SB’17 DETROIT: LEARNING, INSPIRATION & CO-CREATION
Sustainable Brands offers four days of conversation, learning and inspiration, led by a world-class faculty of thought-leaders and practitioners who offer diversity of insight and demonstrate tangible business results. Speakers featured here provide only a glimpse of the complete program of more than 300 experts across ten conference subject tracks, designed to propel your business to success through innovation and action toward a sustainable future. Check online for regular updates as more speakers and program details are confirmed each week.

WORKSHOPS

Evolving Our Inner Game: How to Lead by Example, Defy Cynics and Inspire Active Collaborators
• John Marshall Roberts, Author, *The Voice Code: Master Your Inner Game*

Transformational Leadership and Integration: Synthesizing over a Decade of Best Practices
• Leith Sharp, Director of Executive Education for Sustainability Leadership, *Harvard University*

Aspiration vs. Advocacy: Defining Brands’ Path to the Good Life
• Raphael Bemporad, Co-Founder and Principal, *BBMG*

Movement-Making that Transcends Business-as-Usual Transactions
• Jensie Miksich, Brand Director, *Context Partners*
• Charlie Brown, Founder and CEO, *Context Partners*

Learning from Young Detroiters: An Exploration of The City of Detroit’s Mayor’s Office Youth Advisory Commission
• Sayo Ayodele, Director, *Leaders’ Quest*
• Rachel Parikh, Program Lead, *Leaders’ Quest*
• Representatives of City of Detroit’s Mayor’s Office Youth Advisory Commission

REDEFINING THE GOOD Life

Explore more at SB17Detroit.com
WORKSHOPS

Measuring and Enhancing a Brand’s Innovation and Sustainability Maturity Levels
• Tim McAloone, Co-Founder, Essensus
• Additional Speakers TBA

Growing Sustainability Programs: Getting Unstuck When Progress Stalls and Turning Naysayers into Advocates
• Kevin Hagen, Director of Corporate Responsibility, Iron Mountain
• Additional Speakers TBA

Contextualizing Sustainability Performance: Tools for Rigorous Corporate Strategy-making and Goal-setting
• Stephanie Bertels, Founder and Lead Researcher, Embedding Project
• Lisa Leong, Manager of Research, Strategy & Development, Embedding Project

The Ultimate ROI Workbook: Building Compelling Business Cases for Sustainability Initiatives
• Bob Willard, Founder, Sustainability Advantage

Deploying the Principles of Sustainable Packaging: Distilling Best Practice and Optimal Paths Forward
• Nina Goodrich, Director, Sustainable Packaging Coalition
• Keefe Harrison, CEO, The Recycling Partnership
• Kim Carswell, Director of Packaging, Target
• Bryan Shova, Sr. Creative Director, Industrial Design, Kaleidoscope
• David Clark, Vice President Safety, Environment, and Sustainability, Amcor

Linking Sustainability Attributes to Brand Equity and Embedding Sustainability as a Marketing Priority
• Ricardo Caceres, Global Marketing Director Sustainability, Coca Cola
• Omar Rodriguez-Vila, Assistant Professor, Georgia Tech Scheller College of Business

Tools for Creating Positive Brands: How to Leverage Purpose and Sustainability to Boost Your Brand
• Elisabeth Laville, Chief Entrepreneur, Utopies

Subcultures, Desires and Trends: How Brands Can Be Cultural Allies without Being Cultural Gentrifiers
• Michael Brooks, Co-Host/Founder, 2 Dope Boys & a Podcast
• Phil McKenzie, Co-Host/Founder, 2 Dope Boys & a Podcast

• HATCH for Good
WORKSHOPS

Breaking Through Gridlock: The Art of Navigating Pitfalls and Pathways in Conversations for a Better World
• Gabriel Grant, Co-Author, *Breaking Through Gridlock: The Power of Conversation in a Polarized World*
• Jason Jay, Co-Author, *Breaking Through Gridlock: The Power of Conversation in a Polarized World*

The Great Pivot: Freeing Up Humans to Do Meaningful Work
• Justine Burt, Founder and CEO, Appraccel
• Additional Speakers TBA

Nature’s Lessons on Design and Innovation: Applying Decades’ Worth of Pioneering Biomimicry Research
• Nicole Hagerman Miller, Managing Director, *Biomimicry 3.8*
• Additional Speakers TBA

