

Embedding sustainable agriculture strategies in companies

October, 18 & 19
IMD, Lausanne
Auditorium Hilti

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**