

MAKE
SUSTAINABLE
& IMPACTFUL
STRATEGY
HAPPEN

WORKSHOP

Towards Business2030 by integrating Purpose and Materiality with Innovation and Performance

8th October 2019 > Rome

9:00 am > 4:30 pm

Villa Blanc, Via Nomentana 216

▶ Partecipa all'evento

Why it is Important to attend*

Nowadays most companies have sustainability programs. They are cutting carbon emissions, reducing waste, nurturing their talents and workforce, and otherwise enhancing operational efficiency.

But a mishmash of sustainability tactics does not add up to a **sustainable and impactful strategy**. To endure and be effective, a strategy must address first, and then manage, the complex and unfolding relationships between the shareholders and all the other stakeholders along the value creation process that characterize every organization.

Companies understand this, but too often they approach this journey by launching programs with the hope that they will be financially rewarded for “doing good,” even when the issues they address are not relevant to their strategy and operations. Largely missing from these efforts is a clear understanding of the very real trade-offs that exist between financial and environmental, social, and governance (ESG) performance when sustainabili-

ty is integrated in the business models. The capital markets know this only too well. As a result, they don't reward firms for ESG programs that are not material for the Business, and they tend to punish those whose programs—relevant or not—depress financial results.

Building on previous events in Rome (2016 and 2018) and in New York (2017), the objective of the Workshop 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. **Making sustainable and impactful strategy happen** requires companies **to align purpose with performance**. It requires to **connect values and value** through the implementation of **inclusive business models** where materiality fuels processes of innovation as organizations move from “Business as Usual” to **BUSINESS2030**.

* Workshop in Italian & English (Simultaneous translation available).

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What will be discussed

The aim the **Workshop in Rome** is to provide a forum to discuss critical issues related to how **Sustainable and Impactful Strategy** can be executed by building a bridge between corporate **Purpose and Materiality with Innovation and Performance**. Among others, the topics to be discussed include:

- > What is the difference between Strategies of Sustainability and Sustainable Strategy?
- > What are the Executives' and the Board's view on Sustainable and Impactful Strategy?
- > How to align Corporate Purpose to materiality and business model?
- > How can Sustainable and Impactful Strategy contribute to the achievement of the SDGs?
- > What is a business 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/impactful 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 strategy?
- > What is the impact of sustainable finance in managing and funding sustainable business?
- > How to generate measurable social and environmental impact alongside a financial return?
- > What "paradigm shift" (if any) is required to move from sustainability to impact evaluation?

- > How to make impact evaluation strategic? What is the competitive advantage of adopting an impact-based strategy in doing business?
- > How is impact currently assessed and managed?
- > What is the role (if any) that Academia wishes (is expected) to play in the making of purposeful businesses and prosperous societies?

Agenda To-Be-Confirmed / Key-note Speaker:

Robert G. Eccles

<https://www.sbs.ox.ac.uk/about-us/people/robert-g-eccles>

Robert G. Eccles is a leading authority on the integration of environmental, social, and governance (ESG) factors in resource allocation decisions by companies and investors. He is also the world's foremost academic expert on integrated reporting.



Currently Eccles is a Visiting Professor of Management Practice at the **Saïd Business School, University of Oxford** where he is engaged in a number of research projects. Eccles has been a Visiting Lecturer at the Massachusetts Institute of Technology, Sloan School of Management and was a Berkeley Social Impact Fellow at the Haas School of Business, University of California Berkeley. He was a Professor at **Harvard Business School** and received tenure in 1989. Eccles is a member of the Advisory Board of the JANA Impact Capital Fund and is an advisor to the non-profit Impact Management Project. He is on the board of the Mistra Center for Sustainable Markets at the Stockholm School of Economics, was the founding Chairman of the **Sustainability Accounting Standards Board**, and was one of the founders of the **International Integrated Reporting Council**. In 2011, Dr. Eccles was selected as one of the **Top 100 Thought Leaders in Trustworthy Business Behavior** for his extensive, positive contribution to building trust in business.

