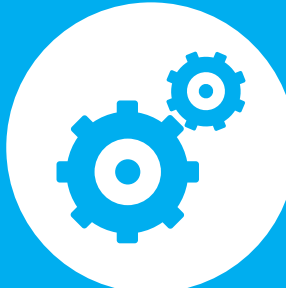
COMMUNICATIONS

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



DESIGN & INNOVATION

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



SUPPLY CHAIN

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



HUMAN RESOURCES

I encourage embedded sustainability-driven behaviors and proactive management to drive change from within.

DAY 1: WORKSHOPS | MONDAY, NOVEMBER 3RD

9: 00AM-12:00PM

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

Daianna Karaian, Head of Brand Strategy, **Futerra**

Stuart Duncan, Marketing Manager, **Futerra**

12:00-13:30

LUNCH

13:30-16:30

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**

17:00 - 19:00 **Birds-of-a-Feather Dinners**

119:30 **Private Event for Sustainable Brands Corporate Members and Invited Guests**



DAY 2: PROGRAM | TUESDAY, NOVEMBER 4TH

9:00-10:30		MORNING PLENARIES		14:00-15:00		AFTERNOON BREAKOUTS	
		<p>Opening Remarks</p> <p>Sally Uren, Chief Executive, Forum for the Future Jo Confino, Executive Editor, The Guardian</p> <p>Holonomic Thinking: Upgrading Leadership Skills and Systems Thinking for the New Economy</p> <p>Simon Robinson, Co-Author, <i>Holonomics: Business Where People and Planet Matter</i> Maria Moraes Robinson, Co-Author, <i>Holonomics: Business Where People and Planet Matter</i></p> <p>A New Product Design Paradigm: Radical Integration of Material Sustainability, Job Creation and Customer Service</p> <p>Aly Khalifa, Founder, Lyf Shoes</p> <p>Communicating Sustainability at a Brand Level: A Close Look at 15 Global FMCG Leaders</p> <p>Matthew Yeomans, Founder, Sustainly</p> <p>Heroes of Innovation: The Logic and Value of Branding an “Anonymous” Supply Chain Company</p> <p>Rich Kylberg, Vice President, Corporate Communications, Arrow Electronics</p>				<p>BRAND POSITIONING & COMMUNICATION</p> <p>Intersecting Sustainability and Marketing, Continued: Q&A about Heineken’s Experience to Date</p> <p>Michael Dickstein, Director, Global Sustainable Development, HEINEKEN International</p> <p>Kirsten Barnhoorn, Founder, New Energy Consulting</p> <p>PRODUCT& SERVICE INNOVATION</p> <p>Quantifying a Product’s #SocialFootprint: The Next Stepping Stone in Assessing Product Sustainability</p> <p>Joss Tantram, Partner, Corporate Sustainability, Terrafiniti LLP</p> <p>Roy Vercoulen, Vice President, Europe, Cradle to Cradle Products Innovation Institute</p> <p>Richie Hardwicke, Head of Corporate Services, Trucost</p> <p>Liesbeth Bracke, IDC Team Leader & Project Manager, Europe, AGC Glass</p> <p>CULTURE SHIFT TRACK</p> <p>The Value of Deeper Collaboration: Evolving Partnerships in Deforestation</p> <p>Nicole Rycroft, Founder and Executive Director, Canopy</p> <p>Christopher Hodgson, Environment and Sustainability Manager, Guardian News Media</p> <p>Claire Bergkamp, Sustainability Manager, Stella McCartney</p>	
10:30-11:00		NETWORKING BREAK		15:00-15:30		NETWORKING BREAK	
		<p>Building Brand Trust and Sustainable Returns Through Citizenship Strategy & Culture Change</p> <p>David Wheldon, Head of Brand, Reputation and Citizenship, Barclays Group</p> <p>Intersecting Sustainability and Marketing: Driving Positive Impact, Market Share and Brand Acuity at the Same Time</p> <p>Michael Dickstein, Director, Global Sustainable Development, HEINEKEN International</p> <p>Lessons and Trade-offs in Embedding a Sustainability Concept into an Above-the-line Marketing Campaign</p> <p>Chris Moss, Customer & Marketing Director, B&Q</p> <p>Awkward-looking Fruits and Vegetables for the Win: The Magic of “Inglorious” Produce</p> <p>Mathieu Delcourt, Intermarché</p> <p>A Trailblazer’s Multipronged Approach to Prosperity: Aligning Strategy, Product Innovation, Customer Preferences and Performance Metrics</p> <p>Mike Barry, Director of Sustainable Business (Plan A), Marks & Spencer</p>		15:30-16:30		<p>In Search of the Holy Grail: Building Movements for Behavior Change at Scale</p> <p>Dan Burgess, Co-Founder, Swarm</p> <p>Ivo Gormley, Founder, Good Gym</p> <p>The Path to Slave-Free Supply Chains: Growing Risks and Practical Solutions</p> <p>Pamela Wilhelms, Executive Coach, Systems Coach, Social Architect</p> <p>Ruth Dearnley, CEO, Stop the Traffik</p> <p>Creating Social Value by Empowering Young People</p> <p>Martin Chilcott, CEO, 2degrees</p> <p>Bella Vuillermoz, Director, Sky Academy, Sky</p> <p>Additional Speaker(s) TBA</p>	
12:30-14:00		LUNCH & ACTIVATION HUB OPEN		16:45-17:30		EVENING PLENARY	
				17:30-19:00		Reception	
				19:00-21:00		Birds of a Feather Dinners	
				21:00		Cocktail Meet-ups	

DAY 3: PROGRAM | WEDNESDAY, NOVEMBER 5TH

9:00-10:30 MORNING PLENARIES

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

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**

Jacobine 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*

16:45-17:30

CLOSING EVENING PLENARY



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**





2014

LONDON

NOV 3 – 5
LANCASTER LONDON

REIMAGINE
REDESIGN
REGENERATE

www.SB14London.com

COPYRIGHT © SUSTAINABLE BRANDS, 2014.
ALL RIGHTS RESERVED.