



**CIES Future Leaders Congress**  
*Change or Be Changed*  
*How to Lead a Responsible Business*  
21<sup>st</sup> – 23<sup>rd</sup> October 2007 - London, United Kingdom

---

# CONFERENCE PROGRAMME



# CIES Future Leaders Congress

***Change or Be Changed - How to Lead a Responsible Business***  
**21<sup>st</sup> – 23<sup>rd</sup> October 2007 - London, United Kingdom**

---

As of 08.00 Delegates Registration & Welcome Coffee

## **MORNING SESSION: 10.00 – 12.30** **STRATEGIC SESSION**

***Session moderated by Professor David Hughes***

- 10.00-10.10 **Welcome to the CIES Future Leaders Programme**  
**Richard Flint**, Trading Executive – Hospitality, **Marks & Spencer PLC** & Chairman, **CIES FLP Committee**
- 10.10-11.00 **Setting the Scene - Change or be Changed, How to Lead a Responsible Business**  
**Professor David Hughes**, Emeritus Professor of Food Marketing, **Imperial College London**
- 11.00-11.30 **How does sustainability fit with your business model and determine your strategy?**  
*What is the interaction if any between corporate social responsibility and your brand strategy? How can they be aligned? What does the consumer think?*  
**Kate Robertson**, Group CEO UK, **Euro RSCG**
- 11.30-12.00 **Plan A**  
*How to successfully integrate a socially responsible agenda into your day to day retail business.*  
**David Gregory**, Technical Director – Foods, **Marks & Spencer**
- 12.00-12.30 **What does ethical sourcing mean in practice?**  
*How does a high-profile retailer like Tesco manage its global supply chain ethically? Understand how working collaboratively, the private sector could bring a genuine step change in the improvement of labour conditions throughout the global supply chain.*  
**Terry Babbs**, Director, International Trading Law and Technical, **Tesco PLC**
- 12.30-14.00 **Delegate Lunch**
- 14.00-14.30 **Today's Global Ethical Consumers**  
Nielsen exclusively reveals the groundbreaking results of its first global consumer survey on the ethical consumer. What consumers think, say and do?  
**Jonathan Banks**, European Business Insights Director, **The Nielsen Company**  
**Jonathan Reynolds**, Director, Oxford Institute of Retail Management Saïd Business School, **University of Oxford**



# CIES Future Leaders Congress

*Change or be Changed - How to Lead a Responsible Business*  
21<sup>st</sup> – 23<sup>rd</sup> October 2007 - London, United Kingdom

---

## STRATEGIC SESSION Continued

- 14.30-15.00 **From Risk Management to Sustainable Management**  
*Transforming sustainable development from a route to risk avoidance to an added-value mainstream strategy.*  
**Roland Vaxelaire**, Quality, Responsibility and Risk Management Director, Carrefour Group
- 15.00-15.30 **The Virtuous Organic Circle**  
*How Duchy Originals embodies HRH The Prince of Wales's commitment to providing high-quality organic and premium products, whilst helping to protect and sustain the environment.*  
**Tim Appleton**, Group Technical Manager, Duchy Originals
- 15.30-16.00 **Refreshment Break**
- Courtesy of 
- 16.00-16.35 **What does big money think?**  
*How does corporate social responsibility impact financial markets and their decisions?*  
**Mark Husson**, Managing Director, Global Retailing Analyst, HSBC Securities (USA) Inc.
- 16.35-17.05 **A Fair Future**  
*How a Fair Trade coffee brand is using cutting edge retail technology to both improve traceability and reduce the gap between developed and emerging economies.*  
**Jean-Pierre Blanc**, Managing Director, Malongo
- 17.05-17.25 **The UK Retail Scene**  
17.25-17.35 **Store Visits briefing & Videos of UK Consumers**  
**Demetra Pinsent**, Partner, McKinsey & Company
- 17.35-18.15 **Change or be changed - Mapping the destiny of retail brands**  
*Engineering desire, selling salvation and the push for posh. Understand the trends that are changing our retail landscape.*  
**Howard Saunders**, Creative Director, Echochamber.com
- 19.15 Departure for dinner from the Novotel London St. Pancras to **Floridita Restaurant**  
Courtesy of



### Delegates dinner at the Floridita Restaurant

*Floridita supports the economic growth in Cuban agriculture by importing a majority of ingredients in their menu with the assistance of the Cuban ministry. Floridita is a forerunner in Cuban initiatives that include The Cuban Cultural Festival and The Cuban Music Awards. These offer the international restaurant a true Cuban experience. Floridita supports and encourages, through charity initiatives, the growth of Cuban bands.*



