



HOW
NOW

#SB16bcn   
#sustainablesunday



PROGRAM

23 - 24 MAY BARCELONA



THE BRAND PURPOSE COMPANY

Knowledge - Innovation - Engagement

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Sandra Pina.
Partner of Quiero salvar el mundo haciendo marketing and Sustainable Brands Barcelona's Director.



Welcome to Sustainable Brands Barcelona'16, organized by our consultancy firm Quiero salvar el mundo haciendo marketing. Our second edition convening as a community of change-makers, exploring how brands can succeed by enabling a flourishing future.

On Sunday, May 22nd, we brought to the citizens and visitors of Barcelona Sustainable Sunday: the opportunity to share a Sunday around fun, educative and sustainable activities, while meeting the brands and organizations that are working towards a sustainable future and that are exploring HOW to make sustainability sexy for citizens NOW.

During the conferences at the IESE Business School, we will collectively discover HOW to leverage new data, tools, partnerships and best practices NOW to get better brands to market, and into the hearts of customers. This excites us. We are inspired every day by the creativity and commitment demonstrated by those leading the way, and we are delighted to share some of their stories with you these two days of conferences thanks to the global Sustainable Brands community.

These three days are about recognizing that together we have the ideas, the influence and resources to drive a shift to a sustainable global economy. Finally, we want to thank our sponsors and contributors that gave their resources, commitment and love to us.

Let's learn and build together HOW we can take further steps towards a flourishing future NOW!

Sandra and the Sustainable Brands Barcelona team

PROGRAM



MONDAY, MAY 23rd

08:00 - 18:00 REGISTRATION OPEN

09:00 - 13:40 MORNING PLENARIES

Welcome & Morning introduction

José Illana, QUIERO SALVAR EL MUNDO HACIENDO MARKETING, Founder & Partner
Koann Vikoren Skrzyniarz, SUSTAINABLE BRANDS, CEO and Founder

How (and Why) to Make the Big Pivot to a Thriving Future now

Andrew Winston, THE BIG PIVOT, Author

6 months after COP 21: How the turning point was made and how we can accelerate the way to a sustainable future now

Teresa Ribera, IDDRI, Director

How business is making "post-Paris implementation" a reality now?

Maria Mendiluce, WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT, Managing Director Climate & Energy

A personal view from a CEO: How COP 21 is affecting my daily work and our winemaking practices now

Javier Pagés, CODORNIU, CEO

How to go from marketing to mattering now: Redefining marketing and brand value

Pio Cabanillas, ACCIONA, Managing Director of Global Marketing and Corporate Image

11:35 - 12:00 NETWORKING BREAK

12:05 - 13:40 MORNING PLENARIES

How to build a strong business case for sustainability now: LEGO's journey

Tim Brooks, LEGO, Vice President of Environmental Responsibility

How does international research collaboration fuel sustainability innovations now? Sport Infinity: Messi's boots today, recycled into yours tomorrow

Gerd Manz, ADIDAS, Vice President Technology Innovation

Make tomorrow love today: how to bridge what we do along the supply chain with the society now

Peter Gräve, BASF, Communication Manager Spain

How to Achieve a Top Sustainability Ranking now

R.Paul Herman, HIP INVESTOR, CEO and Founder

13:45 - 14:55 LUNCH AT IESE

15:00 - 18:50 AFTERNOON PLENARIES

How to successfully scale sustainability now through a portfolio of powerful brands

Anna Maria Rugarli, VF CORPORATION, Director Sustainability and Corporate Social Responsibility VF EMEA

Creative under fire: How creativity and advertising can help solving big scary real-world problems now?

Mark Woerde, LEMZ, Co-Founder

How to transform and lead, in the age of sustainability now:

The Coca-Cola company

Miguel Mira, THE COCA-COLA COMPANY, Director of Public Affairs & Communications IBERIA

How is social and eco innovation driving behaviour change in consumers and companies now?

Antonino Vaccaro, IESE, Associate Professor; Merijn Everaarts, DOPPER, Founder and CEO; Miguel Neiva, COLOR ADD, Creator, in conversation with Sonia Ruiz, NOIMA, Founder

17:15 - 17:35 SHORT BREAK

Five human aspirations and the future of brands:

How to make sustainability relevant and meaningful to consumers now

Raphael Bemporad, BBMG, Founding Partner and Chief Strategy Officer

How is purpose driving leadership now?

Christophe Guibeleguiet, GLOBESCAN, Co-Ceo

Instructions for workshops:

Iván Caballero, THE SOCIAL COIN, Co-Founder and CEO and Mathieu Durrande, Ecodigma, Partner and Founder

18:55 - 20:40 WORKSHOPS

WORKSHOP 1

How to Develop a Strategic Scorecard for Sustainability Now

Moderator:

R.Paul Herman, HIP INVESTOR, CEO and Founder

Other speakers:

Andrew Winston, THE BIG PIVOT, Author

WORKSHOP 2

HOW innovation in Organization & Management can strive cultural transformation towards Sustainability: Governance, Metrics and Methodologies

Moderator:

Mathieu Durrande, ECODIGMA, Partner & Founder

Other speakers:

Anna Maria Rugarli, VF CORPORATION, Director Sustainability and Corporate Social Responsibility VF EMEA
Tim Brooks, LEGO, Vice President of Environmental Responsibility

WORKSHOP 3

How to design relevant, meaningful and impactful brands now

Moderator:

Raphael Bemporad, BBMG, Founding Partner and Chief Strategy Officer

Other speakers:

Francisco Hortigüela, SAMSUNG, Director of Communications, Institutional Relations and Corporate Citizenship

20.45 - onwards

COCKTAIL AND FUN TIME TOGETHER

PROGRAM



TUESDAY, MAY 24th

08:00 - 18:00 **REGISTRATION OPEN**

08:45 - 11:10 **MORNING PLENARIES**

Conclusions for the 1st day

Circular Economy Introduction

William McDonough, MCDONOUGH INNOVATION, Chief Executive

How the Netherlands experiences as a circular hotspot can help you to accelerate your ambitions of circularity for your brand now
Andy Ridley, CIRCLE ECONOMY, CEO

How to embed circular economy thinking into a multinational's culture now

Markus Laubscher, PHILIPS, Director Sustainability & Circular Economy

How to close the loop now: Using reverse logistics and collection networks to create circular value

Juan José Freijo, BRAMBLES, Global Head of Sustainability

How sustainability can drive successful business model innovation now.

