

BUSINESS FIGHTS POVERTY

Oxford 2019

WORK PURPOSE FULLY



AGENDA

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WELCOME

PURPOSE, WHEN EMBEDDED INTO BUSINESS, CAN BE A POWERFUL DRIVER FOR BUSINESS PERFORMANCE AND POSITIVE SOCIETAL CHANGE.

Today's event brings together individuals from across business, civil society and government who are working at the cutting edge of putting purpose into action - to unlock business innovation and uncover solutions to the urgent social and environmental challenges we face.

In our individual efforts to embed purpose, we are on a shared journey. Today is a chance for us to exchange our personal experience and practical advice.

It is also an opportunity for an honest discussion about the challenges to embedding purpose authentically into business, exploring where progress is being made and where efforts are falling short.

Above all, today is an opportunity to make new connections and build new relationships.

We've designed the event to help you discover the insights and people that you need. Visit the Knowledge Zones, curated with our event partners, make use of the Connection Zone, drop into the permanent Tea and Coffee area, visit our Book Shop, and stay on for our post-event reception.

Thank you for taking the time to join us today. This event is one moment in a year-round programme of collaboration. On the back cover are some ideas for how you can get involved over the coming weeks and months.

We hope you find the insights and relationships you need to unlock the power of purpose.



Zahid Torres-Rahman
Co-Founder
Business Fights Poverty



Yvette Torres-Rahman
Co-Founder
Business Fights Poverty

ABOUT US

P3

BUSINESS FIGHTS POVERTY

Business Fights Poverty is an award-winning UK B Corp that harnesses the power of purposeful collaboration to help business unlock new opportunities for social impact. With its origins dating back to 2005, Business Fight Poverty has grown into the world's largest business-led collaboration network focused on social impact.

Our Challenge-based approach to collaboration brings together people from across our community and beyond who are passionate about tackling specific societal issues. Each Challenge starts by convening the best people from (and beyond) our global network; co-creating a solution through an interactive process of engagement and analysis that leads to a valuable output within a clear timeframe of 3 to 9 months; and communicating the outputs in a targeted way.

We have current and new Challenges focused on:

