EXECUTIVE TRAINING PROGRAM





TRAINING PROGRAM

Creating Innovation, Mitigating Risk, Driving Sustainability: Through Consumers, Firms & Society

4th-5th September 2015 | US\$ 5,000

The program fee covers tuition, books, case materials, accommodations & meals.

Business today is exposed to more risk and more competition than ever before, making profit margins more difficult to make and easier to lose. Corporate business models generate many change-drivers, which impact diverse stakeholders, who in turn influence corporate business models. Sustainability today drives innovation, and innovation is the cornerstone of sustainability.

Few managers today know how to navigate this "Brave New World" - and GIST's Executive Training Program is designed to equip them to do so.

Course Instructors:

Pavan Sukhdev, Study Leader-TEEB; Author-"Corporation 2020"; Director & CEO, GIST Advisory

Prof. Rajiv Sinha, W. P. Carey School of Business, Arizona State University; Director, GIST Advisory

E:virginie@gistadvisory.com W:www.gistadvisory.com/etp

Day 1 Sessions

3 hours Consumers, Innovation & Sustainability

This session covers the creation and successful marketing of sustainable products, including determining consumers' willingness to pay for sustainable product attributes. We will also address segmenting markets between high and low WTP consumers and targeting them with different versions of sustainable products to maximize profitability and/or market share. Issues like determining the price premium for sustainable products, determining the magnitude of introductory discounts for low WTP consumers to encourage the use of sustainable products and shaping consumers' opinions about sustainable new products, will be discussed.

3 hours Three Action Levels for Sustainability: Consumer, Firm, Society

This session covers issues like tiered targeting for Sustainability & the links between tiers, for example, consumer behaviour & responding with product & service innovation; business models, supply chains, company policies & CSR; transparency & disclosure for a better society; micro-policy reforms & "Corporation 2020"; and disclosing & internalizing externalities.

Day 2 Sessions

2 hours Creating & Measuring Social Value: Old CSR and New CSR

This session covers the transition from Old CSR (Corporate Social Responsibility/Social Programs) to New CSR (Corporate Sustainability Response/ Transformation), in particular we will focus on social programs and how to target value and measure SROI (including Case Studies). We will also discuss the Dimensions of Social Value beyond SROI.

2 hours Value Chain Responsibility & Impact Measurement

This session covers Life-Cycle Analysis (LCA's) & Life-Cycle Inventories (LCI's), including how to set scope and boundaries for these assessments. We will discuss LCA's as a toolkit for process & efficiency improvement, Environmental KPI's and Measuring EP&L.

2 hours | Preparing & Using a 4D-P&L

This session shows how to implement the IIRC (International Integrated Reporting Council) framework in management & reporting using GIST Advisory's proprietary methods for measuring and valuing human, social and natural capital externalities, and combining them with financial value-addition for a four-dimensional profit and loss statement ("4D-P&L")

1 hours Beyond Shareholder Value

This session covers the 4D-P&L as 'Stakeholder Performance' and communicating 'Stakeholder Performance'.

BIOSKETCH: PAVAN SUKHDEV

POSITION & CONTACT INFORMATION

Founder & CEO, GIST Advisory;
UNEP Goodwill Ambassador;
Founder & Author (Corporation 2)

Founder & Author, 'Corporation 2020';

Study Leader - TEEB

GIST ADVISORY

Sustainability consultants & world-leading providers of holistic performance metrics: "360°" stakeholder assessments for corporations, "Green Accounts" for governments. Clients include AkzoNobel, BASF, Infosys, Tata Group, IDB & UNDP.

CORPORATION 2020 & YALE UNIVERSITY

Pavan Sukhdev is the founder & author of 'Corporation 2020', a campaign and a book which envisions tomorrow's corporation and shows how corporations and society can work together to build a sustainable future based on a 'green economy'. In this book, which he wrote while he was McCluskey Fellow at Yale University, 2011-12, Pavan brought to bear his 25 years of finance and business experience as well as his work on environmental economics (including 'TEEB') and the green economy.

