

8th IE Social Responsibility Forum Tentative Program



IE SOCIAL RESPONSIBILITY FORUM
SOCIAL **MEANS** BUSINESS



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22 & 23 November 2013 - Madrid



Friday November 22, 2013

Venue: Caixa Forum Madrid [Paseo del Prado, 36] / HUB Madrid [Calle del Gobernador, 26]

14:30 – 15:30	Registration			CaixaForum
15:30 - 16:00	Welcome Addresses: Martin Boehm , Dean of Programs IE Business School Javier Aviles , IE Social Responsibility Forum President			CaixaForum
16:00 - 16:50	Keynote Speech Nicolas Marang , Director International Coordination CSR & Sustainability at L’Oreal			CaixaForum
17:00 - 18:10	Social Means Business Plenary: The future of social Juan Ramón Silva , Director of Sustainability at Acciona Alberto Andreu , Global Director of Corporate Responsibility and Reputation at Telefonica Antonella Broglia , TEDxMadrid			CaixaForum
18:10 - 18:20	Break			
Location:	CaixaForum	CaixaForum	CaixaForum	CaixaForum
18:20 – 19:35	B1: Education in an Era of Globalization	B2: Is Impact Investing Going Mainstream?	B3: A New Perspective: Women Entrepreneurs Driving Change	
20:00 – 22:00	Networking Cocktail			HUB Madrid

Saturday November 23, 2013

Venue: IE Business School [Calle María de Molina, 31] / Fundación Lázaro Galdiano [Calle de Serrano, 122]

9:30 – 10:00	Fair Trade Breakfast, brought to you Reale Seguros			Launch Pad, IE Business School	
Room	MM 201	MM 202	MM 301	MM 401	
10:00 – 11:15	B1: Corporate Responsibility - a necessary expense or a measurable contribution to shareholder and stakeholder value	B2: Act Big: Global Challenges, local solutions! (Español)	B3: The Tango of Social Responsibility Projects with Brand Equity	B4: Social and Environmental Responsibility In the Oil & Gas Industry	
Room	MM 201	MM 202	MM 301	MM 401	MM 403
11:30 – 12:45	B1: El enfoque estratégico de la RSE, factor clave para la competitividad de las empresas (Español)	B2: Who is in charge of making the world A better and healthier place?	B3: The Changing Landscape of the Energy Sector In Latin America	B4: Building a Business in Africa: Focus on Entrepreneurial Endeavors on the Continent	B5: Barriers to Distribution of Fair Trade Products
13:00 – 14:00	Sustainable Lunch, brought to you by Reale Seguros			Launch Pad, IE Business School	
Room	MM 201	MM 202	MM 301	MM 401	MM 403
14:00 – 15:15	B1: The Future of Technology for the Masses	B2: Waste Management’s Challenges in Becoming More Sustainable	B3: Addressing Poverty for the Bottom Billion, for Ethiopia: Beyond NGOs	B4: Sustainable Living for a Sustainable Future	B5: Social Innovation: What is it exactly and how do we truly have meaningful impact?
15:40 – 16:30	IE Alumni Panel				Fundación Lázaro Galdiano
16:30 – 16:40	IE SRF Alumni Award				Fundación Lázaro Galdiano
16:40 – 17:25	Closing Keynote Speech Vaja Mujinovic , CEO and Chairman of Orpheus Group				Fundación Lázaro Galdiano

KEYNOTE SPEAKERS

Opening Keynote

Date: Friday November 22, 2013 **Time:** 16:00 **Location:** CaixaForum Madrid



Nicolas Marang

Director of International Coordination
CSR & Sustainability
L'Oreal

Nicolas is graduated from the University of Paris 1 Panthéon-Sorbonne (Master in Business Law) and has also studied Anthropology and Philosophy in the University of Aix-en-Provence, and History in the University of Iceland, Reykjavik.

After a few years of legal practice as in-house lawyer for Lanvin, Nicolas has been Ethics Projects Manager and Group Issues and Crisis Manager of L'Oreal. He joined the CSR & Sustainability team of L'Oreal in November 2012. As Coordinator of CSR for L'Oréal he gives a collective support to countries with initial guidelines, communication and training tools and resources. He also promotes locally the enforcement of the global CSR strategy and goals by setting local action plans. His mission includes managing the dialogue with stakeholders.