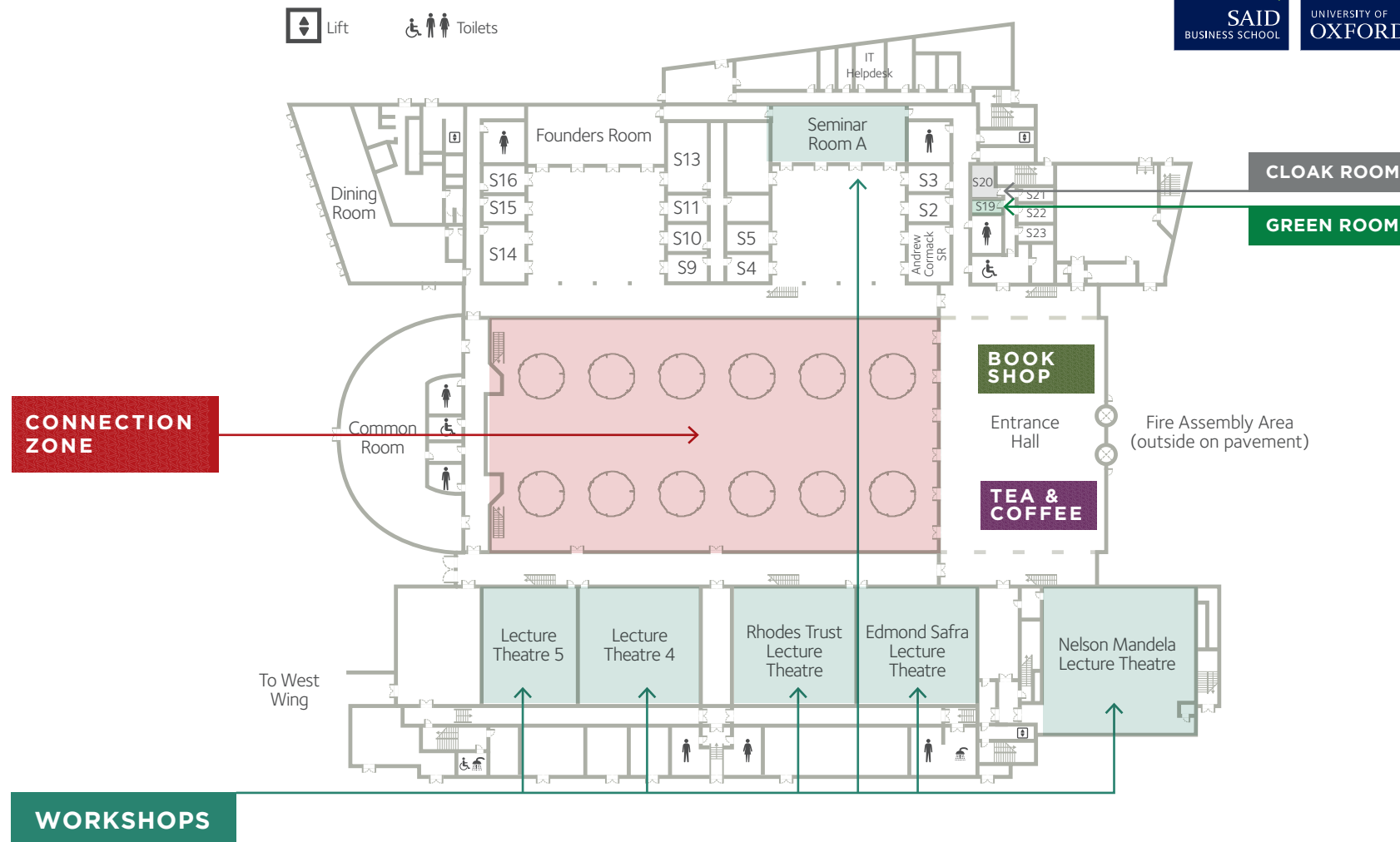
- What role can business play in tackling gender-based violence?
- How can business advance gender equality across the value chain by engaging men as allies?
- What can large businesses do to strengthen micro, small and medium enterprise ecosystems in frontier markets?
- How can we embed purpose authentically into business?
- How can consumer goods companies harness technology to most effectively tackle modern slavery in their global supply chains?

We are exploring potential Challenges on the social aspects of tackling plastics pollution, farmer livelihoods, impact measurement and the future of work. If you have a new idea, please get in touch!

If you work for a university, thinktank or NGO, please consider joining us as a Content Partner. If you work for a company, please get in touch to see whether we can help you access fresh solutions to complex implementation challenges, build meaningful relationships with peers and stakeholders, or develop new stand-out, thought leadership on a priority issue.

MAP OF VENUE

Park End Street / East Wing / Ground Floor



AGENDA

REGISTRATION AND NETWORKING BREAKFAST

8.00 - 8:45 AM

📍 **ENTRANCE HALL**

Connect with your peers.

OPENING AND WELCOME

9:00 - 9:20 AM

📍 **NELSON MANDELA LECTURE THEATRE**

Performance: George The Poet

Zahid Torres-Rahman, Co-Founder and CEO, Business Fights Poverty

OPENING KEYNOTES: THE POWER OF PURPOSE

9:20 - 10:00 AM

📍 **NELSON MANDELA LECTURE THEATRE**

Business leaders will share their own personal perspectives on how embedding purpose into the heart of their companies and business models is enhancing business performance and social impact.

Chris Barron, Vice President, for Beauty and Personal Care, Unilever

Sally Jackson, Senior Vice President, Global Communications and CEO Office, GSK

Monique Ntumngia, President, Green Girls Organisation and CEO, Monafrik Energy Ltd and Visa Everywhere Initiative: Social Impact Challenge Winner

OPENING PANEL: EMBEDDING PURPOSE AUTHENTICALLY INTO BUSINESS

10:00 - 11:00 AM

📍 **NELSON MANDELA LECTURE THEATRE**

For all the talk of “purpose”, “sustainability” and business as “a force for good” – is it for real or just rhetoric? This panel discussion will focus on how “purpose” can be a powerful driver of change, how companies are embedding purpose into their operations and business models, where progress is being made and where actions are falling short.

