

AGENDA: INTEGRATING SUSTAINABILITY INTO MARKETING AND SALES: CHALLENGES AND ENABLERS FOR SUCCESS

Facilitators: Professor Corey Billington and Dr. Aileen Ionescu-Somers

Venue: IMD

Objective: This is the second of CSM's Roundtable series with questions such as:

1. What are the enablers and barriers to getting marketing/sales managers and customers involved in creating consumer demand for sustainability?
2. What measures have to change, how can these barriers be overcome and how can the CSM Roundtables bring value-added to this area in the future?

April 15

19:00

Informal dinner hosted by CSM
Keynote speaker (TBD)

IMD Restaurant

April 16

09:00 – 09:45

Challenges of linking sustainability to the brand and getting marketing/sales managers on board: Key questions

Dr. Aileen Ionescu-Somers, Deputy Director, Forum for Corporate Sustainability Management

09:45 – 10:15

Coffee break and networking

10:15 - 10:45	Identifying current issues and challenges
10:45 - 11:15	Facilitated group work
11:15 – 12:30	Addressing the challenges, prioritizing and identifying next steps

CSM Roundtable

IMD Lausanne
15 and 16 April, 2009

12:30 – 13:30

Lunch

IMD Restaurant

13:30 - 15:30	Transforming markets to make them more sustainable: An outside-in perspective
13:30 – 14:30	Viewpoint from panel of NGOs/consumer organizations Helen van Hoeven, Leader of WWF's Market Transformation Initiative Amnesty International Oxfam
14:15 - 15:15	Discussions
15:15 – 15:30	Wrap up

15:30 – 17:00

Marketplace: Companies share with each other company-specific challenges in sustainable marketing/sales and how they dealt with them

17:00 – 17:30

Synthesis of the day's learning followed by an aperitif