

CSM/SAI Platform Sustainability Master Class

Embedding sustainable agriculture strategies in companies

Led by: **Dr. Aileen Ionescu-Somers**,
Director, IMD Center for Corporate Sustainability Management

May 3 & 4, 2011
Hosted by: **Rollins College**,
Winter Park, Florida, USA

Tuesday, May 3

- 08:00-08:30** **Registration**
- 08:30-08:45** **Welcome and introduction**
Ernesto Brovelli, Senior Manager Sustainable Agriculture, The Coca-Cola Company & Member of the Executive Committee, SAI Platform
- 08:45-09:15** **So....what are you expecting?**
Team building interactive "myth-busting" session to set expectations
- 09:15-10:30** **Setting the context for embedding sustainable agriculture**
Knowledge brokering with Dr. Jason Clay, Senior Vice President Market Transformation, WWF-US
Sabrina Vigilante, Director, Sustainable Value Chains for the Americas & Asia Pacific, Rainforest Alliance
- 10:30-11:00** **Coffee break**
- 12:00-13:00** **Why should you be concerned and active in addressing sustainable agriculture challenges?**
Input presentation with
"Cynics and believers" - Workshop challenge
- 11:00-12:00** **Roundtable to share challenges**
Table your issues, listen to others & identify common ground
- 13:00-14:00** **Lunch**
- 14:00-15:30** **Building the business case for sustainable agriculture**
Input presentation
Group work:
a) Developing a business rationale around crop specific business cases
b) Nailing the "Elevator Speech"

- 15:30-16:00** **Coffee break**
- 16:00-18:00** **Embedding sustainable agriculture in sourcing and marketing strategies**
Case study: "Unilever sustainable tea: Leapfrogging to mainstream"
With input from: Sabrina Vigilante, Director, Sustainable Value Chains for the Americas and Asia Pacific, Rainforest Alliance
16:00-17:00: Group work
17:00-18:00: Group feedback, benchmarking with case protagonists
- 18:00-18:30** **Distilling learning from the first day**
- 19:00** **Pre-dinner speech about the Sustainable Supply Chain Academy**
Sandra Geisler, Head, Sustainable Supply Chain Academy, IDH (Dutch Sustainable Trade Initiative)
- Cocktail and Dinner sponsored by IDH**

Wednesday, May 4

- 08:30- 09:15** **Making change happen: Overcoming organizational hurdles**
Input and case presentation
- 09:15-12:45** **Leading change in the organization**
Group work on a Change-Pro Simulation
- 12:45-13:45** **Lunch**
- 13:45-14:45** **Leading change in the organization**
Change simulation debriefing
Primer on internal networks
- 14:45-15:00** **Distilling learning into take-home value**