

BUILDING SUSTAINABLE VALUE CHAINS - DAY 1

November 25, 2015 - STRATEGY BUILDING

09:45	Registration	
10:15	Welcome to IMD, introduction	Dr Aileen Ionescu-Somers , Director IMD-CSL Platform & Emeline Fellus , Deputy General Manager, SAI Platform
10:30	Using sustainable sourcing for commercial benefit and value creation <i>How does sustainable sourcing contribute to your commercial success?</i> <i>How do you structure and communicate a robust business case?</i> Using IMD case studies 1) Unilever Tea : Revitalizing Lipton's supply chain and 2) Firmenich : Making scents of complexity	Keith Kenney , Senior Director, Supply Chain Europe, McDonalds Corporation (<i>tbc</i>) Mercedes Talló , Director, Sustainable Value Chains/Markets, Rainforest Alliance
12:30	Implementing sustainable sourcing - initial decisions to be made <i>What is the step-by-step implementation process for a sustainable sourcing strategy?</i>	Aileen Ionescu-Somers
13:00	Lunch	
14:00	Identifying sustainability priorities and requirements <i>How do you set priorities and build a coherent sustainable sourcing program around them?</i>	Reinier de Man , Sustainable Agriculture Expert with Mercedes Talló and Mathieu Lamolle , Market Analyst responsible for the Standards Map, International Trade Center
14:45	Developing your sustainable sourcing portfolio <i>What sustainability criteria and requirements do you wish to achieve? What are the roles of internally and externally defined standards?</i>	Reinier de Man with Mercedes Talló and Mathieu Lamolle
15:45	Coffee and networking break	
16:15	Implications for your sourcing model <i>How do you implement sustainability standards in your company's supply chain?</i>	Reinier de Man with Karsten Ranitzsch , Head of Coffee, Nestlé Nespresso
17:00	Keynote address and discussion: Sharing learning from a senior leader from 36 years of operational experience in the FMCG Industry	José Lopez , Former Executive VP, Chief Operations Officer, Nestlé. Currently IMD Executive in Residence
18:30	Cocktail and Dinner	

BUILDING SUSTAINABLE VALUE CHAINS – DAY 2

November 26, 2015 - STRATEGY EMBEDDING

8:30	Refresher from day one	Aileen Ionescu-Somers
8:45	SAI Platform practical tools <i>What SAI Platform tools will help you to implement your sustainable sourcing strategy?</i>	Emeline Fellus and Lettemieke Mulder , SAI Platform
10:00	Coffee Break/Networking	
10:30	Applying your strategy at farm level <i>How do you partner and engage with farmers and overcome hurdles to implementation?</i>	Mark Pettigrew , Agricultural Development Manager Europe, Pepsico (<i>tbc</i>)
11:15	Deciding who to partner/engage with <i>What is the learning for companies from experiences of partnerships with NGOs and certification organizations?</i>	Duncan Pollard , AVP, Stakeholder Engagement in Sustainability, Nestlé Laila Petrie , Manager, Corporate Relations, WWF International
12:15	Lunch/Networking	
13:15	Rolling out the sustainable sourcing strategy internally <i>How do you influence and adapt the company's culture, processes and structures to enable implementation and optimize the strategy?</i>	Aileen Ionescu-Somers
15:30	Distilling the learning into take-home value	Aileen Ionescu-Somers