Navigating Sustainability Frameworks and Tools: A Practical Guide and Tips from Leading Experts
• Daniel Aronson, Founder, Valutus
• Additional Speakers TBA

Creating System Value: Informing and Measuring Positive Contributions at a System Level
• Geoff Kendall, Co-Founder & CEO, *Future-Fit Foundation*
• Martin Rich, Co-Founder & Chair, *Future-Fit Foundation*
PLenarys

PRINCIPLES OF THE GOOD LIFE: UNDERSTANDING SYSTEM CONDITIONS AND ADOPTING AN OPTIMAL MINDSET
Redefining the Good Life: Brand Leadership in the 21st Century
• KoAnn Vikoren Skrzyniarz, Founder & CEO, Sustainable Brands

Framing is Everything: How to Approach Resources and Systems in Designing the Good Life
• William McDonough, Founding Principal, William McDonough + Partners Architects

Principles of the Good Life: Learning from Transformative Journeys in and around Detroit
• Speaker TBA, Ford Motor Company
• Speaker TBA, The Dow Chemical Company
• Pashon Murray, Co-Founder, Detroit Dirt

PRINCIPLES OF THE GOOD LIFE: MEANINGFUL PARTNERSHIPS WITH KEY STAKEHOLDERS
Visions of the Good Life through the Lens of the Latest Research Data
• Speakers TBA, Globescan, SustainAbility, BBMG, Harris

Working across the Aisle: How to Navigate Difficult Conversations and Build Bridges in a Divided Country
• Speaker TBA

PRINCIPLES OF THE GOOD LIFE: HAPPINESS
The Five Thieves of Happiness: How We Deprive Ourselves of Our Most Natural State and What Can Be Done About It
• John Izzo, Author, The Five Thieves of Happiness

Happiness as a Practical Tool for Next-level Leadership, Strategy and Innovation
• Speaker TBA

PRINCIPLES OF THE GOOD LIFE: SATISFACTION THROUGH SUSTAINABLE LIFESTYLES
Designing and Driving Positive Consumption Norms in Pursuit of the Good Life
• Virginie Helias, Vice President of Global Sustainability, Procter & Gamble

Embedding the Heart and Soul of the Search for the Good Life into Brand Strategy
• Paul Norman, President, North America, Kellogg Company

Leading With Empathy: Why It’s More Important Than Ever To Build Bridges Between People
• Daniel Lubetzky, CEO, KIND Snacks
PRINCIPLES OF THE GOOD LIFE: DIVERSITY AND INCLUSION
What It Means to be Human and How Brands Can Design for the True Inclusion of All of Humanity
• Dr. Victor Pineda, President and Founder, World Enabled

Shifting Our Collective Narrative: Brands as Key Allies in the Fight against Human Trafficking
• Dr. Halleh Seddighzadeh, Founder, Asylee, Refugee Migrant Assistance Network

Access and Equality as Drivers of Fundamentally New Business Models
• Sam Polk, CEO, Founder, Everytable

Democratizing Sustainability Data: How Wide Access to Big Data Can Speed Up Positive Transformation
• Kate Brandt, Chief Sustainability Officer, Google

PRINCIPLES OF THE GOOD LIFE: CONTINUOUS REINVENTION
Why and How Brands Need to Equip Themselves for Continuous Reinvention in a Complex World
• Dr. Nadya Zhexembayeva, Chief Executive Officer, WE EXIST Reinvention Agency

Holistic Reinvention: Win-win Scenarios Emerging from Rethinking an Entire Value Chain
• Nour Tayara, Assistant Vice President of Marketing, L’Oréal

What Can Watson Do: How the World’s Most Popular Supercomputer is Enabling the Good Life
• Speaker TBA, IBM

In Pursuit of a Closed Loop Supply Chain: Pulling the Curtain on Research and Innovation Facilitating the Pursuit of a Circular Economy
• Sarah Chandler, Director of Operations and Environmental Initiatives, Apple

Sustainable Brands Innovation Open: Connecting Brands with Disruptive Entrepreneurs
• Speakers TBA
BREAKOUTS

MACRO TRENDS & DRIVERS
Living in a Post-Paris World: What is Happening, How Brands Can Participate, and the Full Range of Benefits That Await
• Thomas Schröder, Director of Marketing and Communications, South Pole Group
• Additional Speakers TBA

