

# Agenda: Co-Creating Impact Summit

December 9, 2020

- All sessions will be streamed via GlobalMeet. Placing questions to speakers and moderators is enabled through GlobalMeet [[AM Session](#) / [PM Session](#) / [AM Session China](#) / [PM Session China](#)]
- The Virtual Exhibition is accessible through here [[link](#)]. Virtual coffee corners are available in each of the areas
  1. Create Awareness & Context [[link](#)]
  2. Evolve Science & Methodology [[link](#)]
  3. Build Capabilities [[link](#)]
  4. Shape Standards [[link](#)]
  5. Practitioners Corner [[link](#)]
- Visit the Summit whiteboard and leave your trace! *Novartis employees only* [[link](#)]

Time (CET)	Topic	Speakers
08:00 – 08:05	<b>Welcome</b>	John Elkington, <i>Founder &amp; Chief Pollinator at Volans</i>  Sonja Haut, <i>Head Strategic Measurement and Materiality, Novartis</i>
08:05 – 09:00 Session 1	<b>Measuring and Valuing Impact</b> Why measure impact? Why is impact valuation key? This session will explore measurement and valuation practices applied by governments, companies and institutions  Chaired by En Lee <i>Head of Sustainable and Impact Investments, Asia at LGT</i>	Naina Batra, <i>Chairperson and CEO, AVPN</i>  Hyungguen Park, <i>Director, Social Value Measurement Centre, SK CSES, Korea</i>  Federica Conci, <i>Country CFO Novartis Greater China</i>  Jason Lange, <i>Executive Director, Office of Best Practice Regulation, Australian Government Department of the Prime Minister and Cabinet</i>
09:00 – 09:20	<b>Virtual Exhibition: Explore, Meet and Discuss</b>	
09:20 – 10:00 Session 2	<b>Reimagining Business</b> With the number, extent and frequency of challenges and crises rising, what does it take to stay or become successful as a business?  Moderated by John Elkington	

## Keynote

Shannon T Klinger, *Chief Legal Officer and Member of the Executive Committee of Novartis*

## Keynote

Prof. Colin Mayer, *Peter Moores Professor of Management Studies, Saïd Business School, University of Oxford, UK*

09:40 - 10:00 **Questions to the keynote speakers**  
Moderated by John Elkington

Shannon T Klinger, Colin Mayer

## 10:00 - 10:30 Virtual Exhibition: Explore, Meet and Discuss

### 10:30 - 12:30 **Managing Impact Strategies**

Session 3

ESG considerations are no longer an option for businesses but a must. Knowing and addressing what matters to key stakeholders is paramount. What are the strategic implications, and how do they translate to decision-making? This session will bridge between macro considerations and operational choices

Prof. Dennis J Snower, *Founder and President of the Global Solutions Initiative*

Tom Beagent, *Director, PwC UK*

Barbara Vrede, *Director, Corporate Strategy, Novartis*

Chaired by John Elkington  
and Sonja Haut

Amy Israel, *Vice President and Global Head, Oncology Policy & Healthcare Systems*

## 12:30 - 13:00 Mid-Event Break

### 13:00 - 14:00 **The Future of Integrated Reporting**

Session 4

What is the role of corporate disclosures in terms of long-term value creation and corporate purpose? How can an Integrated Report provide more and better information to stakeholders? The session will consider the future role of disclosures in an increasingly volatile, uncertain, complex and ambiguous world.

Carrie Scott, *Head, ESG Management Office, Novartis*

Tjeerd Krumpelman, *Global Head, Business Advisory, Reporting & Engagement, ABN AMRO*

Kay Petrisor, *Head, Business Development and Strategy, WifOR Institute*

Chaired by Amanda Feldman  
*Co-Founder, Heliotropy*

Prof Robert Eccles, *Saïd Business School, University of Oxford, UK*

## 14:00 - 14:30 Virtual Exhibition: Explore, Meet and Discuss

### 14:30 - 15:30 **The Role of Governments and Policy in Innovation and Sustainability**

Session 5

As business-as-usual shades into business-as-unusual, radical innovation is required in products, services and business models. How can policy help or hinder?

Greg Medcraft, *Director, Financial and Enterprise Affairs, OECD*

Thomas Verheye (14:30-15:00),  
*Principal Adviser, European Commission's Directorate General for the Environment on Green Finance and Investments*

Chaired by Jelena Spanjol,

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*Head, Institute for Innovation Management (IIM),  
Munich School of Management, Ludwig-  
Maximilians-Universität (LMU) Munich, Germany*

*Dan Casserly, Head, Group Public  
Affairs, Novartis*

*Alan Donnelly, Convener of the  
G20 Health and Development  
Partnership and Founder and  
Executive Chairman, Sovereign  
Strategy*

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**15:30 - 16:00 Virtual Exhibition: Explore, Meet and Discuss**

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**16:00 – 17:00 Finance, Investors and Sustainability**  
Session 6 Access to capital is critical for business. With the growing importance of ESG topics, what are the implications for capital allocation? What does the post-COVID landscape look like - and who will be the new players?

*Veronica Poole, Global IFRS  
Leader, Deloitte Touche Tomatsu*

*Prof. Delphine Gibassier,  
Professor of Accounting for  
Sustainable Development, Academic  
Director of the Executive MBA Chief  
Value Officer, Integrated Multi-  
Capital Performance Research Center  
Director*

Chaired by John Elkington

*Janine Guillot, CEO, Sustainability  
Accounting Standards Board (SASB)*

*Prof Robert Eccles, Said Business  
School, University of Oxford, UK*

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**17:00 - 17:30 Virtual Exhibition: Explore, Meet and Discuss**

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**17:30 - 18:30 Climate and Health**  
Session 7 The pandemic has powerfully demonstrated how health, wealth, climate and nature are interrelated. How can we best build resilience in our societies and economies?

*Prof. Hans V Hogerzeil, Emeritus  
Professor, Global Health, Groningen  
University and former WHO Director  
for Essential Medicines and  
Pharmaceutical Policies*

Chaired by Mathis Wackernagel,  
*Founder and President, Global Footprint Network*

*Anne Ackerley, Head of  
BlackRock's Retirement Group*

*Dominic Hofstetter, Director of  
Capital & Investments, EIT Climate-  
KIC*

*Patrice Matchaba, Group Head,  
Global Health and Corporate  
Responsibility, Novartis*

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**18:30– 19:00 The 2021 Agenda**  
Session 8 Conclusion of the Co-creating Impact Summit 2020 with a review – and preview – session

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*John Elkington  
Sonja Haut*