Transforming Tomorrow: Leadership for a Sustainable Future

About the ABIS Colloquium

This December, The Academy of Business in Society (ABIS) and the University of Cambridge Institute for Sustainability Leadership (CISL) are jointly staging the 13th ABIS Annual Colloquium: an international thought leadership forum in which the business and academic worlds meet to explore how strategic corporate sustainability goals can be supported by innovations in global talent and knowledge development.

Key themes of the 13th Annual Colloquium

- Shaping leadership priorities for systems level transition and boundary shifts
- Defining leadership profiles for corporate sustainability strategy development
- Aligning sustainability strategy with talent development and capacity building
- Empowering HR, Talent and L&D professionals to support cultural and organisational systems change for sustainable business
- Identifying new sustainability knowledge & skills requirements
- Engaging business schools to enhance corporate talent pipelines and produce future leaders for a sustainable future
Who will attend?

Between 200 – 250 participants are expected in Cambridge for this year’s event:

- From **business**: VPs for Talent / Learning & Development / HRM, senior executives and regional sustainability managers (EU or EMEA typically).
- From **academia**: international Business School Deans & Directors, senior professors and leading researchers (from across business disciplines), heads of executive education, corporate recruitment and relationship coordinators.
- From **consulting**: partners and senior associates active in the field(s) of strategy, sustainability, organization.
- From **international organizations**: Programme Directors and managers in charge of systemic sustainability initiatives, industry partnerships, international education platforms.
- From **civil society**: senior NGO Directors and Managers, among others.

Why should I attend?

The founding mission of ABIS is to transform business education and management development for a more sustainable future. It builds bridges and partnerships between corporate talent and sustainability functions and leading business schools around the world to map out change agendas and to identify critical gaps in knowledge, insight and thinking. As such, the Annual Colloquium is of primary interest to these two audiences, and offers the following benefits to each:

**Business**

1.1 Human Resources Leaders, Leadership & Development professionals
   - Hear from HR Directors at renowned global brands including Unilever, IBM, St. Gobain and others on how they are tackling the challenge of developing their leadership capacity in sustainability
   - Help your organisation identify an effective capacity building and talent development roadmap, build and retain talent, integrate sustainability into capacity building and talent development to support the enhancement of business performance / core business needs

1.2 Sustainability Professionals, Chief Sustainability Officers, Heads of Sustainability
   - Gain insight from accomplished peers on how leading businesses are responding; this includes different models of innovation / approaches and addressing where and how systemic change is required
   - Acquire knowledge necessary to facilitate transformative leadership within your organisation
   - Influence organisational culture by providing an insight into the need for change and how to achieve it
   - Integrate sustainability into strategy thus supporting the enhancement of business performance / core business needs

**Academia**

2.1 Business School Leaders / Programme Directors / Executive Education providers
   - Gather latest insights on the major gaps and opportunities in strategic leadership and management development from the point of view of business practitioners
   - Seek opportunities for collaboration with business practitioners and peers to build stronger curricula that is sought after by both students and recruiters
   - Identify relevant case studies shared by business practitioners for developing into teaching material
   - Collaborate with peers in business and education on how to build a stronger case for the need for a new way of thinking and building a broader picture of the challenges of the future
   - Identify with peers as to how an inter-disciplinary approach can help build sustainability into business teaching

2.2 Business School Researchers & Professors
   - Hear the latest insights from academic research on sustainability-driven leadership through paper presentations
   - Identify research opportunities in the area of sustainability-driven leadership
   - Test your thinking with practitioners from business and seek out potential for collaboration through the numerous networking breaks and the gala dinner
Keynote speakers

Polly Courtice LVO
Director
University of Cambridge
Institute for Sustainability Leadership

John Elkington
Founding Partner & Executive Chairman
Volans
+ Founding Advisor
The B Team

Jane Griffiths (PhD)
Company Group Chairman
Janssen Europe, Middle East & Africa

Peter Lacy
Managing Director
Accenture Strategy Practice & Accenture Sustainability Services – Asia Pacific

David Pencheon
Director
UK National Health Service Sustainable Development Unit

Sir Mark Moody-Stuart
Chairman
Hermes Equity Ownership Services + Vice-Chair
UN Global Compact Board

Other leading speakers

Doug Baillie
Chief HR Officer
Unilever

Jeremy Basset
Global Marketing Strategy Director
Unilever

Richard Batley
HR Director,
Saint-Gobain
UK, Ireland & South Africa

Mike Barry
Director of Sustainable Business, Marks and Spencer

C B Bhattacharya
Professor of Marketing, E.ON Chair in Corporate Responsibility, and Dean of International Relations, ESMT

Nancy Bocken
Lead researcher, EPSRC Centre for Innovative Manufacturing, University of Cambridge

Della Bradshaw
Business Education Editor, Financial Times

Ian Ellison
Sustainability Manager, Jaguar Land Rover, Vehicle Engineering

Jack Frost
PhD OBE
Director,
Johnson Matthey Fuel Cells

Dr Theo Hacking
Director, Graduate Programmes, University of Cambridge Programme for Sustainability Leadership

Jules Hayward
Education Programme Lead, Ellen MacArthur Foundation

Dr Rodney Irwin
Managing Director (Redefining Value and Education), The World Business Council for Sustainable Development

Geoff McDonald
Director
Bridge Partnership

Michael Skapinker
Assistant Editor, Financial Times

Tim Stevens
Vice-President,
Global HR Partners, IBM
What distinguishes the ABIS Annual Colloquium from other conferences?