The Growing Importance of Sustainability Impacts for Enterprise Risk Management
• Brendan LeBlanc, Partner, Climate Change and Services, EY
• Additional Speakers TBA

The Rise of Cities in Solving Social, Environmental and Economic Challenges and Enabling the Good Life
• Speakers TBA

Aligning Corporate Strategy and Innovation with the UN Sustainable Development Goals
• Speakers TBA

TRANSFORMATIONAL LEADERSHIP
From a Golden Past to a Glorious Future: Reinventing Brands Inside and Out with Compelling New Visions
• Kimberly Kleiman-Lee, Lead, Senior Executive Leadership Development, General Electric
• Additional Speakers TBA

Redefining CEO Success for the Age of Purpose-driven Brands Leading the Way to the Good Life
• Andrew Winston, Author, The Big Pivot
• John Izzo, Author, The Five Thieves of Happiness

Project Breakthrough: Exponential Solutions Tackling Systemic Problems at Scale
• Lorraine Smith, Senior Researcher, Volans
• Additional Speakers TBA

Learning from Young Leaders: How the Best and Brightest of the Next Generation Envision the Good Life
• Speakers TBA

Analyzing the Pros and Cons of Co-ops and Other Employee Ownership Models
• Speakers TBA
BREAKOUTS

EMPLOYEE ENGAGEMENT
Engaging Employees in Win-Win Partnerships that Boost Morale, Strengthen Brand Purpose and Improve the World
- Lisa Hogen, Chief Development Officer, Kiva
- Christopher Marshall, Head of Partnerships, GOOD Worldwide
- Speaker TBA, PayPal

Emerging Tools and Programs for Developing and Analyzing the Workforce of the Future
- Sally Uren, Chief Executive, Forum for the Future
- Additional Speakers TBA

Trends in Values-led Hiring: How to Go About Hiring and Engaging People with a Criminal Record
- Paul Hickman, Founder & CEO, Urban Ashes
- Emily Hunt Turner, Founder, All Square
- Additional Speakers TBA

Improving the Circumstances of Menial Jobs by Infusing Them with Purpose and Equipping Them with a Path for Growth
- Bea Boccalandro, President, VeraWorks
- Additional Speakers TBA

Structuring and Executing Future-proof Fossil-free 401k Plans for Employees of All Generations
- Paul Herman, CEO + Founder, HIP Investor
- Additional Speakers TBA
CONSUMER ENGAGEMENT

Research Roundtable: What the Good Life Means to Consumers, and How They Imagine Brands will Help Take Us There
- Carol Cone, CEO, **ON PURPOSE**
- Speaker TBA, **Harris**
- Additional Speakers TBA

The Role of Brands in Inspiring and Uniting Consumers in the Midst of Complex Political and Social Tensions
- David Levine, Co-founder & Chief Executive Officer, **American Sustainable Business Council**
- Nelson Switzer, Chief Sustainability Officer, **Nestle Waters**
- Additional Speakers TBA

A Close Look at Brand Authenticity and Trust in an Era of Radical Transparency
- Speakers TBA

Emerging Opportunities to Engage Consumers in Fundamentally New Ways through New Technologies
- Cullen Schwarz, Co-Founder, **Donegood**
- Andre Angel, CEO, **Tango Tab Software**
- Additional Speakers TBA

- Anda Gansca, CEO & Co-Founder, **Knotch**
- Additional Speakers TBA
BREAKOUTS

BEHAVIOR CHANGE

How to Have Difficult Conversations: Building Bridges in a Divided Country
• Aria Finger, CEO, DoSomething.org
• Renee Lertzman, Psychosocial Researcher and Engagement Advisor
• Meighen Speiser, Chief Engagement Officer, ecoAmerica
• Chad Smith, Founder, Humanwealth Partners

Redirecting Desire: A Psychosocial Guide to Addressing Consumption Norms and Patterns
• Renee Lertzman, Psychosocial Researcher and Engagement Advisor
• Martin Tull, Senior Adviser, Social Impact and Sustainability

Transforming Consumption Norms Around Food
• Daniel Vennard, Director of the Better Buying Lab, WRI
• Additional Speakers TBA

Transforming Consumption Norms Around Fashion
• Myriam Laroche, Founder and President, Ecofashion Week
• Additional Speakers TBA

Self-betterment for the Win: New Tools for Personal Growth and Empowerment
• Speakers TBA