The story of leasing jeans by MUD Jeans

Bert Van Son, MUD JEANS, CEO

11:15 - 11:40 **NETWORKING BREAK**

11:45 - 13:45 **MORNING PLENARIES (CONTINUATION)**

It is possible: How to achieve 90% absolute carbon reductions and 50% recycled raw materials now

Ramon Arratia, INTERFACE, European Sustainability Director

How to overcome the barriers for implementing the circular economy in your business now

Marcos López Brea, WINDAR PHOTONICS, South Europe Director & Founder of UBUNTU

How to stop using our natural resources in a careless way now. This time trash is the good news

Javier Goyeneche, ECOALF, President and Founder

A conversation between

William McDonough, MCDONOUGH INNOVATION, Chief Executive and Koann Vikoren Skrzyniarz, SUSTAINABLE BRANDS, CEO and Founder

13:50 - 14:50 **LUNCH AT IESE**

14:55 - 16:35 **WORKSHOPS**

WORKSHOP 1

How to asses if circularity models are applicable to your business now and if so, where to start

Moderator:

Marcos López-Brea, WINDAR PHOTONICS, South Europe Director & Founder of UBUNTU

Other speakers:

Markus Laubscher, PHILIPS, Director Sustainability & Circular Economy
Ramón Arratia, INTERFACE, European Sustainability Director

WORKSHOP 2

How to sell more by selling less now

Moderator:

Ramón Farreny, INÈDIT, CO-FOUNDER

Other speakers:

Bert Van Son, MUD JEANS, CEO

ROUNDTABLE

How to become a relevant brand for millenials now

Moderator:

Britt Hysen, MILLENNIAL, Founder and Editor in Chief

Other speakers:

Juan José Litrán, THE COCA-COLA COMPANY, Public Affairs Director.
David Willans, KIN&CO, Director.
Andrea de la Cruz Barral, QUE QUIERES HACER CON TU VIDA (What Do You Want To Do With Your Life), Researcher

16:40 - 19:40 **AFTERNOON PLENARIES**

How to go beyond digital now

Paul Chong, IBM, Director of IBM Watson Group EMEA

How to apply technology to Sufficiency Economy now

Suthat Ronglong, DO IN THAI CO., Ltd, Founder and CEO. Also application developer, innovator and farmer

How to unlock sustainability's hidden assets now

Giulio Quaggiotto, NESTA, Senior Program Manager in Innovation skills

How to make a green portfolio turnaround now

Filip Engel, DONG ENERGY, Director Sustainability, Public Affairs & Branding. Group Stakeholder Relations

How do you Communicate "What you stand for" now?

Matthew Yeomans, SUSTAINLY, Founder

How to overcome top 5 myths about sustainability now through communication?

Thomas Kolster, GOODVERTISING, Mr. Goodvertising, Author, Speaker, Critic

Special closure and Goodbye: A conversation between

Rosalía Arteaga, FIDAL FOUNDATION, President of the Assessing Board and Alberto Andreu, UNIVERSIDAD DE NAVARRA, Associate Professor of the School of Economics and Business Administration

AGENDA MONDAY, MAY 23rd

SB 2016 BARCELONA



FOR MORE INFORMATION ON OUR SPEAKERS AND THEIR BIOS, PLEASE GO TO:

8:00 – 18:00
REGISTRATION OPEN

9:00 – 13:40
MORNING PLENARIES

WELCOME & MORNING INTRODUCTION

José Illana. QUIERO SALVAR EL MUNDO HACIENDO MARKETING,
Founder & Partner.

Koann Vikoren Skrzyniarz. SUSTAINABLE BRANDS, CEO and Founder.



HOW (AND WHY) TO MAKE THE BIG PIVOT TO A THRIVING FUTURE NOW

Andrew Winston, THE BIG PIVOT, Author

Andrew Winston is a globally recognized expert on how companies can navigate and profit from humanity's biggest challenges. His views on strategy have been sought after by many of the world's leading companies, including HP, J&J, Kimberly-Clark, PepsiCo, PwC, and Unilever. Andrew's latest book, The Big Pivot has been selected among the "Best Business Books of 2014" by Strategy+Business magazine. His first book, Green to Gold, was the top-selling green business title of the last decade. Through his writing, consulting, and speeches (including a TED talk), Andrew provides a practical and optimistic roadmap for building resilient, thriving companies and communities in a volatile world.



6 MONTHS AFTER COP 21: HOW WAS THE TURNING POINT MADE AND HOW CAN WE ACCELERATE THE WAY TO A SUSTAINABLE FUTURE NOW?

Teresa Ribera, IDDRI, Director

Abstract

Teresa will talk about why COP 21 was a turning point process: alliances, risks and implementation opportunities that were key to made this direction change and that can bring us learnings for addressing the change in our organization.

From a global point -organizations, businesses, administration, countries and citizens-

Teresa will share their insights on how to accelerate the implementation towards a sustainable future now.



HOW BUSINESS MAKING "POST-PARIS IMPLEMENTATION" A REALITY NOW

Maria Mendiluce, WORLD BUSINESS COUNCIL FOR SUSTAINABLE
DEVELOPMENT, Managing Director Climate & Energy

Abstract

Implementation is the next big challenge now that the Paris Agreement has been signed by 175 countries. Business is ready, and taking the lead in translating the governments national determined commitments into tangible action. Ground-breaking examples of climate action from business around the world, including the Low Carbon Technology Partnerships Initiative, are showing the pathway. Ultimately, aligning the agendas of business and government will drive value for companies and customers as well as helping to accelerate the transition to a sustainable world.



A PERSONAL VIEW FROM A CEO: HOW COP 21 IS AFFECTING MY DAILY WORK AND OUR WINEMAKING PRACTICES NOW

Javier Pagés, CODORNIU, CEO

Abstract

Codorniu has grown vines and made wine in Penedès since 1551. The Raventós family has been strongly attached to the rural environment for a longtime, and that helped them in being particularly sensitive and concerned about its changes, and feeling as an active player in sustainability. Javier will reflect about his business case on sustainability and how do political decisions such as those emerging from COP 21 affect to their daily work as a CEO and their winemaking practices. He will also give insights on the potential levers that could attract other CEO to integrate sustainability into the DNA of their business.

Also you will be able to hear from Javier the story of Raimat, their biggest family-owned vineyard since 1914, which is run following sustainable viticultural practices.



HOW TO GO FROM MARKETING TO MATTERING NOW: REDEFINING MARKETING AND BRAND VALUE

Pío Cabanillas, ACCIONA, Managing Director
of Global Marketing and Corporate Image

Abstract

Pío will share his point of view about the new frontiers of marketing as a global brand caretaker.

Find out what a "sustainable brand" means for Pío and what the business case is from a global marketer point of view. Why starting from the What is not enough any more for a brand, and why the starting point should be the Why.

Pío will reflect on the importance of layering innovation, empathy and authenticity when building brands and how this should be reflected on new leadership skills of brand leaders.

Finally he will comment on his personal evolution, which the most common doubts and barriers are for building a sustainable brand for a global brand leader, sharing insights that can help us along the way.



