

8:30-9:00am
**BREAKFAST/
REGISTRATION**

9:00-9:15am
WELCOME

9:15-10:00am
**30 YEARS OF
YOGURT ON A
MISSION: FINDING
A HEALTHY
TALK/DO RATIO**

10:00-11:15am
**INNOVATING
WITH PURPOSE:
HOW BRANDS
WITH GREAT
STORIES CAN
REINVENT
BUSINESS
MODELS**

11:15-11:20am
**HEARING IS
BELIEVING:
MUSIC & SOUND
IN STORYTELLING**

11:20-11:30am
BREAK

11:30am-12:15pm
**AVOID PITFALLS,
EMBRACE BREAK-
THROUGHS**

David Bach, Senior Associate Dean for Executive MBA, Yale School of Management

Achieving true sustainability means fundamentally changing not just how we act, but how we think. But companies who are sincere about facing environmental and health challenges often discover that our understanding of the problems and our choice of solutions do not lend themselves to simple slogans or taglines and in fact go right over the heads of our consumers. Hirshberg will describe Stonyfield's 30-year experience with trying to "balance what we do with what we say" and offer a few of his lessons learned.

– **Gary Hirshberg, Chairman, Stonyfield Farm**

The art and the science of storytelling for brands that are legitimately and intrinsically connected to corporate citizenship and sustainability. The panel will examine the challenges and the achievements around sustainable storytelling across a diverse set of brands. The panel is designed to provide insight, provoke questions and create a dialogue to better understand the power of storytelling.

– **Anjali Kumar, Head of Social Innovation, Warby Parker**
– **Maxine Bédard, Co-Founder, Zady.com**
– **Josh Dorfman, Founder and Author, The Lazy Environmentalist**
– **Tascha Rudder, VP of Business Development, FEED**
– **Moderated by Tom Zara, Global Director, Corporate Citizenship, Interbrand**

Sound is one of the most powerful tools we have to create memorable experiences that move people in an instant. Sonic-first thinking can help brands craft an authentic, compelling, and unique story about their sustainability efforts. Beckerman will explore best-in-class examples of Storytelling and Sound, as well as a humorous example of when things can go horribly wrong.

– **Joel Beckerman, Founder and Lead Composer, Man Made Music**

As changemakers, your messages have a natural advantage in the media marketplace — audiences want to be invited on a journey to create the world we all want. This practical how-to session will help you recognize common missteps that we all make, and empower you to tell stories that engage and activate.

– **Amy Hartzler, Studio Director, Free Range Studios**

12:15-1:15pm
LUNCH

1:15-2:00pm
**BUILDING A
BUSINESS (AND
A BRAND) ON
SUSTAINABILITY**

2:00-3:00pm
**UNSUSTAINABLE
CONFIDENCE:
EXCESSIVE
BELIEF IN OUR
OWN STORIES**

3:00-3:15pm
BREAK

3:15-4:30pm
**TELLING
THE TRUTH**

4:30-6:30pm
**DEAN'S
RECEPTION
IN ROOFTOP
DINING ROOM**

Unilever's "Sustainable Living Plan" is a long-term commitment to building a better brand and better business. In this session we will learn what it takes from an organizational and leadership perspective to rally an entire organization around sustainability — and how Unilever tells this story internally and externally to create engagement, action, and a better business.

– **Gina Boswell, Executive VP Personal Care, Unilever**
– **Jonathan Atwood, VP Sustainable Living & Corporate Communications, Unilever**
– **Moderated by Andrew Shapiro, Founder and Partner, Broadscale Group**

Dr. Cain's research focuses on the reasons that smart people do dumb things and good people do bad things. In this session, he will explain the psychology of overconfidence: what causes it and how to avoid it. The session will shed light on why people dangerously believe that "it'll all work out."

– **Daylian Cain, PhD, Associate Professor, Organizational Behavior, Yale School of Management**

This session will highlight and explore the challenges and benefits of companies telling the truth about their products, their values, and their aspirations. How do mission-driven enterprises navigate the incessant demand for growth, while also maintaining transparency about what matters to them?

– **Vincent Stanley, VP at Large, Patagonia**
– **Stephen McDonnell, Founder and CEO, Applegate Farms**
– **Moderated by Barry Nalebuff, Professor, Yale School of Management & Co-Founder, Honest Tea**

SUSTAINABILITY MARKETING

THE

11/20/13

Yale Club

New York

POWER

OF TRUE

STORIES

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Yale School of Management
Yale School of Forestry & Environmental Studies



Interbrand

Companies can no longer pay mere lip service to sustainability in a leveled, democratic marketplace where consumers demand transparency as the return on their emotional and economic investment in a brand. Successful companies must be ready to tell a compelling and authentic sustainability story, acknowledging limitations and defining an honest vision for overcoming them.

Interbrand, The Yale Center for Business and the Environment and The Yale Center for Customer Insights are thrilled to host Sustainability Marketing: The Power of True Stories.

At the Sustainability Marketing Conference, we will:

- Explore new ways of thinking about sustainability, authenticity, and storytelling with talks from leading academics and practitioners across a range of fields
- Highlight recent research on the impact of transparency on consumer behavior
- Show how smart companies are turning sustainability into measurable brand value by telling stories that matter

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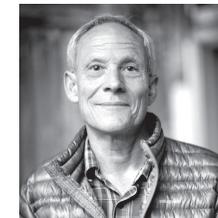
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