

COMMUNICATING SUSTAINABILITY STRATEGIES: A DOUBLE-EDGED SWORD?

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

Venue : IMD

Thursday, 30 September

- 16:00 – 17:00 **Registration**
- 17:00 – 18:30 **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, Senior Sustainability Analyst, IMD-CSM
- 18:30 – 19:00 **IMD's Center for Corporate Sustainability: An update on direction and benefits for your company**
Aileen Ionescu-Somers
- 19:00 – Cocktail/dinner/networking opportunity at the IMD restaurant on campus

Friday, 1 October

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

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

08:35 – 09:30 **Your company's corporate purpose: Capitalizing on communicating it effectively**
John Weeks, IMD Professor of Organizational Behavior

Walking the talk or talking the walk? Handling sustainability challenges with credibility
Eric Gerritsen, Director, Burson Marsteller & Bjorn Edlund, formerly Executive Vice President of Communications at Royal Dutch Shell & Director of Corporate Communications at ABB

09:30 – 10:00 Coffee break and networking opportunity

10:00 – 11:30 **"Round Robin": Sharing corporate experiences in communications challenges related to sustainability**
Professor John Weeks & Aileen Ionescu-Somers

11:35 – 13:00 **Managing discontinuous change: The challenges of the new social media paradigm for communicating sustainability**
Albrecht Enders, IMD Professor of Strategy and Innovation

13:00 – 14:15 Lunch and networking opportunity

14:15 – 16:00 **Avoiding the crisis: Stakeholder mapping processes and other ways to avoid hitting brick walls**
Michael Yaziji, IMD Professor of Strategy

16:00 – 16:30 **Distilling the learning into take-home value**