11:35 – 12:00 NETWORKING BREAK

12:05 – 13:40 MORNING PLENARIES (CONTINUATION)

HOW TO BUILD A STRONG BUSINESS CASE FOR SUSTAINABILITY NOW: LEGO'S JOURNEY

Tim Brooks, LEGO, Vice President of Environmental Responsibility

Abstract

Starting from the foundation of the company in 1932 up to the present day this session will look at how sustainability is built into the LEGO business with the overall aim of positive

impact for the builders of tomorrow. Recent examples across products, packaging, operations and supply chain the challenges and successes along the way will be shared and the business case will be examined to show that responsible business is good business.



HOW DOES INTERNATIONAL RESEARCH COLLABORATION FUEL SUSTAINABILITY INNOVATIONS NOW? SPORT INFINITY: MESSI'S BOOTS TODAY, RECYCLED INTO YOURS TOMORROW

Gerd Manz, ADIDAS, Vice President Technology Innovation

Abstract

Sport Infinity, a research project lead by adidas and funded by the European Commission, is the latest example of adidas' commitment to innovation and sustainability to enable waste reduction as well as material, component and product recycling.

The presentation will focus on how and why adidas is partnering up with Industry and Academia experts to create innovative technology solutions.



MAKE TOMORROW LOVE TODAY: HOW TO BRIDGE WHAT WE DO ALONG THE SUPPLY CHAIN WITH THE SOCIETY NOW

Peter Gräve, BASF, Communication Manager Spain

Abstract

Chemistry is everywhere in daily life, even though most of the time we are not aware of it. Molecules are the key to life. Therefore, connecting with society is mandatory for us.

How to bridge what we do along the value chain and apply it as our contribution to society?

New chemical connections produce solutions that improve our quality of life. Chemistry is our contribution and the answer to the biggest challenges that our planet will face in the upcoming decades: From urban living, over food supply for a growing population, to smart energy applications.



HOW TO ACHIEVE A TOP SUSTAINABILITY RANKING NOW

R.Paul Herman, HIP INVESTOR, CEO and Founder

Abstract

How can your company lead in sustainability, and be recognized by The Dow Jones Sustainability Index globally or regionally ? Or by the the Newsweek Green Rankings' Global 500?

Learn how to rank highly by delivering sustainability in your products and services, operations and management, with advice from internationally recognized HIP Investor.

By measuring the sustainability results and impact of your customer value, your supply chain and your stakeholders, your firm can rate highly - you can increase the opportunities to be recognized as a market leader.



13:45 – 14:55 LUNCH AT IESE

15:00 – 18:50 AFTERNOON PLENARIES

HOW TO SUCCESSFULLY SCALE SUSTAINABILITY NOW THROUGH A PORTFOLIO OF POWERFUL BRANDS

Anna Maria Rugarli, VF CORPORATION, Director Sustainability and Corporate Social Responsibility VF EMEA

Abstract

VF Corporation, the group with powerful brands like Timberland, The North Face, VANS, Reef etc., is committed to leading in sustainability by relentlessly reducing its environmental impact and innovating to deliver groundbreaking sustainable products and services. One of the ways in which VF lives up to its vision is sharing sustainability best practices across its portfolio of brands and leveraging its scale to drive change in the industry. In this way, VF keeps pushing the bar higher and higher and encourages the industry to come along in its sustainability journey. For VF, action before communication is a fundamental imperative of its corporate culture. At Sustainable Brands, VF will describe how it drives real changes in sustainability through examples from its brands and corporate programs.



CREATIVE UNDER FIRE HOW CAN CREATIVITY AND ADVERTISING HELP SOLVING BIG SCARY REAL-WORLD PROBLEMS NOW?

Mark Woerde, LEMZ, Co-Founder

Abstract

Creatives, like you and me, have the power to solve big, complex, scary real-world problems. I learned this through my experience working on the Sweetie campaign, in which we created a virtual girl to catch online pedophiles and put Webcam Child Sex Tourism on the global agenda. I found that the same talent that allows us to create also hinders us from confronting bigger, more frightening problems than those outlined in marketing briefs. Creatives are extremely sensitive—we have to be in order to perceive deep truths about the human condition. But to enjoy a long, productive career in the creative industry, we must be able to protect ourselves from breakdowns and blockages that can result from too close an encounter with harsh realities. It could very well be true that the self defense mechanisms that help creative people maintain a sense of comfort and security actually prevent us from being able to consider more serious global problems in the first place.

Of course I will share the ins and outs of the Sweetie campaign, but I will also share some tools. Tools that can help you solving big global problems without losing your sanity.



HOW TO TRANSFORM AND LEAD, IN THE AGE OF SUSTAINABILITY NOW: THE COCA-COLA COMPANY

Miguel Mira, THE COCA-COLA COMPANY, Director of Public Affairs & Communications IBERIA

Abstract

Miguel will share how The Coca-Cola Company is using sustainability as a lever for transformation. Consumer, corporate and category are at the center of the transformation process that a brand with 130 years of existence has certainly managed before in a successful way.



HOW IS SOCIAL AND ECO INNOVATION DRIVING BEHAVIOUR CHANGE IN CONSUMERS AND COMPANIES NOW?

Antonino Vaccaro, IESE, Associate Professor;

Merijn Everaarts, DOPPER, Founder and CEO;

Miguel Neiva, COLOR ADD, Creator, in conversation with

Sonia Ruiz, NOIMA, Founder

Abstract

The aim of this discussion is to explore the power of social and eco innovation in shifting consumer behaviours and current business model paradigms. Sonia Ruiz from NOIMA will lead the conversation with three speakers who have very powerful cases on how the behavioural and lifestyle changes can shape more sustainable and socially inclusive market dynamics.



Merijn Everaarts founder and CEO of Dopper will explain us how they are driving consumer change to achieve a world in which people are conscious of the environment we live in, where the amount of single-use plastic is reduced and where everyone, near and far, has access to safe drinking water.

Antonino Vaccaro will expose the case of Addiopizzo Travel, an anti-mafia Sicilian cooperative that works so today any person can visit Sicily through Addiopizzo Travel and be sure that they are spending their money in shops, hotels and restaurants that do NOT collaborate in any way with mafia families.

Miguel Neiva will bring us the case of COLORADD, a color identification system that allows colorblind persons to identify the colors, This system has been applied by a school text books company very successfully.



17:15 – 17:35 SHORT BREAK

FIVE HUMAN ASPIRATIONS AND THE FUTURE OF BRANDS: HOW TO MAKE SUSTAINABILITY RELEVANT AND MEANINGFUL TO CONSUMERS NOW

Raphael Bemporad, BBMG, Founding Partner and Chief Strategy Officer

Abstract

Raphael will present the Five Human Aspirations, highlighting the culture shift that is happening in consumer behavior towards health, authenticity, sustainability and wellbeing with examples and implications for brands, including global and European examples.



HOW IS PURPOSE DRIVING LEADERSHIP NOW?