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Preliminary Program

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08.30 > 09.15 Arrivals, Registration & Coffee



Simultaneous translation
available IT-ENG > ENG-IT

09:15 > 09:30 **Welcome and Institutional greetings**

Prof. Andrea PRENCIPE, Magnifico Rettore Luiss
Prof. Paolo BOCCARDELLI, Dean Luiss Business School

09:30 > 09:40 **Introducing Osservatorio Governance Innovations & Impact Management, (GIIM)**

Prof. Giovanni FIORI, Luiss, GIIM

09:40 > 09:50 **Introducing "Make Sustainable and Impactful Strategy Happen"**

Prof. Cristiano BUSCO, Luiss, University Roehampton London

09:50 > 10:40 **The Investor Revolution and the Performance Frontier (Speech and Q&A by)**

Prof. Robert G. ECCLES, University of Oxford, formerly at Harvard

10:40 > 11:00 **Integration of Sustainability within the Core Business Opportunities and Trends**

Dott. Riccardo GIOVANNINI, Partner EY

11:00 > 11:20 **Coffee break**

11:20 > 12:00 **Panel - Make Sustainable and Impactful Strategy Happen in practice**

Dott.ssa Claudia CATTANI, President Rete Ferroviaria Italiana | Prof. Alessandro LAI, Board Member Cattolica Assicurazioni e Presidente Fondazione OIBR | Ing. Carlo MAZZI, Chairman Prada SpA | Dott. Domenico CARDINALI, President e AD Deltafina

Chairman: Dott. Roberto GIACOMELLI, Associate Partner EY

12:00 > 12:40 **Executing Responsible Banking**

Dott. Marco MORELLI, CEO Gruppo MPS
A conversation with Dott. Francesco GIORGINO, Rai, Luiss

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12:40 > 13:00 **The Business2030 initiative**

Prof. Angelo **RICCABONI**, Università di Siena & UN-SDSN

13:00 > 13:30 **Title TBD**

Dott. Luca **DAL FABBRO**, Presidente SNAM

13:30 > 14:30 Networking and Lunch Buffet

14:30 > 14:50 **Integrating ESG and SDGs**

Prof.ssa Costanza **CONSOLANDI**, Università di Siena

14:50 > 15:10 **The idea of Purpose and its origins**

Dott. Charles **WOOKEY**, Blueprint for Better Business

15:10 > 15:30 **The Statement of Purpose's project (Oxford/Luiss/Unisi)**

Prof. Robert G. **ECCLES**, University of Oxford

Prof. Cristiano **BUSCO**, Luiss, University Roehampton London

15:30 > 16:30 **Aligning Corporate Purpose with Sustainable Strategy:**

Dott.ssa Laura Maria **FERRI**, Altis, Università Cattolica del Sacro Cuore |

Dott. Goffredo **FREDDI**, Executive Director Policy & Communication, MSD Italia |

Dott. Alfio **FONTANA**, CSR Manager Carrefour | Dott.ssa Giulia **GENUARDI**,

Head of Sustainability Planning and Performance Management, Enel |

Dott.ssa Maria **PIERDICCHI**, President e Member Comitato Direttivo
nedcommunity

Chairman: Prof. Giovanni **FIORI**, Luiss, GIIM

16:30 Final remarks and future initiatives

Scientific Committee:

- Prof. Cristiano Busco, *Luiss, University Roehampton London*
- Dott. Riccardo Giovannini, *EY*
- Prof.ssa Costanza Consolandi, *Università di Siena*
- Prof. Angelo Riccaboni, *Università di Siena*
- Prof. Giovanni Fiori, *Luiss*
- Dott. Simone Scettri, *EY*

Organizing Committee:

Dott.ssa Giulia Achilli, *RHUL, London* | Dott.ssa Maria Federica Izzo, *Luiss* | Dott.ssa Andjela Pavlovic, *Luiss*
Dott.ssa Adriana Rossi, *Luiss & University of Siena* | Dott.ssa Elena Sofra, *Luiss*

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