Very few international platforms have a mission to transform leadership and management development around global sustainability and business in society agendas. ABIS is unique in its bridging between the corporate and academic worlds. It convenes deep, reflective debate across traditional boundaries about the future sustainability-linked skills, knowledge and competences of universal relevance to business, then seeks to leverage and catalyse change in business schools worldwide.

Clearly, at the corporate level, the responsibility lies between executives overseeing the embedding of sustainability in strategic planning and resourcing and those responsible for building the human and talent capabilities to reach strategic goals. On the education and training side, business schools and universities undoubtedly have great potential influence and impact.

The critical issue is that – while there is a latent need for leadership in this area – there is also a fundamental competency and skills gap in many companies. Sustainability is very infrequently integrated into HR/L&D requirements of their leadership programmes. Nor is it embedded into business school provision, either in general Masters, MBAs or into executive education.

Against this backdrop, the ABIS Annual Colloquium strives to convene challenging dialogue

- to understand how companies can positively influence the systems in which they operate, and
- to bridge internal capability gaps and partner with business schools to develop the sustainability leaders of tomorrow who are central to the transformation of organisations as well as society as a whole.

ABIS Annual Colloquium is a unique forum which will prove invaluable for an organisation’s key management and business school faculty to identify and explore future opportunities as well as confront the challenges of transforming business schools to be future leading champions of sustainable enterprise.
Thematic focus in 2014

The spotlight of this year’s Colloquium is on new insights and approaches to leadership and organisational development which are required to accelerate progress towards a more sustainable future. Profound systemic change will be needed, inspired and delivered by individuals who understand and can navigate the complex opportunities and challenges inherent in this change.

The central question in this context is: who and what will advance the development of such leaders and change processes?

The programme features a diverse fora for participants to engage with the issue of transformative leadership. It offers over 40 presentations of the latest thinking in research and innovation, two professionally run capacity building workshops and numerous opportunities to interact with speakers and panelists on specific themes, each one connected to two common threads: the need for systemic transformation, and the urgency for collective short-term action by organisations and individuals, based on long-term vision and commitment to achieving this transformation.

On the first day of the Colloquium, the sessions will be focused on the growing imperative for transformational business leadership in systems including National and International policy frameworks, Global Supply Chain and Finance and Accounting.

On the next day, participants will engage in discussions on the organisational and individual level where themes such as circular economy, purpose-driven leadership, strategy and disruptive innovation are likely to dominate the international discourse in the coming years.

Central Questions for the Colloquium

1) What can we learn from corporate sustainability pioneers who have embarked on long-term systemic transformation processes in and with their organisations?

2) What needs to change in the current environment for the leaders of sustainability-driven transformation to develop and emerge?

3) How can such transformational leadership be facilitated and strengthened, across industries and between private, public and civic sectors, in pursuit of long-term change?

4) How can business schools enhance their support for businesses, to enable them to deliver on such a long-term transformative agenda?

Join us to investigate the changes needed in business leadership and education today to meet your challenges of tomorrow.
Overview of the programme

Venue: Churchill College and Møller Centre, University of Cambridge, UK
Time and Date: 9:00 GMT, 10 December 2014 – 17:00 GMT, 11 December 2014

DAY ONE: Wednesday, 10 December

08:00 Registration opens

09:00 Initial welcome to the 2014 Annual Colloquium
   Joris Lenssen, Managing Director, The Academy of Business in Society (ABIS)

09:15 Research and Knowledge Sessions:
   Parallel sessions by theme to showcase latest papers, research insights and in-depth exploration of leading edge corporate case studies and leadership frameworks.

12:00 Lunch

13:00 Official Welcome to the Colloquium
   Professor Gilbert Lenssen, President, The Academy of Business in Society (ABIS)
   Polly Courtice, Director, Cambridge Institute for Sustainability Leadership (CISL)

13:15 Opening Keynote: Transformative Leadership for a Sustainable Future
   Having recently interviewed 100s of leaders to write the ‘The Breakthrough Challenge’, John will explain why change-as-usual strategies are not enough to move business from Breakdown to Breakthrough. He will explore how business leaders are redefining the bottom line – connecting today’s profits to the lasting wellbeing of people and planet.
   Keynote speaker: John Elkington, Executive Chairman, Volans and founding advisor to The B Team