Christophe Guibeleguiet, GLOBESCAN, Co-CEO

Abstract

Christophe Guibeleguiet, co-CEO of GlobeScan, will share latest research with experts and consumers (from Europe/Spain and 20 other countries) on the shape, expectations and value of purposeful brands and how this is translating into a foundational element of recognized corporate leadership.



INSTRUCTIONS FOR WORKSHOPS

Iván Caballero, THE SOCIAL COIN, Co-Founder and CEO and
Mathieu Durrande, ECODIGMA, Partner and Founder

18:55 – 20:40
WORKSHOPS

WORKSHOP 1

HOW TO DEVELOP A STRATEGIC SCORECARD FOR SUSTAINABILITY NOW

Moderator:

R.Paul Herman, HIP INVESTOR, CEO and Founder

Other speakers:

Andrew Winston, THE BIG PIVOT, Author

[Abstract](#)

Your Board and Executive Team demand accountability for results. How does sustainability fit with the expected financial goals? Learn how to communicate the financial value of sustainability -- higher revenue, lower cost, mitigated risks, competitive advantage -- systematically in a strategic scorecard. See examples of scorecards that communicate this value, and how they cascade through your enterprise. Translate your sustainability initiatives to the traditional financial bottom line -- to show how your firm can do good can align with making money.



WORKSHOP 2

HOW INNOVATION IN ORGANIZATION & MANAGEMENT CAN NOW STRIVE CULTURAL TRANSFORMATION TOWARDS SUSTAINABILITY: GOVERNANCE, METRICS AND METHODOLOGIES

Moderator:

Mathieu Durrande, ECODIGMA, Partner & Founder

Other speakers:

Anna Maria Rugarli, VF CORPOTATION, Director Sustainability and Corporate Social Responsibility VF EMEA

Tim Brooks, LEGO, Vice President of Environmental Responsibility

[Abstract](#)

The main objective for this workshop then is to deeper on how to make a culture change work beyond sustainable good practices or communication. This workshop will focus on Organizational change and Innovation in management that do their part on striving transformation towards sustainability.



WORKSHOP 3

HOW TO DESIGN RELEVANT, MEANINGFUL AND IMPACTFUL BRANDS NOW

Moderator:

Rapheal Bemporad, BBMG, Founding Partner and Chief Strategy Officer

Other speakers:

Francisco Hortigüela, SAMSUNG, Director of Communications, Institutional Relations and Corporate Citizenship

[Abstract](#)

The content presented by Raphael in plenary will have a practice perspective that will help the attendees to learn how to apply the Five Human Aspirations for brand innovation and desing. If you want to have ideas, tools and resources on how to make your brand more meaningful, relevant and impactful, this is your place to be.



We create
chemistry
that makes
locked-in
flavors love
bursting out.

Once its packaging has been opened, food is often quick to lose the freshness and aroma that make it so appealing. It's important that we get the most out of what we have available, as the world wastes about one third of its food. Luckily, chemistry can make a difference.

We have developed a range of packaging products, sealants and light stabilizers to protect food. Apart from offering a longer life span, they seal in freshness. So food is still at its best long after the pack has been opened. When less food goes to waste, it's because at BASF, we create chemistry.

To share our vision visit wecreatechemistry.com

 **BASF**
We create chemistry

AGENDA

TUESDAY, MAY 24th

SB 2016 BARCELONA



8:45 – 11:10
MORNING PLENARIES

CONCLUSIONS FOR THE 1st DAY

CIRCULAR ECONOMY INTRODUCTION

William McDonough, MCDONOUGH INNOVATION, Chief Executive



HOW THE NETHERLANDS EXPERIENCE AS A CIRCULAR HOTSPOT CAN HELP YOU TO ACCELERATE YOUR AMBITIONS OF CIRCULARITY FOR YOUR BRAND NOW

Andy Ridley, CIRCLE ECONOMY, CEO

Abstract

Andy will share how your company can learn from the practical lessons of brands in the Netherlands. How is the Netherlands activating circular economy to become a global leader in the area?

Understand the barriers that the Netherlands had along the way and the shortcuts taken to overcome the obstacles... that will help you to implement circularity in your organization.

Finally, hear from Andy what, from his point of view, are the greatest opportunities of Circular Economy going forward.



HOW TO EMBED CIRCULAR ECONOMY THINKING INTO A MULTINATIONAL'S CULTURE NOW

Markus Laubscher, PHILIPS, Director Sustainability & Circular Economy

Abstract

Building on the experience within Philips over the past years, this session will reflect on the different levels of intervention that can move a multinational towards embracing circular economy thinking. At the same time, it aims to further stimulate the discussion on the multi-faceted and changing role of the sustainability function today.



FOR MORE INFORMATION ON OUR SPEAKERS AND THEIR BIOS, PLEASE GO TO:

HOW TO CLOSE THE LOOP NOW: USING REVERSE LOGISTICS AND COLLECTION NETWORKS TO CREATE CIRCULAR VALUE

Juan José Freijo, BRAMBLES, Global Head of Sustainability

Abstract

Implementing Circular Economy models is not an easy task, infrastructure and industrial tradition are just not designed for it. Closing the loop requires an extra effort and a different thought process. Reverse Logistics and recovery networks play a foundational role in enabling collaboration and circular value chains. During this presentation we will explore real examples to illustrate the challenges and opportunities associated with transforming traditional lineal value chains into efficient circular ones.



HOW SUSTAINABILITY CAN DRIVE SUCCESSFUL BUSINESS MODEL INNOVATION NOW. THE STORY OF LEASING JEANS BY MUD JEANS

Bert Van Son, MUD JEANS, CEO

Abstract

Bert van Son is founder and CEO of MUD Jeans, a sustainable fashion start up from the Netherlands. The company allows customers to shop guilt free and do good for the environment, while looking fashionable and modern. His 30 years experience in the fashion industry has made Bert van Son see the impact fashion has on the environment and made him believe that there is an alternative way. In 2012 he started the idea Lease A Jeans, a program that makes it possible for customers to use jeans and give them back after use. From ownership to access. Allowing customers to regularly renew their wardrobe, while MUD Jeans makes sure the materials will be recycled after use. Bert van Son will talk about the challenges in today's (fast) fashion industry and how he and his team try to master the industry with Lease A Jeans.



11:15 – 11:40 NETWORKING BREAK

11:45 – 13:45 MORNING PLENARIES (CONTINUATION)

IT IS POSSIBLE: HOW TO ACHIEVE 90% ABSOLUTE CARBON REDUCTIONS AND 50% RECYCLED RAW MATERIALS NOW

Ramón Arratia, INTERFACE, European Sustainability Director

Abstract

This session will explore the hard and soft factors that have enabled Interface to rethink their factories, products and processes to gain radical reductions of environmental impact at all fronts. Ramón will also touch on opportunities and barriers for increasing circularity based on Interface experience that can help all of us along the way.



