ALIGNING CORPORATE PURPOSE WITH SUSTAINABLE STRATEGY

28 / 29 May 2018

LUISS Guido Carli
Viale Romania, 32 Rome | Italy
CONCEPT NOTE

WHY IT IS IMPORTANT TO ATTEND

In his 2018 annual letter to Standard & Poor’s 500 CEOs, Larry Fink CEO of BlackRock (the world’s largest asset owner), made a compelling case for sustainable value creation and corporate purpose: “Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.” Interestingly, few months earlier Apple CEO Tim Cook used a remarkably similar language about the role of business in society.

Aimed at discussing the urgent need for public and private organizations to align corporate purpose with sustainable strategy the objective of this Conference is to engage business organizations, investors, policy-makers, NGOs, professional bodies, consultants, and academics in conversations around creating long-term value through integrated management of economic, environmental, social and governance factors. Make Integrated Thinking happen is the series of annual conferences previously held in Rome (2016) and New York (2017) with the aim to further discuss how Responsible Leaders @ Purposeful Organizations™ endeavour to connect values and value through the implementation of inclusive business models.

The story of why and how value creation is pursued, achieved, and sustained is important not only for company executives who are responsible for the successful stewardship of the business – but also for wider stakeholders. The motivation, integrity and significance of the value creation story is essential to building trust in organisations. For these reasons the conference will continue to explore integrated thinking, management, and reporting as a social innovation designed to support boards and executives in fulfilling their aspiration of building prosperous businesses and “societies” also through the contribution to the achievement of the Sustainable Development Goals (SDGs).

CONFERENCE CHAIRS

Cristiano BUSCO (LUISS University and Roehampton Business School) | Sabina RATTI (FEEM and UN-SDSN Italia) | Angelo RICCABONI (University of Siena and PRIMA)

CONFERENCE ORGANIZING COMMITTEE

Maria Federica IZZO (LUISS University) | Fabrizio GRANÀ (LUISS University) | Francesca DI DONATO (LUISS University) | Andjela PAVLOVIC (LUISS University) | Giulia ACHILLI (LUISS University) | Irma MALAFRONTE (Roehampton Business School) | Paolo TATICCHI (Imperial College London)
TOPICS
TO BE
DISCUSSED

The aim of the 28th - 29th May Conference in Rome is to provide a forum to discuss critical issues related to how Integrated Thinking can build a bridge between corporate purpose and sustainable strategy, while articulating a path able to achieve both financial performance and societal/environmental impact. Among others, the topics to be discussed include:

» What is the ultimate purpose of Integrated Thinking, Management and Reporting?
» What is the Executives’ and the Board’s view on Integrated Thinking and Reporting?
» How to align corporate purpose to sustainable strategies and business model?
» How can sustainable strategy contribute to the achievement of the SDGs?
» What has been the impact of new regulatory frameworks on corporate reporting?
» What is a business’s sense of purpose? And what is the role of organizational leaders?
» How is corporate purpose articulated, measured, and implemented within organizations?
» How does the embrace of corporate purpose and Integrated Thinking improve the performance of the business and its ability to generate long-term sustainable value?
» How can capital markets and investors incorporate respect for Integrated Thinking about business and sustainable strategies?
» What kinds of political or institutional shifts might contribute to building an integrated and inclusive society focused on rewarding the alignment of corporate purpose with sustainable performance?
» What is the role (if any) that Academia wishes (is expected) to play in the making of purposeful businesses and prosperous societies?
10:00-10:30 > Arrivals and Registration

10:30-10:45 > Greetings & Beyond Representation
Make Integrated Thinking Happen
Prof. Cristiano BUSCO, LUISS (Italy) & Roehampton (UK)

10:45-11:00 > Questions beyond Answers
Integrated Thinking as Maieutic Machine
Prof. Paolo QUATTRONE, University of Edinburgh (UK)

11:00-11:20 > The view of the IIRC
Neil STEVENSON, IIRC

11:20-12:30 > What Integrated Thinking means for us
Panel with 5/6 Companies representatives, with, among others:
CHAIR: Prof. Chiara MIO, Full Professor Ca Foscari University of Venice, Italy
Tjeerd KRUMPELMAN, ABN Amro | Fay HOOSAIN, Sasol | Marianne DE BIE, Schiphol Airport | Thomas ROUNDELL GREENE, JLL | Filippo BETTINI, Pirelli (tbc) | Eleonora PESSINA, Pirelli (tbc) | A representative from Atlantia/Unicredit (tbc)

12:30-13:10 > Understanding Integrated Thinking as it happens
Opportunities for research
With, among others:
CHAIR: Prof. Robert SCAPENS, Alliance Manchester Business School, UK
Charl DE VILLIERS, The University of Auckland, New Zealand | Enrico GIOVANNINI, Royal Holloway University of London | Federico BARNABÈ, University of Siena, Italy | Massimo CONTRAFATTO, University of Bergamo, Italy | Jeffrey UNERMAN, Royal Holloway University of London | Chiara CHIUCCHI, University of Ancona-Marche, Italy

13:10-14:00 > Lunch buffet
Kindly offered by The Visual Agency

14:00-14:15 > Institutional Greetings and Opening
Giovanni LO STORTO, General Manager LUISS (Italy)