# CIES Future Leaders Congress

**Change or Be Changed - How to Lead a Responsible Business**  
21<sup>st</sup> – 23<sup>rd</sup> October 2007 - London, United Kingdom

---

## OPERATIONAL SESSION

07.45 All delegates please assemble in the Novotel St Pancras Hotel Lobby.

8.00 sharp Departure of buses

8.00-14.00 **The FLP Store Visits Programme**


An in-depth look at the UK retail scene with visits to **Marks & Spencer, Sainsbury's, Tesco, Waitrose and Whole Foods Market.**

This year's store visits programme will address how major retailers in the United Kingdom are answering - and in a number of cases, leading - the challenge to engage fully with their corporate social responsibilities.

### The Continuity Company

changing customer behaviour • increasing sales

Courtesy of

A light lunch will be served in the coaches courtesy of 

14.30-16.00 **Debrief, Analysis and Show and Tell**

16.00-16.30 **Refreshment Break**

Courtesy of



16.30-18.00 **Store Visits Feedback (focusing on climate change, carbon footprint, food miles and local sourcing, packaging, energy efficiency and recycling, health and well-being)**

Review of the group's overall feedback and strategy development

19.00 Departure for dinner from the Novotel London St. Pancras to the **Silver Sturgeon Boat**

Courtesy of



### Delegates Dinner Cruise on the Silver Sturgeon

*Green steps the Silver Sturgeon is taking to lead a responsible business:*

- Use environmentally friendly cleaning products
- Crush all bottles from events for recycling
- Recycle ink cartridges
- Switching to Mineral water: 'Belu' – bio-degradable bottles, help with rubbish on River Thames (muncher), every bottle of Belu drank provides clean water for one person for a whole month in third world developing countries.
- Wide range of charity work: in 2006 - 2007 raised £40,000 for

*Demelza, 2008 sees Silver Fleet sponsoring the Capital Radio's Help a London Child event on the Silver Sturgeon.*



# CIES Future Leaders Congress

**Change or Be Changed - How to Lead a Responsible Business**  
21<sup>st</sup> – 23<sup>rd</sup> October 2007 - London, United Kingdom

---

**LEADERSHIP SESSION: 09.00 – 13.00**

## **Insights and Mentoring from Today's CEOs** *Session moderated by Doctor Kevin Money*

CIES brings you this leadership session thanks to the sponsorship of

*The Coca-Cola Company*

- <sup>3</sup>  
09.00-09.35 **Winning hearts, minds and hands through responsible leadership**  
**Doctor Kevin Money**, Director, John Madejski Centre for Reputation,  
**Henley Management College**
- 09.35-10.15 **Back to the future of food retail**  
*A celebration of the key learnings from the rise of modern retailing*  
**Raymond D. Ackerman**, Chairman, **Pick 'n Pay**
- 10.15-10.50 **Change Leadership - in Business and Society**  
*The broadening role of the business leader as change agent inside and outside the organisation.*  
**Charlotte Oades**, Director Corporate Identity, Public Affairs and Communication, **Coca-Cola European Union Group**
- 10.50-11.20 **Refreshment Break**  
Courtesy of 
- 11.20-11.55 **Sustainable London**  
**Leading a world capital towards a sustainable future**  
**James Bidwell**, CEO, **Visit London**
- 11.55-12.55 **Key note Closing Address: Be. You. Now.**  
**Leadership through the Looking Glass**  
*"Who are you?" said the Caterpillar. This was not an encouraging opening for a conversation. Alice replied "I – I hardly know, sir, just at present – at least I know who I was when I got up this morning, but I think I must have been changed several times since then."*  
Alice's Adventures in Wonderland – Lewis Carroll  
  
*In a world where people are losing their faith in institutions, and trusting only their intuition, the best leaders are those who manage to apply both definitions of integrity: having a code of moral values or ethics; and being whole, undivided, at one with themselves. Their leadership style is an extension of their character, intelligence and spirit, in other words an extension of who they are.*  
  
*Management gurus will continue to talk about the changing world, and how we need to change with it. Of course history doesn't stop, and every precarious moment demands some form of transformation. Caroline will talk about what's unchanging. What's always timeless and timely. The art of being the best version of yourself you can be.*  
**Caroline Sami**, Chief ID:ologist, **ID | ID:ology**
- 12.55-13.00 Closing remarks of the CIES FLP 2007 Congress  
**Richard Flint**, Trading Executive – Hospitality, **Marks & Spencer PLC &**

*Chairman, CIES FLP Committee*