HOW TO OVERCOME THE BARRIERS FOR IMPLEMENTING THE CIRCULAR ECONOMY IN YOUR BUSINESS NOW

Marcos López Brea, WINDAR PHOTONICS, South Europe Director & Founder of UBUNTU

Abstract

A non-negligible number of companies and institutions believe that decoupling economic growth from environmental degradation is not possible. When looking at the world's material flows and international trade, there cannot be a circular economy.

Is that true?

Keeping materials for as long as possible in the loop from the beginning of the supply chain is a big step forward.

How to apply the concept to your business is key.



HOW TO STOP USING OUR NATURAL RESOURCES IN A CARELESS WAY NOW. THIS TIME TRASH IS THE GOOD NEWS

Javier Goyeneche, ECOALF, President and Founder

Abstract

Javier's idea was to create a fashion brand that is truly sustainable.

By integrating breakthrough technology Ecoalf's goal is to create the first generation of recycled products with the same quality, design and technical properties as the best non-recycled products to show that there is no need to use our world's natural resources in a careless way.

Ecoalf has embarked in 2015 upon its most ambitious project to date: UPCYCLING THE OCEANS, an unprecedented worldwide adventure that will help to remove waste from the oceans thanks to the support of fishermen. A revolutionary project that aims to be replicated in other parts of the world and whose main objective is to recover the trash that is destroying the Mediterranean Sea and transform it into top quality yarn to produce fabrics and tailor clothes and accessories.

They believe in a new generation of young companies that think things can be done in a different way and want to stand for something they really believe in. Fashion cannot just be about looking good. It's also about doing what is right and feeling good about it.



A CONVERSATION BETWEEN

William McDonough, MCDONOUGH INNOVATION, Chief Executive and **Koann Vikoren Skrzyniarz**, SUSTAINABLE BRANDS, CEO and Founder

13:50 – 14:50 LUNCH AT IESE



14:55 – 16:35
WORKSHOPS

WORKSHOP 1

HOW TO ASSES IF CIRCULARITY MODELS ARE APPLICABLE TO YOUR BUSINESS NOW AND IF SO, WHERE TO START

Moderator:

Marcos López-Brea, WINDAR PHOTONICS, South Europe Director & Founder of UBUNTU

Other speakers:

Markus Laubscher, PHILIPS, Director Sustainability & Circular Economy

Ramon Arratia, INTERFACE, European Sustainability Director

Abstract

Circularity sounds like a nice idea. But thinking about the day to day in your organization, is circularity applicable to your business? How can you build a strong business case for circularity, that can be internally approved? And if finally the decision is to take it forward... where should you start and which are the first steps you need to take? At this circular economy workshop we will find responses to all these questions.



WORKSHOP 2

HOW TO SELL MORE BY SELLING LESS NOW

Moderator:

Ramón Farreny, INÈDIT, Co-Founder

Other speakers:

Bert Van Son, Mud Jeans, CEO

Abstract

Can my company increase revenues with less consumption of materials and/or products? What tools do I need and how can I apply them? Traditionally, to increase revenue it has been necessary to sell more product, which leads to more consumption of energy and materials. What if it was possible to decouple the increase in revenues from the consumption of energy, materials and/or products? This practical workshop will provide the tools to assess the potential of servitization, that is to say, how to move from manufacturing and/or selling products to offering services as a means to increase revenues, decrease material and energy consumption and offering greater value to the customer.



ROUNDTABLE

HOW TO BECOME A RELEVANT BRAND FOR MILLENNIALS NOW

Moderator:

Britt Hysen, MILLENNIAL, Founder and Editor in Chief

Other speakers:

Juan José Litrán, THE COCA-COLA COMPANY, Public Affairs Director.

David Willans, KIN&CO, Director.

Andrea de la Cruz Barral, QUE QUIERES HACER CON TU VIDA (What Do You Want To Do With Your Life), Researcher

Abstract

Sustainability is among the top values held closely by millennial consumers. This keynote/roundtable session will break down the identity of the new millennial consumer and describe what global millennials look for in the companies they support economically.

The address will allow audience members to understand key characteristics of the millennial generation both globally and in Spain, what constitutes sustainable consumption for this new consumer and employee, how integrating sustainable practices effect local as well as global economies and why these initiatives are more attractive to millennials. We will provide ways for brands and marketing professionals to weave sustainable values into their company narrative in order to attract this in-demand demographic.

Experts in the space who have successfully integrated these practices into their core brand strategy in order to reach millennials will share their findings and speak on how those changes have affected their market position among younger consumers.

(4) Takeaways:

1. A deeper understanding of the new millennial consumer (as it applies to sustainable consumption).
2. Break down ways in which companies can integrate sustainable practices to make them more attractive to millennials.
3. Learn how to reposition and market a brand to millennial consumers.
4. Learn how to retain or attract fresh talent into a brand by creating a system of values that align with the millennial ethos.



16:40 – 19:40

AFTERNOON PLENARIES

HOW TO GO BEYOND DIGITAL NOW

Paul Chong, IBM, Director of IBM Watson Group EMEA

Abstract

The rise of the digital age has been exponential. It shapes the way we work, the way we play and the way we are connected. The world doesn't just look different, it is different.

Life is good then? Well not quite... we still fill in forms but now they are online, we search on Google but making decisions is still a challenge... sure we are connected but life feels a little more complex!

There is a new paradigm shift in technology and it has the potential to disrupt our industries and jobs for the better. Our interaction with systems / devices will be seamless and our decisions will be supported not hampered. In the next 10 years our lives will be inexorably influenced by AI and cognitive systems.



HOW TO APPLY TECHNOLOGY TO SUFFICIENCY ECONOMY NOW

Suthat Ronglong, DO IN THAI CO., LTD, Founder and CEO.

Also application developer, innovator and farmer

Abstract

Suthat used to work in a famous organization and also a large innovation company as the application developer. One day, he left one of a good job in the world of technology. He came back to his homeland, the land of the King. As he has seen over the past few decades, the Sufficiency Economy Philosophy (SEP) was introduced by the King Bhumibol Adulyadej of Thailand. He asked himself how he could apply Information Technology to the King's development philosophy. Over the past six years, he and his team have learnt many perspectives of sustainable development from visiting the royal projects across the country. In 2014, they started the new agricultural platform by applying advanced technology to sufficiency economy, namely, FoodWisdom. Now, this platform emphasizes three pillars of SEP such as moderation, reasonableness, and risk management to more than 10,000 organic farmers. It is also changing the way of living by providing significantly valued information to people when they choose and buy food in any type of markets. Thus, he will express how state-of-the-art technologies apply to sufficiency economy as well as the real world experiences that application developers gained from the adoption of the King's philosophy. As life is not sustainable, we need to create a more sustainable life.



