

## COMMUNICATING SUSTAINABILITY STRATEGIES: A DOUBLE-EDGED SWORD?

Facilitator: Dr. Aileen Ionescu-Somers, Director,  
Center for Corporate Sustainability Management, IMD

**Venue : Maersk Mc-Kinney Møller Center  
Auditorium M220**

### Thursday, 30 September

- 16:00 – 17:00**      **Registration**
- 17:00 – 17:30**      **Welcome and team-building exercise around expectations**
- 17:30 – 17:45**      **IMD's Center for Corporate Sustainability: An update on direction and benefits for your company**  
*Dr. Aileen Ionescu-Somers, Director, Center for Corporate Sustainability Management, IMD*
- 17:45 – 18:15**      **Key Note speaker:**  
*Dr. Per Sandberg, Managing Director, Business Role, World Business Council for Sustainable Development (WBCSD), Switzerland*
- 18:15 – 19:30**      **The global trends market place: Implications for communications strategies related to sustainability issues**  
Team building interactive sessions facilitated by:  
*Dr. Aileen Ionescu-Somers, Director, IMD-CSM &  
Dr. Tania Braga, Research Associate/Project Manager, IMD-CSM*

Cocktail/dinner/networking opportunity at the IMD restaurant

## Friday, 1 October

**08:30 – 08:35**      **Welcome and introduction**  
*Dr. Aileen Ionescu-Somers*

**Corporate purpose: Launch of the results of a collaborative research project between IMD-CSM and Burson-Marsteller**

**08:35 – 10:00**      **Your company's corporate purpose: Capitalizing on communicating it effectively**  
*John Weeks, IMD Professor of Leadership & Organizational Behavior*

**Walking the talk or talking the walk? Handling sustainability challenges with credibility**  
*Eric Gerritsen, Chairman Corporate Communications Practice, Burson-Marsteller EMEA & Björn Edlund, formerly Executive Vice President of Communications at Royal Dutch Shell, Senior Advisor at Burson-Marsteller*

**10:00 – 10:30**      Coffee break and networking opportunity

**10:30 – 12:00**      **Managing discontinuous change: The challenges of the new social media paradigm for communicating sustainability**  
*Albrecht Enders, IMD Professor of Strategy & Innovation*

**12:00 – 13:15**      Lunch and networking opportunity

**13:15 – 14:30**      **"Round Robin": Sharing corporate experiences in communications challenges related to sustainability**  
*Dr. Aileen Ionescu-Somers*

**14:30 – 16:15**      **Avoiding the crisis: Stakeholder mapping processes and other ways to avoid hitting brick walls**  
*Michael Yaziji, IMD Professor of Strategy*

**16:15 – 16:30**      **Distilling the learning into take-home value**  
*Dr. Aileen Ionescu-Somers*