Justine Harris, Former Group Head of Sustainable Business, Vodafone

Ben Kellard, Director of Business Strategy, Cambridge Institute for Sustainability Leadership

Marianne Mwaniki, Senior Vice President and Head of Social Impact, Visa

Danny Sriskandarajah, Chief Executive, Oxfam GB

Amy Wilson, Sector co-lead: Consumer Goods and Retail, Hermes Investment Management

David Grayson, Professor Emeritus, Cranfield School of Management (moderator)

NETWORKING BREAK

11:00 - 11:30 AM

📍 **ENTRANCE HALL**

Connect with your peers and visit our book store.

KNOWLEDGE ZONES: WORKSHOPS ROUND 1

11:30 AM - 1:00 PM

Select a deep-dive workshop across 6 Knowledge Zones.

SELECT A WORKSHOP ON PAGE 6-7

CONNECTION LUNCHES

1:15 PM - 2:15 PM

Join a selection of delegate-led sessions, or a general networking lunch, and visit our book store.

SELECT A LUNCH SESSION ON PAGE 9

KNOWLEDGE ZONES: WORKSHOPS ROUND 2

2:30 PM - 4:00 PM

Select a deep-dive workshop across 6 Knowledge Zones.

SELECT A WORKSHOP ON PAGE 10-11

NETWORKING BREAK

4:00 - 4:30 PM

📍 **ENTRANCE HALL**

Connect with your peers and visit our book store.

CLOSING PANEL: SPEAKING WITH PURPOSE - BUSINESS TAKING A STAND

4.30 - 5:30 PM

📍 **NELSON MANDELA LECTURE THEATRE**

Companies and their CEOs are increasingly using their voice and influence to seek progressive policy change and a shift in public attitudes and behaviours. This panel will look at the need and opportunity for business to play a more visible, activist role in support of progressive policy making, what the risks are and how to manage them, and how greater collaboration on advocacy between civil society and business can make a difference.

Fanny Calder, Director of Campaigns and Public Affairs, WWF-UK

Daphne Jayasinghe, Chief Policy Advisor – Economic Programmes and Acting Head of Policy, International Rescue Committee

Joanna van Lynden, Senior Communications Manager, Global Food & Refreshment Division, Unilever

Anna Swaithes, Head of Responsible Business, Government Inclusive Economy Unit, DCMS

Jo Webb, Global Ethical Trade Manager, The Body Shop

Gib Bulloch, Intrapreneur in Residence, Business Fights Poverty (moderator)

CLOSING

5:30 - 6:00 PM

📍 **NELSON MANDELA LECTURE THEATRE**

Andrew Hunt, Co-Founder and Managing Director, Aduna

Zahid Torres-Rahman, Co-Founder and CEO, Business Fights Poverty

Performance: George The Poet

RECEPTION

6:00 - 7:00 PM

📍 **COURTYARD**

Join us for drinks and canapés.

ONLINE DISCUSSION:

3:00 to 4:00 PM

How can we save Purpose from Purpose-Wash? **Join at:**

<https://snipbfp.org/PurposeOnline>

Gib Bulloch, Intrapreneur in Residence, Business Fights Poverty

Aline Costa, Head of Brand and Innovation, Purpose House

Will Gardner, Independent Consultant and B Leader, B Corp UK

Justine Harris, Former Group Head of Sustainable Business, Vodafone

Ben Kellard, Director of Business Strategy, Cambridge Institute for Sustainability Leadership

Valentino Magliaro, Civic Leader, Italy, Obama Foundation & TEDx

Pilar Pedrinelli, Global Purpose and Vanilla for Change Lead, Unilever

Vittorio Cerulli, Challenge Director, Business Fights Poverty (moderator)

WORKSHOPS ROUND 1

11.30 - 13.00

1. PURPOSE ZONE

📍 NELSON MANDELA
LECTURE THEATRE

EMBEDDING PURPOSE AUTHENTICALLY - LESSONS FROM EXPERIENCE

This workshop will explore first-hand experiences around the conference's theme of embedding purpose into business. Selected speakers from leading companies across industries will present case studies related to the pillars of our framework: Define, Do, Live, Say and Partner. It is an opportunity for exchange and learning from our failures and successes.