HOW TO UNLOCK SUSTAINABILITY'S HIDDEN ASSETS NOW

Giulio Quaggiotto, NESTA, Senior Program Manager in Innovation skills

Abstract

How can organisations change the frame under which they look at people to unlock innovation? Giulio will show how Mapping assets, not needs is a way to foster distributed R&D - as examples from the development sector show.



HOW TO MAKE A GREEN PORTFOLIO TURNAROUND NOW

Filip Engel, DONG ENERGY, Director Sustainability, Public Affairs & Branding. Group Stakeholder Relations.

Abstract

Ten years ago, DONG Energy was one of the most coal-intensive utilities in Europe but the company decided to change its portfolio. Today, DONG Energy can call itself market leader within offshore wind. Director of Sustainability, Filip Engel, shares how the company turned its green ambitions into reality. The lessons shared serve as an inspiration for anyone with similar turnaround ambitions.



HOW DO YOU COMMUNICATE "WHAT YOU STAND FOR" NOW?

Matthew Yeomans, SUSTAINLY, Founder

Abstract

In today's connected society, simply pledging to be a better company just won't cut it. So, it's no surprise that, as companies look to prove their purpose, they are seeking to communicate that their sustainability work is authentic and effective. In this session Sustainly founder Matthew Yeomans will show how the world's top companies demonstrate exactly what they stand for.



HOW TO OVERCOME TOP 5 MYTHS ABOUT SUSTAINABILITY NOW THROUGH COMMUNICATION?

Thomas Kolster, GOODVERTISING, Mr. Goodvertising, Author, Speaker, Critic

Abstract

In this thought-provoking session, Thomas will kill 5 dominating myths about sustainability from "My consumers don't care about sustainability" to "Consumers don't want to pay more for sustainability".

He'll demonstrate how communication can be the key to unlock hidden value and engagement.



SPECIAL CLOSURE AND GOODBYE: A CONVERSATION BETWEEN

Rosalía Arteaga, FIDAL FOUNDATION, President of the Assessing Board and

Alberto Andreu, UNIVERSIDAD DE NAVARRA, Associate Professor of the School of Economics and Business Administration.





SUSTAINABILITY FOR A SHARED PLANET

At ACCIONA, we believe that another tomorrow is possible. That is why we are a leading company in the search for sustainable solutions for the problems we face. We are developers, suppliers, and global managers of infrastructure, renewable energy, waters and services that support development, innovation, and sustainability.

We invest in sustainable development to ensure a better future for everyone.



What are the barriers that you encounter in your organization when thinking about integrating sustainability? These are some of the most common barriers, transformed into HOW NOW questions, that we identified thanks to the feedback our Sustainable Brands community:

Barriers from General Business point of view transformed into How Now questions:

How to build my business case for sustainability now?

How to measure social impact and sustainable value now?

How sustainability is affecting primary investor's drivers now?

How is the correlation amongst sustainability initiatives and financial results?

Barriers from Marketing point of view:

How to create and escalate consumer engagement now?

How to overcome the disconnection between humans and environment now?

How to shape Societal Demand and Behavior toward Sustainable Norms now?

How sustainability can help to build trust and brand authenticity now?

How to become a relevant brand for society through purpose and sustainability now?

How the correlation between sustainability and brand strength has changed in the last few years ?

How to communicate sustainability through social media to escalate customer engagement now?

Barriers from Human Resources point of view:

How innovation in organization & management can drive cultural transformation towards sustainability now?

How to use sustainability to attract and retain talent now?

How to overcome major challenges when recruiting millennials now?

How to become a relevant brand for millennials now?"

Barriers from Innovation point of view:

How sustainability can be the lever for the breakthrough innovation?

How sustainability is driving new and profitable business models now?

How are major technological advances enabling social improvement now?

How to assess if circularity models are applicable to my business now?

How to start moving my organization towards circular economy now?

How social and eco innovation is driving behaviour change in consumers and companies now?

Barriers from Supply Chain and Procurement point of view:

How to influence suppliers and stakeholders to pivot for sustainability now?

How a new kind of partnerships is shaping the Sustainable global supply chains now?

Before we start our Sustainable Brands, choose your 3 main barriers, and do not leave without finding solutions to overcome them! Pick up your barriers and ensure that you are ready to transform them into valuable action when you are back at work.

KEY IDEAS TO APPROACH THIS HOW NOW QUESTION:

key aspects that can help me to put in practice the answers to the How Now question, key suggestions that were "discovered", main solutions given...

TOOLS I CAN USE:

methodologies, websites, digital tools, lectures... tools, that can help me to implement the ideas

ALLIES AND PARTNERS THAT CAN HELP ME:

can be external or internal allies. From the external point of view we can have institutions, organizations, associations, other companies, etc From the internal point of view, we can speak about departments or areas in an organization, people with specific profiles, specific people we met, etc

3 STEPS TO START:

taking into consideration the 3 previous elements (Ideas, tools and allies), which are the 3 most important things to do to start solving the question. Think about what needs to be started precisely when you are at back at work and choose your first 3 ideas/tools or allies.

BARRIER / HOW NOW QUESTION :

How to

now?

**KEY IDEAS TO
APPROACH THIS
HOW NOW**

**TOOLS
I CAN USE**

**ALLIES AND
PARTNERS THAT
CAN HELP ME**

FIRST 3 STEPS TO START WHEN BACK TO WORK (IDEAS, TOOLS OR ALLIES)

1:

2:

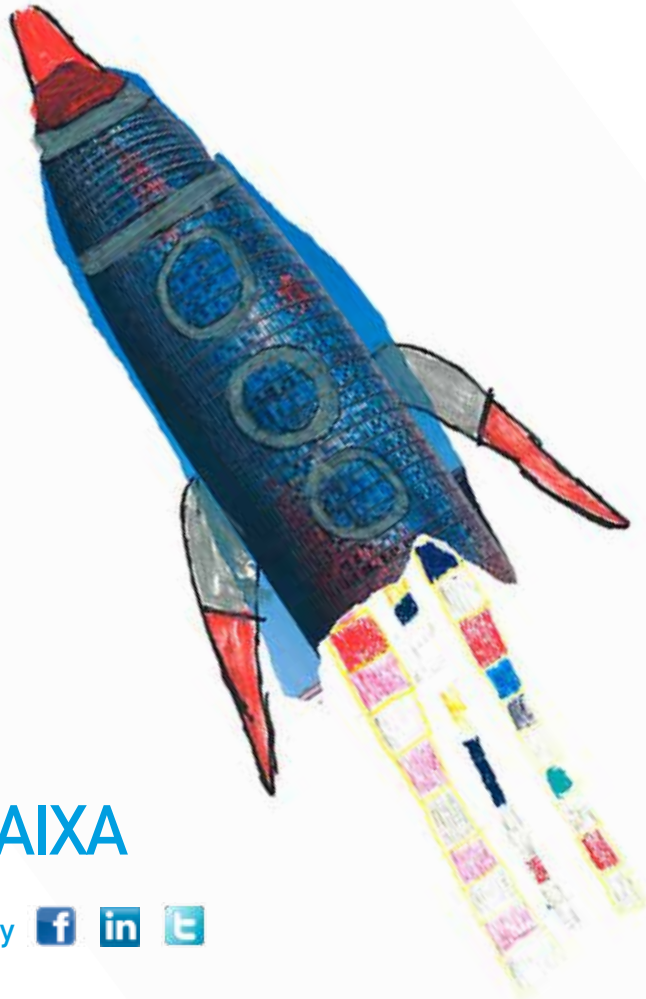
3:



MU(HO
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REFRES(O.