PRODUCT & SERVICE INNOVATION

Circularity as the Leading Design Principle of Our Time
• Speakers TBA

The Future of Automation and Its Impacts on Jobs, Societal Dynamics and Human Health
• Nicholas Aster, Founder & Publisher, Triple Pundit
• Additional Speakers TBA

Win-win Opportunities for Brands to Support and Learn from Sustainability-minded Entrepreneurs
• Paul Dillinger, VP, Head of Global Product Innovation, Levi Strauss & Co.
• John Moore, Co-Founder, Chief Creative Officer, Outerknown
• Whitney Mayer, Manager, Social Innovation, Hershey’s
• Additional Speakers TBA

Designing for Inclusivity: An Overlooked but Critical Principle for Product and Service Innovation
• Dr Victor Pineda, President and Founder, World Enabled
• Additional Speakers TBA

The Future of Mobility: Scaling Cross-Industry Partnerships and Leveraging New Technologies
• Speakers TBA

REDEFINING THE GOOD Life

Explore more at SB17Detroit.com
SUPPLY CHAIN INNOVATION
The Conundrum of Relocalizing Manufacturing back to the United States
• Speakers TBA

The Growing Impacts of Satellite Imaging and Other Transparency Tools on Understanding Global Supply Chains
• Speakers TBA

The Future of Sustainable Agriculture: Carbon-Positive Farming, Nutrient Management and Beyond
• Roian Atwood, Director of Sustainability, Wrangler
• Additional Speakers TBA

Lessons from the First Edition of CDP's Supplier Engagement Ratings
• George Hodge, Senior Manager, Supply Chain, CDP

A Practical Guide to the Environmental Protection Agency’s Programs Helping Brands Engage and Improve Supply Chains for Sustainability
• Cheryl Bynum, Center Director, SmartWay & Supply Chain Program Center, Environmental Protection Agency
• Additional Speakers TBA

NEW METRICS
Research Roundtable: The Dollar Value of Leadership and Employee Engagement for Sustainability
• Speakers TBA

New Research Insights on the Beneficial Impacts of Healthy Ecosystems on Human Health
• Heather Tallis, Global Managing Director and Lead Scientist for Strategy Innovation, The Nature Conservancy
• Alex Thompson, Vice President, Communications and Public Affairs, REI
• Additional Speakers TBA

Science-based Targets: State of Play and Prospects for the Near and Medium Term
• Laura Phillips, Senior Vice President for Global Sustainability, Walmart
• Additional Speakers TBA

• Michelle Lapinski, Steering Group, Natural Capital Coalition
• Additional Speakers TBA

New Types of Impact Investment Models Promising to Take the Field Forward
• Paul Herman, CEO + Founder, HIP Investor
• Marc Diaz, Managing Director, NatureVest
• Additional Speakers TBA
COMMUNITY ENGAGEMENT
Win-win Opportunities for Brands to Provide Education, Training and Other Means of Boosting People Upward in the Face of a Rapidly Changing Job Market
- Speakers TBA

The Story Behind B Corps’ Rise to Gaining the Trust, Business and Brand Loyalty of the Communities They Serve
- Ryan Williams, Good Cop, Method
- Kim Coupounas, Director, B Lab
- Additional Speakers TBA

Urban Gardening, Urban Greening and Other Trending Urban Collaborations
- Atlanta McIlwraith, Senior Manager of Community Engagement, Timberland
- Additional Speakers TBA

A Call to Action: Brands as Key Allies in the Fight against Human Trafficking
- Dr. Halleh Seddighzadeh, Founder, Asylee, Refugee Migrant Assistance Network
- Gwen Migita, Vice President, Sustainability & Corporate Citizenship, Caesars Entertainment
- Inge Huijbrechts, Vice President Responsible Business, Carlson Rezidor Hotel Group
- Additional Speakers TBA

A Sampler of Some of the Best Detroit-specific Exemplary Community Engagement
- Speakers TBA

RETAIL INNOVATION
Retailers’ Positions and Policies on Chemicals and the Future of Desirable Materials
- Speakers TBA

Making Supply Chain Innovation Compelling: A Visual Design and Storytelling Strategy in Action
- Speakers TBA

Future Trends in Sustainable Retail & How to Succeed in Leading Them
- Speakers TBA

A Close Look at the Trends and Business case for Integrating Sustainability into Private Label Products
- Speakers TBA

Innovative Internal and External Financing for Energy Projects
- Speakers TBA