Will Gardner, Independent Consultant and B Leader, B Corp UK

Hannah Green, Director of Corporate Responsibility, GSK

Dana Haidan, Regional Europe Lead for Social Impact, Visa

Pilar Pedrinelli, Global Purpose and Vanilla for Change Lead, Unilever

Vitto Cerulli, Challenge Director, Business Fights Poverty (moderator)

2. CORPORATE SOCIAL INNOVATION ZONE

📍 RHODES TRUST
LECTURE THEATRE

SOCIAL INNOVATION, DEVELOPING AN ECOSYSTEM

Curated by the League of Intrapreneurs. Explore live examples of how companies are building internal enabling environments to spur and sustain corporate social innovation, what is working well and what not so well. This interactive session will provide attendees with insights from the innovators, mentors and leaders of intrapreneurship and build on the recent Business Fights Poverty and League of Intrapreneurs report: "The Intrapreneurship Ecosystem".

Deb Kaplan, Director of SAP One Billion Lives

Manuela Pastore, Global Lead, Making More Health, Boehringer Ingelheim

Hamzah Sarwar, Global Insight Lead, Infant Nutrition Specialty and Sustainability, RB

Pauline Vargas, Manager, Tomorrow's Markets Incubator, Pearson

Justin DeKoszmovszky, Global Catalyst, League of Intrapreneurs (moderator)

3. GENDER EQUALITY ZONE

📍 LECTURE HALL 5

HOW CAN BUSINESSES TACKLE GENDER-BASED VIOLENCE?

Curated by CARE International UK. In this workshop experts and business practitioners will share what they've learnt about successful approaches to address GBV in the workplace and beyond. We will also consider what the new ILO Convention on violence and harassment in the world of work means for business in the UK and globally.

Rachel Cowburn-Walden, Global Director, Human Rights Stewardship, Unilever

Shabnam Hameed, Operations Officer, Gender, IFC

Felizitas Lichtenberg, Global Diversity and Inclusion Manager, Vodafone

Verity O'Shaughnessy, Partnership Manager, CARE International UK

Jane Pillinger, Expert and Author: UNWomen/ILO Handbook on Addressing Violence and Harassment in the World of Work (2019)

Hester Le Roux, Senior Economic Advisor, Policy and Advocacy, CARE International UK (moderator)

4. ENTERPRISE ZONE

📍 SEMINAR ROOM A

SUPPORTING MICRO, SMALL AND MEDIUM ENTERPRISES IN LARGE COMPANY VALUE CHAINS THROUGH AN ECOSYSTEMS APPROACH

MSMEs play a critical role in large company value chains and in communities as generators of jobs and livelihoods. This session will explore how organisations with a stake in their success - large companies, governments, donors and civil society - need to move towards a more holistic and joined-up approach to enterprise support with the goal of strengthening the underlying ecosystem in which MSMEs operate.

Katharine Teague, Head of Advocacy, AB Sugar

Sinead Duffy, Head of NGO Engagement, Bayer

Henning Ringholz, Senior Executive, Small Foundation

Richard Gilbert, *Challenge Director, Business Fights Poverty (Moderator)*

5. HUMAN RIGHTS ZONE

📍 EDMOND SAFRA LECTURE THEATRE

APPLYING TECHNOLOGY TO HELP TACKLE MODERN SLAVERY IN GLOBAL SUPPLY CHAINS

This workshop will consider how companies can harness technology to tackle modern slavery in their global supply chains. We will review aspects of modern slavery that are amenable to solutions enabled by technology, examine examples of success, and consider the limits and risks in applying technology in this way.