AGENDA

SUNDAY, MAY 22th



COSMOCAIXA

#sustainablesunday



10:00 – 19:00

COSMOCAIXA

PLAZA DE LA CIENCIA

MODA SOSTENIBLE

Taller Infantil 10:00-13:00h

Taller Juvenil 15:30-17:00h

Taller Adultos 10:30-12:00h

T. Humana 17:30-19:00h

centrados en la recuperación / reutilización de prendas por uno mismo.

TOMORROW IS NOW

Horario continuo. I did Slow fashion. Concurso para niños.

LIFE LINE LEARNING

Taller 11:00-13:00h / 14:30-16:00h. Creatividad y reciclaje.

SHAKE IT SOCIAL:

11:00-12:30h, 12:30-14:00h, 15:00-16:30h y 16:30-18:00h.

Las claves para ser emprendedor.

LA COMUNIDAD VERDE

Taller de soluciones de vegetación urbana y jardinería.

11:30h / 15:00h / 17:30h

YOGA PARA NIÑOS

Taller para niños de 4 a 12 años.

12:00h y 17:00h

B-CORP

Cuenta cuentos de 12:00-13:00h

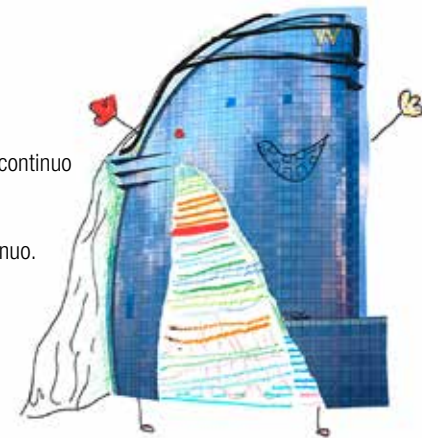
MSC-FSC

Talleres Madera

12:30-14:00h y 15:30-17:00h y pesca sostenible. Horario continuo

MOVING MOOD

Taller para aprender a vestirse con "barreras". Horario continuo.



CONCIERTOS

Halldor Mar 12:00-13:00h / Juan Zelada 17:00-18:00h

SPONSORS:

BASF

Water Kid's Lab. El objetivo de esta actividad es mostrar el papel clave que desarrolla la química para garantizar la disponibilidad de este recurso escaso.

SAMSUNG

Robot Basurero.

COCACOLA

Proyecto GIRA (Documental)

STANDS:

Sea 2 See

Barcelona Actua

Apadrina un Olivo

Horarios continuados

AULA ÁGORA CINE

PROYECTO GIRA. Documental

EL VIAJE DE GAIA FICMA. 10:30-11:45h

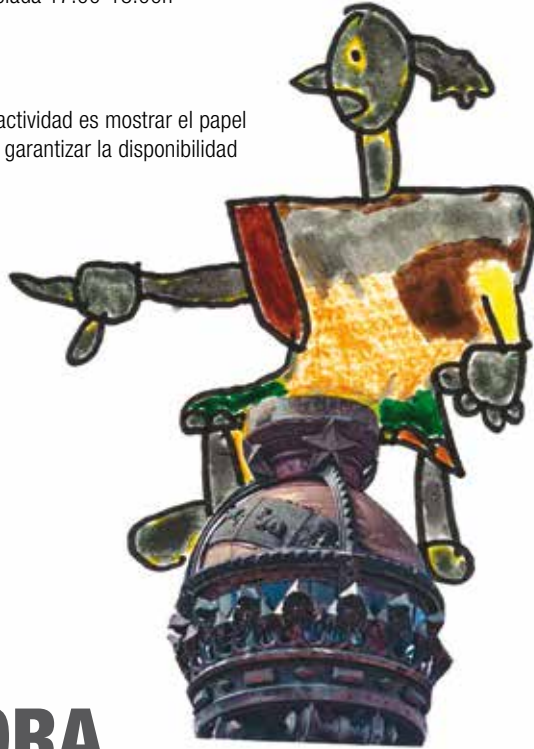
DOCUMENTAL GIRA COCA-COLA. 12:00-13:00h

¿QUÉ QUIERES HACER CON TU VIDA?. 15:00-15:45h

RACING TO ZERO. 16:00-17:00h

CORTOS FICMA. 17:15-18:00h

MUD JEANS. 18:00-19:00h



AULA ALFA CHARLAS



SEA 2 SEE + TECHNOCRAF. 11:00-12:00h.

ECONOMÍA COLABORATIVA - CIRCULAR. 12:15-13:45h

LIFE LINE LEARNING. 16:00-17:00h

PALABRAS DE CAMBIO. 17:15-18:15h

PECHAKUCHA GREEN BIZ. 18:30-19:30h

AULA LAMBDA DEBATES

DEBATE FSC - MSC. 11:30-13:00h

INNOVACIÓN SOCIAL Y DISCAPACIDAD:

LA CASA DE CARLOTA Y SPECIALISTERNE. 13:00 a 14:00h

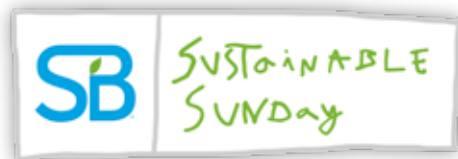
MODA SOSTENIBLE: CRADLE TO CRADLE. VOLVIENDO AL ORIGEN. 17:30-18:30h

BOSQUE INUNDADO

PERFORMANCE LA CITTÀ INFINITA.

10:00h, 11:00h, 12:00h, 15:00h, 16:00h, 17:00h, 18:00h





PATROCINADORES:



SAMSUNG



servis



COLABORADORES



INFORMATION

MAP:



TRANSPORT

Train

For those arriving by train to Barcelona, the organization has negotiated a 30% discount. Download the brochure here and follow the instructions provided in it.

