

## HUMAN RESOURCES: TURNING SUSTAINABILITY INTO COMPETITIVE ADVANTAGE

IMD facilitation: Dr. Aileen Ionescu-Somers, Director, CSM  
Cyril Bouquet, IMD Professor of Strategy

**Maersk, Mc-Kinney, Møller Center  
Auditorium M01**

### Monday, 24 January

16:00 – 16:30      **Registration**

16:30 – 17:00      **Introduction: Setting expectations**

17:00 – 19:00      **Live Case Discussion**  
Rolling out the Creating Shared Value Vision and Strategy at Nestlé: The Role of HR

17:00 – 18:00      **Panel**  
Edward Marsh, Head, Talent and Organizational Development, Nestlé  
Nicolas Lorne, Head of Nestlé CARE Program (Compliance Assessment of Labor Standards, Human Rights, Safety, Health & Environment and Business Integrity)  
Tim Wolfe, Corporate Communications, Nestlé  
Marina Badlishah, Head, Corporate Communications, Nestlé Malaysia  
Hilary Parsons, Public Affairs, Nestlé  
Duncan Pollard, Operations, Nestlé

18:00 – 19:00      **Groupwork: The Nestlé Values Cases**

19:00      **Networking dinner hosted by IMD/CSM**

*IMD Restaurant*

## Tuesday, 25 January

09:00 – 10:30	<b>“Walking talk and talking walk”</b> Current trends for embedding sustainability in HR strategies
09:00 – 09:45	<b>Part 1: CSM/BM Corporate Purpose research:</b> With Donald MacRae, VP, Human Resources, Nokia Mobile Phones
09:45 – 10:30	<b>Part 2: Casework and group challenge</b> Reaching a point of no return: How Elopak rolls out CO2 reduction initiatives
10:30 – 11:00	Coffee and Networking Break
11:00 – 12:45	<b>Engaging Employees in Sustainability: Leadership, Incentives and Reward/Recognition systems</b> Learning from WBCSD’s “People Matter” project
11:00 – 12:00	<b>Knowledge brokering with leading companies:</b> Katherine Madden, Manager Capacity Building, WBCSD Peter Everaert, Managing Director Premier Client Partnerships, Korn Ferry Saskia Groen-in’t-Woud, Head HR Knowledge and Solutions Platform, Holcim Carin ten Hage, Director Planet Me, TNT
12:00 – 12:45	<b>Group discussion and challenge</b>
12:45 – 13:00	<b>IMD’s Center for Corporate Sustainability</b>
13:00 – 14:00	Lunch at IMD Restaurant
14:00 - 16:45	<b>HR power brokers: The challenge of getting attention</b> No core power in the organization? Get things done anyway!
14:00 - 15:45	<b>Interactive Case Analysis</b>
15:45 - 16:00	Coffee and Networking Break
16:00 – 16:45	<b>Group work and Roundtable</b>
16:45 – 17:00	<b>Wrap up and conclusion</b>