Carrie Brassley, Head of Corporate Partnerships, Unseen UK

Benjamin Dubois, Digital Transformation Manager of Global Supply Chain, Nestlé

Davide Fiedler, Social Impact Manager, WBCSD

Laura Okkonen, Senior Manager, Human Rights Vodafone

David Norman, *Challenge Director, Business Fights Poverty (moderator)*

6. PARTNERSHIPS ZONE

📍 LECTURE HALL 4

BREAKING DOWN THE SILOS

Curated by The Partnering Initiative and WWF UK. Our panel of experts and participants will explore next-generation partnering: breaking down the silos not only between business and traditional development actors, but across both development issues and business areas to collectively deliver far more holistic and transformational solutions. We'll be looking at the barriers and success factors for this kind of approach and asking the question: how can we wholesale shift business, NGO, UN and donors to make such practice the new normal?

Nina Schuler, Private Sector Advisor, Inclusive Business, UK Department for International Development

Rebecca Morgan, Inspirational Business Manager, Sky

Maele Pelisson, Business and Nature Coalition Manager, WWF UK

Darshita Gillies, Founder and CEO, MAANCH

Mairead King, Head of Account Management, Corporate Partnerships, Save the Children UK

Hina West, *Head of Partnerships, WWF UK (moderator)*

OUR PLANET: OUR BUSINESS



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JOIN WWF FOR A SPECIAL
SCREENING OF A NEW FILM
INSPIRED BY THE
OUR PLANET NETFLIX SERIES
THAT EXPLORES THE IMPACT
OF A CHANGING WORLD
ON BUSINESS AND THE
OPPORTUNITY TO DRIVE
SOLUTIONS AT SCALE

Presented by **Naomi Hicks**,
Director of Partnerships, WWF-UK

📍 **NELSON MANDELA
LECTURE THEATRE,
1.30 - 2.20PM**

LUNCH SESSIONS

13.15 - 14.15

OUR PLANET: OUR BUSINESS

📍 NELSON MANDELA
LECTURE THEATRE
at 1.30 PM

JOIN **WWF** FOR A **SPECIAL SCREENING OF A NEW FILM** INSPIRED BY THE *OUR PLANET* NETFLIX SERIES THAT EXPLORES THE IMPACT OF A CHANGING WORLD ON BUSINESS AND THE OPPORTUNITY TO DRIVE SOLUTIONS AT SCALE

Please have lunch prior to entering the room

MENTORING PEOPLE WITH PURPOSE

📍 CONNECTION ZONE

WITH **LUCY DANCE-MATTHEWS**, ASSET AND PROJECT ACCOUNTANT, BASF EUROPE, AND **JON CARMAN**, DIGITAL PRODUCT MANAGER, GSK

Limited availability on first-come-first-serve basis.

IMPACT MEASUREMENT

📍 CONNECTION ZONE

WITH **JAMIE COATES**, sOPHla OXFORD

Limited availability on first-come-first-serve basis.

INTRAPRENEUR CLINIC

📍 RHODES TRUST
LECTURE THEATRE
at 1.30 PM

JOIN THE CHARISMATIC, **GIB BULLOCH**, AUTHOR OF "THE INTRAPRENEUR: CONFESSIONS OF A CORPORATE INSURGENT", FOR A PERSONAL COACHING SESSION BASED ON HIS FIRST-HAND EXPERIENCE AS AN INTRAPRENEUR WITHIN ACCENTURE, WHERE HE FOUNDED AND SCALED ACCENTURE'S GLOBAL "NOT-FOR-LOSS" CONSULTING BUSINESS, ADP.

Gib's book is a brutally honest look at what it takes to drive change within an organisation, with a wealth of professional and personal advice. Gib is Intrapreneur-in-Residence at Business Fights Poverty, a Steward of The League of Intrapreneurs and a Visiting Fellow of Social Intrapreneurship at Cranfield School of Management.

