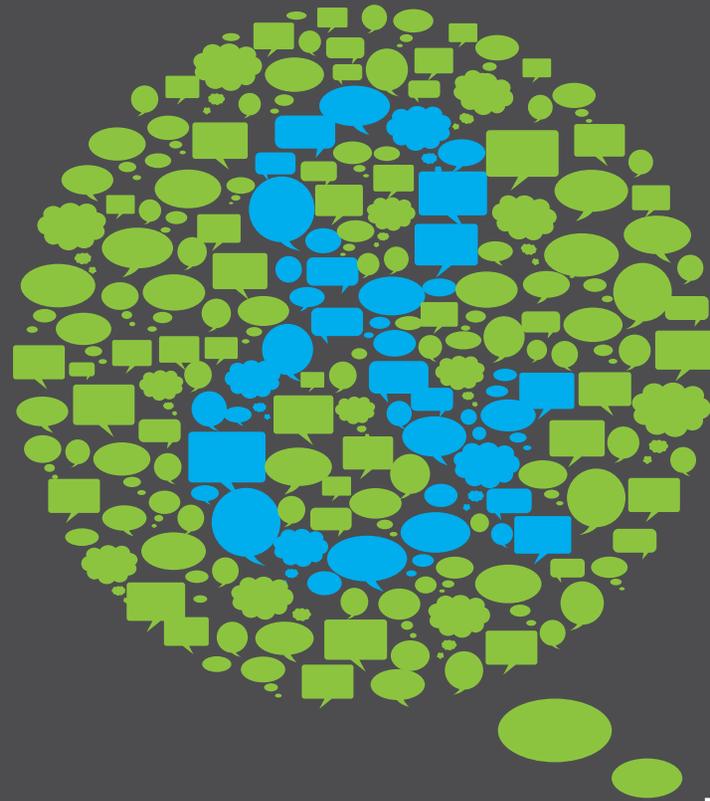


PRESENTED BY



Unilever



THE
POWER
OF
AND



SUSTAINABLE BRANDS LONDON CONFERENCE

NOVEMBER 27-28, 2012 | LONDON, UK

www.SBLondon.co

SPONSORED BY

 **BASF**

The Chemical Company



DRAGON ROUGE

INTRODUCTION

The leading brands of the future will be sustainable brands -- building them takes a new kind of thinking, with a new group of collaborators and a new set of tools -- and the world-wide Sustainable Brands community is showing the way.

In November, join sustainable brand innovators from Unilever, BASF, MARS, Adidas, Coca-Cola, Kingfisher, Philips, UPS, Sainsbury's and more, at SB London -- the first meet up for the Sustainable Brands community outside North America. Expect two days of extraordinary conversation, inspiration and insights while we explore global market trends, breakthrough research and disruptive new practices in brand strategy, communication, and design driven by those who are seeing social and environmental sustainability as a key driver of innovation in the 21st century.

Frank and dynamic plenary speakers, interactive breakout sessions and hands-on brand innovation labs, along with a surprising collection of unexpected participants, each bringing a unique perspective but a shared passion to the conversation all contribute to the flurry of energy, ideas and collaboration that has become synonymous with Sustainable Brands. At SB London, consider the Power of "&," as together we explore the power of eliminating our habit to think either/or and look at what might come when thinking of sustainability and brand, profit and purpose, business and NGOs, left and right, sustainable and beautiful... as business as usual.

The world is changing and Sustainable Brands are leading the way. Won't you join us in London and be part of this exciting global conversation?



WHAT DO PEOPLE SAY ABOUT SB CONFERENCES?

"It was a great conference and I came out totally inspired. I met so many people and am already continuing our conversations. What a great event. Looking forward to next year."

– Lyell Clarke, President & CEO, Clarke

"First, I want to let you know how much I appreciate the incredible work you are doing, and especially, the beautiful, collaborative world you create for the SB conference. For me, this year was just as valuable, just as impressive, and just as inspiring as last year's conference. Perhaps even more so, as I was able to see firsthand the progress that has been made in just one year's time, and to meet even more people who are trying to make a difference. I have never experienced anything like the event you have created, and it has changed my expectation of what's possible. My deepest gratitude to you and all the people on your team who created this year's success."

– June Holder, Manager, Sustainability Communications, UPS

"This was my first experience with a Sustainable Brands Conference and I found it to be unexpectedly unique ... part revival, without being hokey. The community convening there is surprisingly informed, influential, sincere, open and excited about collaborating to build a flourishing future. I look forward to expanding our relationship with Sustainable Brands from here."