14:15-14:30 > Opening Talk
Prof. Enrico GIOVANNINI, ASVIS

14:30-15:00 > Reporting on business’s external impacts: what do we know?
Prof. Jeffrey UNERMAN, Royal Holloway University of London
15:00-15:50 > Climate Action - Value Creation through Risk Mitigation and by leveraging the opportunities of an integrated approach to Sustainable Strategy
Round Table
CHAIR: Prof. Sabina RATTI, Executive Director, FEEM
Stefano PAREGLIO, Catholic University, Milan and FEEM | Aldo RAVAZZI DOUVAN, Senior Economist Italian Ministry for the Environment | A representative from PwC | A representative from Eni (tbc)

15:50-16:40 > Sustainable Value Chain: A Focus on Food
Round Table
CHAIR: Prof. Angelo Riccaboni, University of Siena & Fundación PRIMA
A representative from Barilla (tbc) | A representative from Carrefour (tbc) | A representative from Federalimentare (tbc) | A representative from additional company (tbc)

16:40-17:00 > Coffee break

17:00-17:30 > Financial reporting for investors
Do the financial statements give them what they need?
Baruch LEV, New York University, STERN Business School

17:30-18:15 > Practitioners’ view
Round Table with Companies representatives and led by KPMG/PwC
CHAIR: Prof. Alessandro LAI, University of Verona, Italy
Massimo ROMANO, Generali | Nola RICHARDS, Barclays SA | Leigh ROBERTS, Integrated Reporting Committee, South Africa | Neil STEVENSON, IIRC | A representative from Atlantia/Unicredit (tbc) | A representative from Terna (tbc)

18:15-19:00 > Aligning Corporate Purpose with Sustainable Strategy
A conversation with
Alessandro PROFUMO, CEO Leonardo

19:00 > Wine reception
Kindly offered by Wine & Siena (tbc)
**ALIGNING CORPORATE PURPOSE WITH SUSTAINABLE STRATEGY**

1st Part

09:40-10:00 > The Role of Purpose
Loughlin Hickey, *A Blueprint for Better Business*

10:00-10:20 > A Sense of Purpose: BlackRock’s view
Andrea Viganò, BlackRock (tbc)

10:20-11:00 > Investors perspectives
MODERATOR: Luca Testoni, Editor in Chief | ETicaNews & Coordinator | Integrated Governance Index
Candriam, CEO ITALIA | A representative from MSCI | A representative from CDP (tbc) | A representative from BMO (tbc) | A representative from BNP (tbc)

11:00-11:20 > Coffee break

2nd Part

11:20-12:00 > Regulators perspectives
MODERATOR: Elena Bonanni, Chief Editor | TopLegal & Coordinator | Integrated Governance Index

12:00-13:00 > Directors and Boards perspectives
MODERATOR: Livia Piermattei, NEDCommunity
Chiara Mio, Full Professor | Ca Foscari University, Venice & President | Crédit Agricole FriulAdria (Gruppo Bancario Crédit Agricole), Italy | Sabrina Bruno, Board Member SNAM | Antonino Turicchi, Board Member Leonardo/MPS | Patrizia Gianguanlano, Board Member UBI Banca | Paola Tagliavini (tbc) | Stefania Petruccioli, Board Member Delonghi, Interpump & RCS (tbc)

13:00-14:00 > Networking and lunch buffet
14:00-14:20 > Purpose Beyond Profit  
Nick TOPAZIO, CIMA-AICPA

14:20-14:50 > A conversation with  
Stefania BARIATTI, President | MPS

14:50-15:50 > Make Integrated Thinking Happen: “our journey”  
“TEDx type” talk (Includes the view from Academia)  
Raffaella LUGLINI, Leonardo | Manuel LIOTTA, Leonardo | Fay HOOSAIN, Sasol  
| Lorenza Barsanti, SNAM | Filippo BETTINI, Pirelli | Eleonora PESSINA, Pirelli  
| Thomas ROUNDELL GREENE, JLL | Michele PERRINO, Medtronic Italia | Nola RICHARDS, Barclays SA | Charli DE VILLIERS, The University of Auckland, New Zealand | Jeffrey UNERMAN, Royal Holloway University of London

15:50-16:30 > The new regulatory frameworks: Challenges and Opportunities  
Massimo ROMANO, Generali | Marianne DE BIE, Schiphol Airport | Tjeerd KRUMPelman, ABN Amro | A representative from ENI (tbc) | A representative from Atlantia (tbc) | A representative from Unicredit (tbc)

16:30-16:45 > Coffee break

MANIFESTO OF CORPORATE SOCIAL RESPONSIBILITY | TOWARDS AGENDA 2030
CONFINDUSTRIA (General Confederation of Italian Industry)  
in Italian (with simultaneous translation in English)

MODERATOR > Cristiano BUSCO, LUISS, Italy & Roehampton, UK

16:45-17:00 > Welcome and Institutional greetings  
Paola SEVERINO, Rector LUISS

17:00-17:15 > Introduction to Confindustria Manifesto - CSR towards Agenda 2030  
Rossana REVELLO, President Tech Group CSR | Sabrina FLORIO, President Anima

17:15-17:45 > The view of Responsible Leaders  
Claudia CATTANI, President RFI | Luisa TODINI, President Todini Costruzioni e Comitato Leonardo | Luigi FERRARIS, CEO Terna | Alessio ROSSI, President Young Entrepreneur Confindustria | Alessandro DECIO, CEO Sace | SACE BT (tbc) | Giovanni CASTELLUCCI, President e CEO Atlantia (tbc) | Gianni Vittorio ARMANI, CEO Anas (tbc)

17:45-18:45 > Q&A as Leaders engage with Millennials and the Conference audience

18:45 > Wine reception