Come away inspired and energised, with practical advice for how to drive corporate social innovation within your organisation.

Please have lunch prior to entering the room

IMPACT INVESTING

📍 CONNECTION ZONE

WITH **FARRUKH KHAN**, SENIOR DIRECTOR BUSINESS DEVELOPMENT, ACUMEN

Limited availability on first-come-first-serve basis.

BUSINESS AND PEACE

📍 CONNECTION ZONE

WITH **TRINE PERTOU MACH**, HEAD OF ECONOMIC DEVELOPMENT FOR PEACE, INTERNATIONAL ALERT, AND **JERRY MARSHALL**, CHAIR, TRANSCEND

Limited availability on first-come-first-serve basis.

TECHNOLOGY FOR SOCIAL IMPACT

📍 CONNECTION ZONE

WITH **ALGY WILLIAMS**, CEO, EVERYIMOBILE

Limited availability on first-come-first-serve basis.

WORKSHOPS ROUND 2

14.30 - 16.00

1. PURPOSE ZONE

📍 NELSON MANDELA
LECTURE THEATRE

PERSONAL COACHING SESSION: HOW A SINGLE ORGANISING IDEA CAN CHANGE A BUSINESS FOR GOOD

Join Neil Gaught, award winning author of “CORE: How a Single Organizing Idea Can Change Business for Good”, for a personal coaching session.

At the Core of today's most admired businesses lies a powerful Single Organising Idea (SOI®). These businesses deliver both sustainable economic and social benefit.

Take this unique opportunity to gain insights into tools that will take your thinking beyond CSR and trendy 'purpose' intentions to inspire and equip you with a proven approach that cuts through barriers and ignites real change in business.

Drawing on stories and case studies, Neil's coaching session will equip you with the practical tools to take back to your business in order to embed purpose authentically.

Neil Gaught, Author, CORE: How a Single Organizing Idea Can Change Business for Good

2. CORPORATE SOCIAL INNOVATION ZONE

📍 RHODES TRUST
LECTURE THEATRE

PERSONAL COACHING SESSION: BE A SMART INFLUENCER

Join inspirational executive trainer and coach, Marcus Druen, for a high-impact session that will equip you with ideas, tools and inspiration you need to drive change within your organisation.

Why should anyone listen to you and your idea? How do you facilitate shifts in mindsets? You will generate ready-to-test responses to these in this highly practical workshop.

Marcus will hold a fast-paced yet reflective space for you to accelerate your understanding of how to succeed as a change maker in your organisation. You will leave ready-to-test your new insights on being more effective in your stakeholder engagement to galvanise action.

Marcus Druen, Influence and Leadership Coach

3. GENDER EQUALITY ZONE

📍 LECTURE HALL 5

HOW CAN BUSINESS BREAK THE STRUCTURAL BARRIERS TO GENDER EQUALITY AT WORK?

Curated with CARE. Companies are starting to explore the more ingrained issues of power relations between men and women and the global care economy. AB InBev, CARE USA, Stanford University's VMware Women's Leadership Lab and Business Fights Poverty are exploring how organisations can advance gender equality by engaging men as allies across the value chain. Meanwhile, Unilever and Oxfam have just published a briefing on 'Why unpaid care by women and girls matters to business, and how companies can address it.' Come and share your insights on how and why business has a role to play in tackling these structural barriers to women's equality in the workplace.

Claudia Codsì, Head of Partnerships, Oxfam

Pamela Cornes, Sustainability, Global Director, AB InBev

Sandra Fontano, Global Partnerships Manager, Gender, Unilever

Katherine Nightingale Head of Advocacy and Policy, CARE International UK

Alice Allan, Challenge Director, Business Fights Poverty (Moderator)

4. ENTERPRISE ZONE

📍 SEMINAR ROOM A

HELPING SMALL SCALE FARMERS IN FRONTIER MARKETS TO THRIVE IN MODERN SUPPLY CHAINS

Curated with Mercy Corps. In modern supply chains the system of organisations, people, activities, and resources involved in moving a product from source to consumer is complex. This session will explore how to strengthen small-scale farmer resilience in modern supply chains by building a stronger appreciation of the incentives that drive action among key stakeholders, and how best to align those incentives to drive more sustainable outcomes.

