

Practice Forum: How to Assess the ROI on Sustainability for Corporate Practitioners and Investors

March 13, 2019

44 West Fourth Street, New York, NY 10012
Kaufman Management Center, Room 5-50

Sponsors: **Bloomberg L.P. and Domtar Corporation** | Media Partner: **Harvard Business Review**

Schedule of Events

8:30a Registration and Light Breakfast, Rm. 5-50

9:00a Welcoming Remarks, Rangarajan (Raghu) Sundaram, Richard R. West Dean, Leonard N. Stern School of Business, and Edward I. Altman Professor of Credit & Debt Markets and Professor of Finance

9:10a Bloomberg Welcome, Lee Ballin, Head of Sustainable Business Programs, Bloomberg L.P.

9:15a Opening Address, Tensie Whelan, Clinical Professor of Business and Society, and Director, NYU Stern Center for Sustainable Business

10:00a Break

10:30a ROI Deep-Dive: *Sustainability Experts, How Does Monetization Help You?*

- *ROI on Employee Relations*

Rick Ridgeway, Vice President, Public Engagement, Patagonia

- *Operational Efficiencies at Aston Martin*

James Stephens, Director, Global Government and External Affairs, Aston Martin

- *Improved Sales and Brand Value at Caesars*

Andrew Winston, Author, "The Big Pivot"

- *Valuing CORE Benefits of Sustainability (Customer, Operational, Risk, Employees) in Healthcare*

Daniel Aronson, Founder, Valutus

12:00p Lunchtime Fireside Chat: *Sustainability Views from the CEO Suite*, Rm. 1-100

- **John D. Williams**, CEO, Domtar
- **Emily Chasan**, Sustainable Finance Editor, Bloomberg News

1:15p Panel: *Investor Insights on ESG and Corporate Financial Performance*, Rm. 5-50

- **Bob Eccles**, Visiting Professor of Management Practice, Oxford University (Moderator)
- **Jonathan Bailey**, Head of ESG Investing, Neuberger Berman
- **Herman Brill**, Director, Office of Investment Management, UN Pension Fund
- **Rina Kupferschmid-Rojas**, Group Head of Sustainable Finance, UBS
- **Beau Lescott**, Portfolio Manager, Inherent Group
- **Elizabeth Seeger**, Director, Sustainable Investing, KKR

2:15p Breakout Workshops: *The ROI of Sustainability: Testing the Methodology*

- *Risk*: Led by **Elyse Douglas**, Senior Scholar, NYU Stern Center for Sustainable Business
- *Talent*: Led by **Randi Kronthal-Sacco**, Senior Scholar, NYU Stern Center for Sustainable Business
- *Operational Efficiency*: Led by **Kevin Eckerle**, Director of Corporate Research and Engagement, NYU Stern Center for Sustainable Business

4:00p Break

4:30p Closing Fireside Chat

- **F. William McNabb**, Former Chairman, Vanguard
- **Adi Ignatius**, Editor-in-Chief, Harvard Business Review

5:15p Wrap Up, **Tensie Whelan, Clinical Professor of Business and Society, and Director, NYU Stern Center for Sustainable Business**

5:20p Networking Cocktails, Rm. 1-100