UNEP & TEEB

Appointed as Special Adviser and Head of UNEP's "Green Economy Initiative", a major UN project suite to demonstrate that the greening of economies is not a burden on growth but rather a new engine for growing wealth, increasing decent employment, and reducing persistent poverty. This project published its final report in February 2011, titled "Towards a Green Economy", which was widely appreciated by governments in both developed and developing nations. Pavan was also Study Leader for the groundbreaking "TEEB" study (The Economics of Ecosystems and Biodiversity) commissioned by G8+5 and later hosted by UNEP. Under his leadership, TEEB sized the global problem of biodiversity loss and ecosystem degradation in economic and human welfare terms, and proposed solutions targeted at policy-makers, administrators, businesses and citizens. TEEB has led to several further initiatives, including the "Natural Capital Protocol" project of the Natural Capital Coalition. Pavan now advises UNEP on TEEB country implementations in his role as Goodwill Ambassador for UNEP.

DEUTSCHE BANK

A banker by profession, Pavan worked with Australia and New Zealand Bank (ANZ) for 11 years (1983-1994) and then with Deutsche Bank for 14 years (1994-2008) before taking sabbatical leave to lead "TEEB" and UNEP's "Green Economy Initiative". His assignments at Deutsche Bank included setting up a world-leading front-office offshoring operation ("Global Markets Centre", Mumbai, India, 2006-2008); Chief Operating Officer for the bank's global Emerging Markets business (2003-2005), based in London, and Head of Money Markets division for Asia Pacific (2001-2003).

AWARDS/ RECOGNITION

Environmental Finance magazine selected Pavan as their 'Personality of the Year' for 2010. The Institute of Ecology and Environmental Management (IEEM) awarded Pavan their 2011 Medal. Pavan was awarded the Gothenburg Award for Sustainable Development in 2013.

BIOSKETCH: RAJIV K. SINHA

POSITION & CONTACT INFORMATION

Lonnie L. Ostrom Chair in Business and Professor of Marketing W.P. Carey School of Business Arizona State University

PROFESSIONAL HISTORY

Rajiv K. Sinha (Ph.D. 1989, The Pennsylvania State University) is the Lonnie L. Ostrom Chair in Business and Professor of Marketing at the W.P. Carey School of Business, Arizona State University. In addition, he is the co-founder and Director of GIST Advisory, a specialist sustainability consultancy based in Mumbai, India and Geneva, Switzerland. He has been a Visiting Professor at Northwestern University (Kellogg Graduate School of Management), ESAN, Lima (Peru), Indian Institute of Management (IIM), University of Warwick (U.K.), University of Canterbury (New Zealand), Ecole Superieure De Commerce-Toulouse (France), Grenoble Ecole de Management (France), and Catholic University of Portugal, Lisbon (Portugal) among others.

RESEARCH INTERESTS

Professor Sinha's research interests include new product development, technology diffusion, product pricing and Public policy issues related to tobacco and alcohol addiction. His publications have appeared in leading marketing, management, operations, information systems and engineering journals such as Journal of Marketing, Marketing Science, Journal of Marketing Research, Information Systems Research, International Journal of Research in Marketing, Strategic Management Journal, Journal of Operations Management, Production and Operations Management, IEEE Transactions in Engineering Management, Supply Chain Management Review, Ecological Economics and others.

AWARDS/ RECOGNITION

Professor Sinha is a recipient of the W.P. Carey Outstanding Researcher Award (2011) and the James W. Creasman Award for Excellence (2009), a quadrennial award given to a faculty member for outstanding contributions to Arizona State University and the community. In addition, he has received the Penley Teaching Award and the Outstanding Teacher Award (four times). In 2007, he received the inaugural W.P. Carey Outstanding MBA Teacher Award. He was rated as the "Most Popular Professor" in the Business Week rankings of the top MBA programs. In addition, the Business Week rankings listed his E-Commerce and the New Product Strategy courses as the "Best Electives" in the MBA program at Arizona State University.

CONSULTING

Professor Sinha has consulted on a variety of management issues, including pricing and new product development, for major multinationals such as Apple, American Express, PriceWaterhouseCoopers (PWC), Honeywell, MasterCard, Intel and Motorola.

GIST Advisory Switzerland Sarl.

Room 136, IUCN (International Union for Conservation of Nature), Rue Mauverney 28, CH-1196 Gland, Switzerland

E: virginie@gistadvisory.com P:+41(0)79 681 83 07

W: www.gistadvisory.com/etp