– David Bennett, VP, Corporate Partnerships, National Geographic

"SB once again exceeded my expectations as each day I thought to myself, 'I am so glad I am here.' Here are a few things that truly differentiate SB for me from the other conferences I regularly attend: 1) speakers stay beyond their speech and continue to participate in the ongoing dialogue; 2) SB is an open conversation that just keeps going and people at all levels are willing to engage; 3) I can go back to work with at least a few ideas of things I can do immediately; 4) More ideas are generated for me, even in indirect relation to our business, here than anywhere else."

– Leilani C. Latimer, Director, Sustainability Initiatives, Sabre Holdings

"I hope you've slumbered deeply! Many thanks for another outstanding conference. The caliber of people, the thought leadership, discussions and organization were fantastic. You and your team are class and brains all the way!"

– Olivia Khalili, Sr. Partnerships Manager, Ashoka



WHAT YOU WILL LEARN AT SB LONDON

- What market trends and drivers are in motion in corporate sustainability today and how to “futureproof” your brand while strategizing for tomorrow
- How organizational change, employee engagement and multi-stakeholder collaboration are driving shift through the power of “&”
- Who is building successful, collaborative cross-sector partnerships, and how they have set down spears to build a productive relationship
- How to gather and introduce best practices in integrating sustainability into the product design process
- How design for behaviour change is being implemented in products and communications to support consumer desire to do the right thing
- How disruptive innovation and social entrepreneurship are helping pave the way to future success and a faster transformation of the global business climate
- How sustainable brand communication and advertising can create value for both brands and the bottom line, while doing good for people and the planet at the same time

FEATURED SPEAKERS

The brief for SB London is to deliver for the UK and Europe a world-class faculty of thought-leaders and practitioners who feature in the vanguard of the sustainable brand revolution. Compiling this elite set of speakers would not have been possible without the guidance of our esteemed Advisory Board and details of the programme will be announced here online, along with presenter roster particulars - do please check back regularly for updates. You'll find a full year's worth of thought-provoking, insightful, and tangible ideas and strategies for becoming a sustainable brand leader at SB London:



Marc Mathieu
Global SVP of Marketing, Unilever



Thomas Kolster
Author, *Goodvertising: Creative Advertising That Cares*



Tobias Fischer
CSR Project & Relations
Manager, H&M



Christopher Lukezic
Marketing and Communications,
EMEA, Airbnb



Dorothy Mackenzie
Chairman, Dragon Rouge



Alexis Olans
Senior Global Program Manager,
adidas Better Place, adidas



Christiaan Maats
Founder, OAT Shoes



Jason Foster
Founder and Chief Reuser,
Replenish

FEATURED SPEAKERS



Claudia Lorenzo
Social Business Director, Coca-Cola Brazil



Rob Cameron
Executive Director, SustainAbility



Alex Cole
Corporate Affairs Director, Sainsbury's



Sally Uren
Deputy Chief Executive, Forum for the Future



Nick Folland
Director of Sustainability, Kingfisher



Nestor Coronado Palma
Senior Sustainable Business Development and Supply Chain Management, Philips



Chris Sherwin
Head of Sustainability, Seymourpowell



John Marshall Roberts
Founder, Worldview Thinking



WHO ATTENDS SB CONFERENCES?

The Sustainable Brands community has grown to include thought leaders, brand practitioners, innovators and change agents from over 30 countries around the world. This year, at the request of some of our largest European members, we're taking our unique community and event model abroad to further extend the reach of our global conversation around the power of sustainability to shape brands, and the power of sustainable brands to shape the future.



LOCATION

The Mermaid Theatre and Conference Center is situated in London between the City and the West End. Located on the North Bank of the Thames, the venue enjoys spectacular views of the Tate Modern, the Globe Theatre and the Millennium Bridge, plus Europe's tallest building, The Shard. The Mermaid is conveniently accessible from several Underground stops: Blackfriars (only 2 minutes' walk) and Mansion House (6 minutes) on the District/Circle line, and St Paul's on the Central line (4 minutes). This historical London venue is committed to a comprehensive environmental policy; it currently holds a silver award for the Green Business Tourism scheme and a platinum Clean City Award for the city of London's small businesses.



PRESENTED BY



Unilever



SPONSORED BY



The Chemical Company



DRAGON ROUGE

www.SBLondon.co