

CSM/SAI Platform Sustainability Master Class

Embedding sustainable agriculture strategies in companies

Led by: **Dr. Aileen Ionescu-Somers**,
Director, IMD Center for Corporate Sustainability Management

June 6-7, 2011
Venue: IMD, Lausanne

Monday, June 6

- 10:00-10:30** **Registration**
- 10:30-10:45** **Welcome and introduction**
Peter Erik Ywema, General Manager, SAI Platform
Aileen Ionescu-Somers, Director, Center for Corporate Sustainability, IMD
- 10:45-11:15** **So....what are you expecting?**
Team building interactive "myth-busting" session to set expectations
- 11:15-12:15** **Setting the context for embedding sustainable agriculture**
Knowledge brokering with input from
Dr. Jason Clay, Senior Vice President, Market Transformation, WWF
Helen Van Heuven, Head, Market Transformation Initiative, WWF
Mercedes Tallo, Director, Sustainable Value Chains Rainforest Alliance
- 12:15-13:00** **Roundtable to share challenges**
Table your issues, listen to others & identify common ground
- 13:00-14:00** **Lunch** *IMD Restaurant*
- 14:00-14:30** **Why should you be concerned and active in addressing sustainable agriculture challenges?**
Input presentation with "Cynics and believers" - Workshop challenge
- 14:30-16:00** **Building the business case for sustainable agriculture**
Input presentation
Group work:
a) Developing a business rationale around crop specific business cases
b) Nailing the "Elevator Speech"
- 16:00-16:30** **Coffee break**

- 16:30-18:30** **Embedding sustainable agriculture in sourcing and marketing strategies**
Case study: "Unilever sustainable tea: Leapfrogging to mainstream"
With input from: Mercedes Tallo, Director, Sustainable Value Chains, Rainforest Alliance
16:00-17:00: Group work
17:00-18:00: Group feedback, benchmarking with case protagonists
- 18:30** **Pre-dinner speech**
Emeline Fellus, Deputy Manager, SAI Platform
- Cocktail and Dinner** *IMD Restaurant*

Tuesday, June 7

- 08:30-09:00** **Distilling learning from the first day**
- 09:00- 09:45** **Making change happen: Overcoming organizational hurdles**
Input and case presentation
- 09:45-13:15** **Leading change in the organization**
Group work on a Change-Pro Simulation
- 13:15-14:15** **Lunch** *IMD Restaurant*
- 14:15-15:15** **Leading change in the organization**
Change simulation debriefing
Primer on internal networks
- 15:15-15:30** **Distilling learning into take-home value**