15:00 Refreshments

15:15 The Challenges of Leading Systemic Transformation
   Focus: To explore in depth, where and how systemic change is required, and the major challenges and opportunities facing business in taking leadership within these systems.
   Delegates will have the choice to attend two out of four parallel sessions.
   - National and International Policy Frameworks
     Jack Frost, Director, Johnson Matthey
     Tom Dodd, Policy Officer, EU Bioeconomy Strategy, DG Research and Innovation, European Commission
     Moderator: Nicolette Bartlett, leads development of the Corporate Leadership Network for Climate Action, CISL (TBC)
   - Supply Chains (Land, food and water)
     Martin Roberts, Director, University of Cambridge Natural Capital Leaders Platform
     Moderator: Theo Hacking, CISL
   - Finance and Accounting
     Dr Rodney Irwin, WBCSD
     Richard Burrett, Partner, Earth Capital Partners LLP
   - Emerging and Developing Economies
     Frank Welvaert, CSR Director EMEA, Johnson & Johnson
     Moderator: Mollie Painter Morland, ABIS and Nottingham Trent University

17:00 Closing Keynote: How Can We Make Transformative Leadership a Reality?
   Peter Lacy, Managing Director, Strategy and Sustainability Practice Asia Pacific, Accenture

17:45 ABIS Annual General Assembly

19:00 Free time

20:00 Gala Dinner
   Guest speaker: Dr David Pencheon, Director, UK National Health Service Sustainable Development Unit
DAY TWO: Thursday, 11 December

8.45 Research and Knowledge Sessions continued from Day One:
Showcase of latest papers and research insights and exploration of leading corporate case studies and leadership frameworks

10:00 Reflections on Responsible Leadership
Interview with Sir Mark Moody Stuart, Board (Vice Chairman), United Nations Global Compact and Dr Jane Griffiths, Company Group Chairman, Janssen Europe, Middle East and Africa

11:00 Break

11:30 Leadership and Organisations: How Do We Enable Transformation for a Sustainable Future?
Focus: to explore different models of innovation and approaches that businesses have taken to demonstrate leadership and transform from ‘business as usual’ to ‘sustainable business’ and the implications of this for leadership education

Session A – Four parallel workshops
Delegates will have the opportunity to attend two out of the four.

- Circular Economy
  Ian Ellison, Sustainability Manager, Jaguar Landrover
  Jules Hayward, Ellen MacArthur Foundation
  Moderator: Malcom McIntosh, Founding Director and Professor, Asia Pacific Centre for Sustainable Enterprise, Griffith University

- Disruptive Innovation
  Dr Nancy Bocken, Lead researcher sustainable business development, Institute for Manufacturing, University of Cambridge
  Jeremy Basset, Global Marketing Strategy Director, Unilever
  Moderator: TBC

- Embedding Sustainability into Strategy and Decisions
  Mike Barry, Director of Sustainable Business (Plan A), Marks & Spencer
  Abby Ghobadian, Henley Business School
  Moderator: Mike Pierce, Deputy Director, CISL

- Purpose-driven, Values-based Leadership
  Geoff McDonald, Director, Bridge Partnership
  David Grayson, CBE, Director of Doughty Centre for Corporate Responsibility, Cranfield School of Management
  Moderator: Polly Courtice, Director, CISL

12.30 Lunch

13.30 Leadership and Organisations: How Do We Enable Transformation for a Sustainable Future?

Session B – Continuation of workshops

14.30 Refreshments

15:30 Transforming Today for a More Sustainable Tomorrow
Business school perspectives and the implications for global leadership development
Alfons Sauquet, Global Dean, ESADE Business School, Spain
CB Bhattacharya, Dean of International Relations, ESMT Berlin, Germany
Xiang Bing, Dean, Chuan Keung Graduate School of Business, China
George Njenga, Dean, Strathmore Business School, Kenya
Moderator: Della Bradshaw, Business Education Editor, Financial Times

16:30 Closing Keynote: Responsible Leadership for a Sustainable Future
Speaker: Polly Courtice, Director, CISL

16:50 Final remarks

17.00 Conference close
## Registration Fees

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<th>Colloquium and Gala Dinner (10-11 December)</th>
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<tr>
<td><strong>ABIS Members</strong>*</td>
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<tr>
<td>Corporate and Academic</td>
<td>£650</td>
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<td>Doctoral students</td>
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* This fee applies to places registered beyond the one free place on offer to ABIS members and two to partners. The fee also covers the Welcome Reception for all delegates on 9 December at 19:00.

**Please note** that the fee is not inclusive of accommodation or travel.

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**Register online** to secure your place: www.abis-global.org

**For latest updates** follow on Twitter: #transformtmrw

**For further information** please contact ABIS office in Brussels:
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### About ABIS – The Academy of Business in Society

ABIS is a global partnership of over 130 companies, academic institutions and affiliated networks whose expertise, commitment and resources are leveraged to invest in a more sustainable future for business in society. ABIS enables informed decision-making on business in society issues through collaborative knowledge development, learning, thought leadership and policy insights with a long-term mission of transforming business education.

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### About Cambridge Institute for Sustainability Leadership – CISL

In 2013, CISL celebrated its 25th anniversary of working with leaders on the critical global challenges faced by business and society. CISL contributes to the University of Cambridge’s mission and leadership position in the field of sustainability via a mix of executive programmes and business platforms, informed by world-class thinking and research from the University and other partners. CISL is an institution within the University’s School of Technology.