Hazel Taylor, Associate Director, Acumen

Tomas Zaborowski, Head of Sustainability Excellence, Bayer

Katharine Teague, Head of Advocacy, Associated British Sugar

Dr Christopher Stewart, Global Head of Corporate Responsibility and Sustainability, Olam International

Hetal Patel, Head of Venture Growth, Mercy Corps Ventures (moderator)

5. HUMAN RIGHTS ZONE

📍 EDMOND SAFRA LECTURE THEATRE

MADE IN POVERTY - THE HUMAN COST BEHIND GLOBAL SUPPLY CHAINS AND WHAT NEEDS TO CHANGE

Curated by Oxfam GB. Many of the people in global supply chains face appalling working conditions and struggle to make ends meet. And their share of the price consumers pay is going down. Taking Oxfam's campaign on global food supply chains as a starting point, we discuss the systemic nature of labour rights issues – and explore the action needed by businesses, governments, investors and citizens for workers and small farmers to have a decent and dignified standard of living.

Giles Bolton, Responsible Sourcing Director, Tesco

Rob Harrison, Director, Ethical Consumer

Kate Lewis, Head of Member Services, Ethical Trading Initiative

Amy Metcalfe, Head of Programmes and Finance, ShareAction

Rachel Wilshaw, Ethical Trade Manager, Oxfam GB (moderator)

6. PARTNERSHIPS ZONE

📍 LECTURE HALL 4

OPPOSITES ATTRACT - MOVING FROM CRITIC TO COLLABORATOR

Curated by The Partnering Initiative and WWF UK. The session will look at the more unusual side of partnerships, bringing a panel of experts and the audience together to work interactively through three fictionalised scenarios which are closely aligned to our panellists' real-life experiences of challenging and sometimes dangerous collaborations. We'll look at how to retain integrity in partnering, and what to do when partnerships get too close or when red lines look like they're being crossed.

Tracy Cambridge, Responsible Sourcing Director (Europe), Thai Union Group PLC

Sinead Duffy, Head of NGO Engagement, Bayer

Laura Hawkesford, Head of Private Sector Engagement, CARE International UK

Derek Yach, President, Foundation for a Smoke-Free World

Naomi Hicks, Director of Partnerships, WWF-UK

Nicky Black, Director of Social and Economic Development, ICMM

Darian Stibbe, Executive Director, The Partnering Initiative (moderator)

TAKE ACTION

JOIN THE COMMUNITY

BECOME A PART OF OUR GLOBAL NETWORK OF 20,000+ LIKE-MINDED PROFESSIONALS.

FOLLOW US ON TWITTER

JOIN THE CONVERSATION ON TWITTER VIA **@FIGHTPOVERTY**

JOIN A CHALLENGE

SHARE YOUR INSIGHTS AND EXPERTISE TO TACKLE PRESSING SOCIAL IMPACT CHALLENGES.

LEAD OR CO-LEAD A CHALLENGE

BUILD THE INSIGHTS AND RELATIONSHIPS YOU NEED TO UNLOCK OPPORTUNITIES FOR SOCIAL IMPACT.

BECOME A CONTENT PARTNER

JOIN OUR 80+ CONTENT PARTNERS TO SHARE EXPERTISE AND SOLUTIONS.

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JOIN OUR BUSINESS LEADERS GROUP*

JOIN PURPOSE-DRIVEN PEERS FROM INTERNATIONAL COMPANIES.

*by application

JOIN A FUTURE EVENT

SIGN UP VIA OUR WEBSITE TO HEAR ABOUT OTHER IN-PERSON AND ONLINE EVENTS.

Find out more at www.businessfightspoverty.org or email us at team@businessfightspoverty.org