PUBLIC TRANSPORT FROM AIRPORT

Airport information

Aerobus

AIRPORT TRANSFERS

Book Taxi BCN

ZIP

BCN Travel

BCN airportaxis



TAXI COMPANIES

<http://www.radiotaxibarcelona.com>

<http://radiotaxi033.com/?lang=en>

EMERGENCIES

112

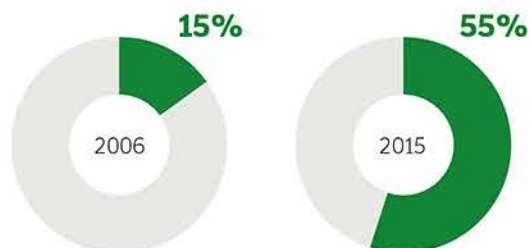
ELECTRICITY

Electricity supply is 220 -240 volts Spain with 2 pin wall sockets.

NOTE: The information provided relates to companies external to the organization, which has no part, neither bears any responsibility on the services provided.

FROM BLACK TO GREEN ENERGY

10 years ago, 15 per cent of our power and heat generation came from green energy and 85 per cent from black energy. Today, green energy accounts for 55%. And we continue full steam ahead with more green energy.



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energy

How "Sufficiency Economy" can Lead to Sustainability

Thinking and Tools

It has been nearly 70 years since the Kingdom of Thailand was admitted to the United Nations in 1946. During this period the country has followed a development path that mirrors which of many other nations. A once agrarian-based economy and community-based society founded on Buddhist principles, Thailand is now an industrialized country, dotted with densely populated urban areas and Westernized in many respects.

The rewards of this growth, on the one hand, have been clear enough. Millions of Thais have been lifted out of poverty and enjoy a higher standard of living today, including basic security and rights, healthcare and education, than they did previously. However, as experienced by many countries around the world, there have also been costs: environmental degradation, increased income inequality also a questionable and contentious distribution of wealth, opportunities and justice. This growth has also impacted our culture, values and mindset in ways that may be harder to quantify but are impossible to deny.

As a result, here in Thailand as elsewhere, the model of development that emphasizes GDP as the key measure of progress has come under question and inspired calls for a change in direction toward a more balanced and socially inclusive approach, namely growth that measures our success as a society in terms that encompass more than just money. So the international movement distilled into the concept of "sustainable development" resonates well within Thailand.

Thailand has its own framework for sustainable development. It's called the "Sufficiency Economy" (Setthakit Pho Phiang), after a phrase coined by King Bhumibol Adulyadej in 1997. Setthakit is the Thai word for economic activities; pho is the word for "enough"; and phiang means "just". So the phrase means a "just-enough economy."

Similar to the sustainable development ethos, the King was not urging for a return to the past, for Thais to give up all their creature comforts or for development that denied growth or free market mechanisms. He recommended simply that people and likewise businesses live and act within their means. The framework of Sufficiency Economy Philosophy (SEP) is elaborated as "a state of being that enables individuals, families, organizations and nations to enjoy, at a minimum, a comfortable existence and, if conditions permit, a reasonable degree of luxury that balances economic, social, environmental and cultural conditions." In short, the underlining principle of SEP is on "Moderation".

These days, developing a "moderation mindset" is of paramount importance, given the world's increasingly stretched global resources. The kind of moderation that the King called for is also synonymous with the "middle way" of Buddhism that avoids extremes by trying to balance necessity and luxury, self-deprivation and over-indulgence, tradition and modernization, as well as self-reliance and dependency. Though there are no hard and fast rules about this, it is usually a question of balancing needs with wants. The application of Buddhist principles, and the lessons of karma, which shows how positive actions beget positive consequences, also provided a Thailand-specific context widely understood by Thais from all walks of life.



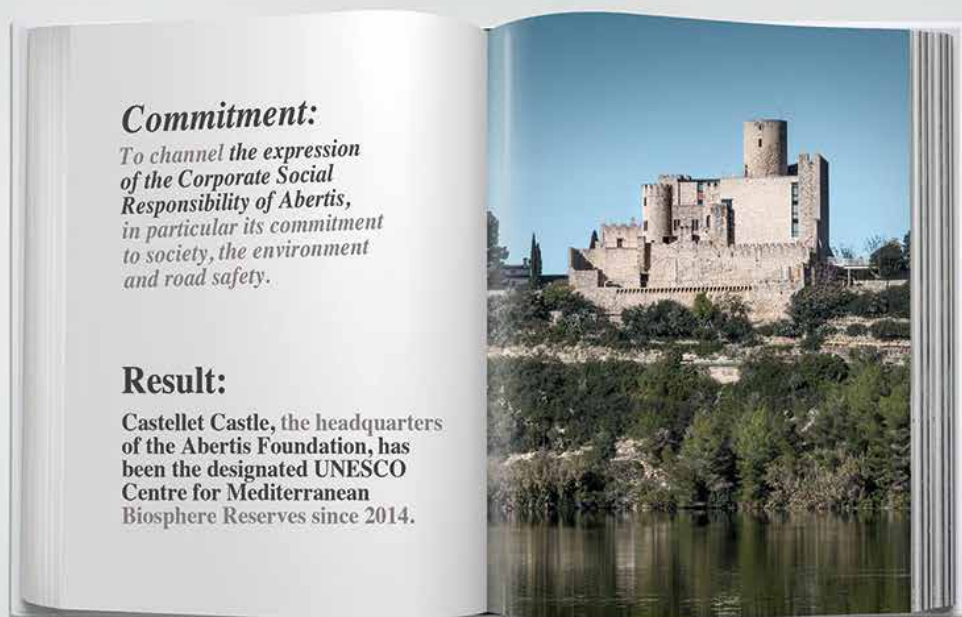
Introducing
a unique tool for Sustainability
practice in Thailand
**Thailand's Sustainable
Development
Sourcebook**

This is a valuable resource that will help practitioners to quickly grasp key issues and ideas, and also appreciate the inspiring efforts already under way across Thailand. The book consists of 62 key topics reveal the important environmental, economic, social and cultural challenges testing Thailand today. Learn about the origins of the movement and about the thinkers who inspired a new way of looking at the world. Hear from the inspirational people -- CEOs, entrepreneurs, community leaders, and public officials who are employing SEP to create positive impact for a better world.

Thailand Sustainable Development (TSDF) co-supports the publication of Thailand Sustainable Development Sourcebook. Mission of TSDF is to promote development that provides for balance, stability, and sustainability in Thailand. TSDF is acting like a focal point for a body of knowledge regarding sustainable development at local, national and international levels.

Visit us at www.tsdf.or.th for more information and collaboration.

TSDF
Thailand Sustainable
Development Foundation



The Abertis Foundation was established with the purpose of mitigating the impact of the Abertis Group's activities on the different regions and countries in which it operates. The Foundation has always prioritised actions related to road safety, the environment and social action, in keeping with Abertis' Strategic Corporate Social Responsibility Plan, upholding our commitment to society, sustainability and the world in which we live.

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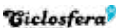
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