2019 Sustainability Summit: How Corporate Superstars Generate Impact

Day One: Tuesday, July 16, 2019

Registration and Breakfast: 8:30 – 9:00 am

General Session A: 9:00 – 10:30 am

Meeting global climate change targets: How are we doing?

How can business lead the urgent fight to reduce carbon emissions? Ted Halstead, who launched the Climate Leadership Council along with James A. Baker III, Henry M. Paulson, Jr., and other top business and government leaders, says the answer is carbon dividends, and “the road to climate progress in the United States runs through . . . the business community.” Ryan Costello, Managing Director, Americans for Carbon Dividends (former Congressman R-PA 6th District), will detail corporate strategies and policy actions that he believes will bypass regulation and pollution at once.

Ryan Costello, Managing Director, Americans for Carbon Dividends (former Congressman R-PA 6th District)

Networking Refreshment Break: 10:30 – 11:00 am

General Session B: 11:00 am – 12:30 pm

If you wonder what your sustainability initiatives will cost you, you’re asking the wrong question.

Increasingly, sustainability pays off: in brand strength, in customer satisfaction, and at the bottom line. Guardian Life Insurance has new numbers on customer response to sustainability—response that translates to profit. Global pharmaceutical company Abbott is creating shared value in India by working with small dairy farms along its supply chain to increase incomes, milk supply, and its own nutrition business. And ProjectROI continues to build a roadmap of essential practices for companies that want to follow the leads of companies like Abbott and Guardian.

Mike Carren, Vice President, Corporate Social Responsibility, Guardian Life Insurance Company

Jenna Daugherty, Divisional Vice President Global Social Responsibility, Abbott

Steve Rochlin, Program Director, The Conference Board

Andy Siwo, Investment Director, Colonial Consulting

Networking Luncheon: 12:30 – 1:30 pm

General Session C: 1:30 – 3:00 pm

When it comes to people and the planet, you’re only as good as your worst supplier.

No matter how woke you are at corporate headquarters, if you have suppliers deficient in human rights and environmental practices, you have an issue. Hershey’s is investing in small cocoa farmers while holding them to a code of conduct to help end practices leading to deforestation, thus ultimately protecting the cocoa crop. And the UN Foundation is helping improve the reproductive health of female factory workers to keep them in the labor force.

Robyn Russell, Director of Programs and Innovation, Universal Access Project, UN Foundation

Jeff King, Senior Director, Global Sustainability and Social Impact, Hershey’s

Networking Refreshment Break: 3:00 – 3:30 pm

General Session D: 3:30 – 5:00 pm

Measuring societal improvement is even tougher than measuring ROI. But it can be done.

How do companies measure the tangible improvements their CSR initiatives have made? We’ll learn latest practices from some of the best: the nonprofit arm of Salesforce, the Association of Corporate Citizenship Professionals, and from Premera Blue.

Carolyn Berkowitz, CEO, Association of Corporate Citizenship Professionals

Brian Komar, Vice President, Global Impact Engagement, Salesforce.org

Paul Hollie, Lead – Social Impact and Corporate Communications, Premera Blue Cross

Day Two: Wednesday, July 17, 2019

Registration and Breakfast: 8:30 – 9:00 am

General Session E: 9:00 – 10:30 am

Investing Impact investing is changing the investment world. And the world.

When companies and institutional investors consider sustainability as well as profit, they are actually harnessing the power of business and equity to improve society and the environment. We will learn how Prudential is investing for financial and social impact. And we will hear from Colonial Consulting about the ways in which sustainability is starting to influence mainstream investor choices.

Tony Berkley, Vice President, Prudential

Ken Gustavsen, Chief of Staff / Strategy Officer, Social Business Innovation, Merck

Ryan Ross, Chief Innovation Officer, Halcyon

Networking Break: 10:30 – 11:00 am

General Session F: 11:00 am – 12:30 pm

The circular economy means new methods—and exciting new products.

Leaders will discuss their innovative cradle-to-cradle models and share lessons learned. Can a running shoe save the ocean? Maybe not, but Adidas’ UltraBoost shoe, made from plastic ocean debris and other recycled materials, isn’t hurting the company or the environment. Each $200 pair reuses 11 plastic bottles—and sales have been brisk since the shoe’s 2017 debut. We’ll hear more about this sustainability success. And we’ll learn about LOOP—a Trenton, NJ startup that uses the old milkman model to create an environmentally friendly way to purchase, deliver, and re-use everything from shampoo to orange juice in reusable containers.

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
Networking Luncheon: 12:30 – 1:30 pm

General Session G: 1:30 – 3:00 pm

**Smartphones to the rescue: Technology in support of human rights.**
What if factory workers were issued smart phones with secure VPNs, enabling them to report abuse with impunity and to learn about their rights from a neutral party? Verizon, along with other corporate leaders who are members of the Global Enabling Sustainability Initiative (GeSI), is looking for tech-based ways to empower workers. Leaders of these initiatives will describe their approaches to using tech to support solutions in labor rights, human trafficking, and other serious human rights issues.

*Jim Gowen,* Vice President Supply Chain Operations and Chief Sustainability Officer, **Verizon**

*Luis Neves,* Managing Director and CEO, **Global Enabling Sustainability Initiative (GeSI)**

Networking Break: 3:00 – 3:15 pm

General Session H: 3:15 – 4:30 pm

**How do you measure societal impact? This study did it by using cost per outcome and efficacy rate.**
A new pilot study undertaken by The Conference Board and the Impact Genome Project® (IGP) measures the performance of corporate societal investments. Benchmark metrics include efficacy rates and cost per outcome, based on data from 16 companies whose funding contributed to nearly 650 nonprofit programs. The good news: Most nonprofit programs supported by companies in the pilot are effective—or extremely effective. Researchers from the project will discuss this and other findings.

*Arlene Issac’s Lowe,* Global Head of CSR, **Moody’s Corporation** and President, **Moody’s Foundation**

*Jason Saul,* CEO, **Mission Measurement**
REGISTRATION INFORMATION

Online  www.conferenceboard.org/sustainability2019
Email   customer.service@conferenceboard.org
Phone   212.339.0345
        8:30 am – 5:30 pm ET, Monday – Friday

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Fees do not include hotel accommodations.

Location
The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd), 3rd Floor
New York, NY 10022

Customer Service: 212.339.0345

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person
For a team of three or more registering from the same company at the same time, take $150 off each person’s registration. One discount per registration. Multiple discounts may not be combined.