

## Embedding sustainable agriculture strategies in companies

October, 18 & 19  
IMD, Lausanne

### Monday, October 18

- 10:00-10:30**    **Registration**
- 10:30-10:45**    **Welcome and introduction**
- 10:45-11:15**    **Getting to know you**  
*Team building interactive session*
- 11:15-12:45**    **Setting the context for sustainable agriculture: Why should you be concerned and active in addressing SA challenges?**  
*Input presentation*  
*Workshop challenge*
- 12:45-13:45**    **Lunch at the IMD restaurant**
- 13:45-15:00**    **Building the business case for sustainable agriculture**  
*Input presentation*
- 15:00-17:30**    **Workshop Challenge: Building a specific business case for SA**
- 17:30-18:00**    **Coffee break**
- 18:00-19:30**    **The SAI Platform: What is the value added of SAI Platform to my organization?**  
*Input presentation*  
*Live cases on the relevance of SA to mainstream sourcing and marketing strategies*
- 19:30**            **Cocktail and Dinner at IMD Restaurant**

## Tuesday, October 19

- 08:00- 09:30**    **Breaking down organizational hurdles**  
*Input presentation*
- 09:30-13:00**    **Leading change in the organization**  
*Change-Pro Simulation*
- 13:00-14:00**    **Lunch at IMD restaurant**
- 14:00-15:30**    **Leading change in the organization**  
*Debrief of change simulation*  
*A framework for leading change in the organization*
- 15:30-16:00**    **Distilling the learning into take-home value**