

INTEGRATING SUSTAINABILITY TO MARKETING AND SALES: CHALLENGES AND ENABLERS FOR SUCCESS

Facilitators: Professor Corey Billington & Dr. Aileen Ionescu-Somers

**Maersk, Mc-Kinney, MØller Center
Auditorium M110**

Objective:

This Roundtable will address the following questions:

1. What are the enablers and barriers to getting marketing/sales managers and customers involved in creating consumer demand for sustainability?
2. What measures have to change, how can these barriers be overcome and how can the CSM Roundtables bring value-added to this area in the future?

Thursday, 15 April

IMD Restaurant

19:00

Dinner hosted by CSM with keynote speaker:

Mireille Quirina, Vice President, Corporate Affairs EMEA,
DuPont de Nemours International SA, Geneva

Friday, 16 April

09:00 – 09:45 **Challenges of linking sustainability to the brand and getting marketing/sales managers on board: Key questions**
Dr. Aileen Ionescu-Somers, Forum for Corporate Sustainability Management

09:45 – 10:15 Coffee break and networking

10:15 - 10:45	Identifying current issues and challenges
10:45 - 11:15	Facilitated group work
11:15 – 12:30	Addressing the challenges, prioritizing and identifying next steps

12:30 – 13:30 Lunch *IMD Restaurant*

14:30 – 17:00 **Marketplace and facilitated workshops: Companies share with each other company-specific challenges in sustainable marketing/sales and how they dealt with them**

17:00 – 17:30 Synthesis of the day's learning followed by an aperitif

During the day	Transforming markets to make them more sustainable: An outside-in perspective
Knowledge brokering interventions	<p>Using open innovation techniques, we will hold four 15 minute consultations with corporate stakeholders such as NGOs/consumer organizations to gather knowledge and inform the discussions. Already contacted:</p> <ul style="list-style-type: none"> • WWF's Market Transformation Initiative • Amnesty International • Oxfam