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 Bril, 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