Closing Keynote

Date: Saturday November 23, 2013 **Time:** 16:40 **Location:** Fundación Lázaro Galdiano



Maja Vujinovic

CEO and Chairman
Orpheus Group

Maja brings expertise in negotiations, leadership, new market entry, partnerships and execution in emerging, frontier and western markets. Maja advises corporate entities and governments on starting and growing their businesses and projects. She has played a pivotal role in helping various entities understand new market development, political risk, implications of global events and importance of technology, regulatory compliance and over all strategy. She has assisted in the investment strategy for a large private equity investment into Turkey's agricultural development. Maja has also worked at the European Parliament and at the Jimmy Carter Center, giving her exposure to mitigation of political risk, workings of World Bank, IFC (International Finance Corporation) and AfDB (African Development Bank). In addition, she assisted in writing a new political mandate for 2012 Mali Presidential election.

Maja's life philosophy has been deeply influenced by her experience as a child living through the war in ex-Yugoslavia and her life throughout three continents. She gives her time and fundraising ability to charitable organizations and serves as a mentor and tutor for children in Atlanta and in various African schools and public institutions. Maja sits on a Board of Members for the World Energy Forum, Board of Trustees for Atlas Corps and is an active speaker in various MBA programs. Maja Vujinovic received her J.D. from Emory University, Master's certificate in diplomacy and negotiations from Georgetown University and her undergraduate in International Affairs and Economics from Georgia State University.

B1: Education in An Era of Globalization

Date: Friday November 22, 2013 **Time:** 18:30-19:45 **Location:** CaixaForum Madrid

While the importance of education is indisputable, it is still out of reach for many people who need it. Furthermore, traditional education has excluded social impact issues, such as sustainable development and social responsibility. Find out what work is being done to help education reach the masses and to expand the curriculum to prepare us to be better global citizens.

Confirmed Speakers:

Hannah Peterson, Founder of Mattecentrum

Justin Goldbach, Director of Corporate Social Engagement at Changing Our World

Anxo Perez, 8belt.com

Silvia Sanchez, Empieza por educar

B2: Is Impact Investing Going Mainstream?

Date: Friday November 22, 2013 **Time:** 18:30-19:45 **Location:** CaixaForum Madrid

Can impact investing funds compete with traditional funds? What should constitute impact investing? The panel will showcase different approaches to social investment, impact investment, and venture philanthropy. It will be an opportunity to exchange ideas on how best to fund social ventures, and where the "money is going" at the moment.

Confirmed Speakers:

Guadalupe de la Mata, Founder of Innovation for Social Change

Agustin Vitorica, Co-founder of Gawa Capital

Elvira Espejo, Bamboo Finance

Ambika Singh Sampat, Acumen Fund

Francisco Soler, Creas

B3: A New Perspective: Women Entrepreneurs Driving Change

Date: Friday November 22, 2013 **Time:** 18:30-19:45 **Location:** CaixaForum Madrid

The world is changing; in 2012, 126 million women are running businesses, with 98 million of those being formally established, according to the Entrepreneurship Monitor (GEM) Women's Report. It raises a new perspective of leadership style, gender diversity and new ways of doing business. But how are they changing the story and driving the change? What drives them: necessity or opportunity? How are they bringing social innovation to today's society? Our panelists will share their perspective about the contribution and participation of women entrepreneurship around the world.

Confirmed Speakers:

Rachida Justo, Professor at IE Business School

Olivia Lazare, Project Leader at Cartier Women's Initiative Awards

Maria Gomez del Pozuelo, CEO at Womenalia

Pip Wheaton, Founder of Enke (South Africa)

B1: Corporate Responsibility – a necessary expense or a measurable contribution to shareholder and stakeholder value

Date: Saturday November 23, 2013 **Time:** 10:00-11:15 **Location:** IE Business School

With sustainability reporting and CSR having become a key focus area in many organisations, its principal impact tends to relate to social and environmental benefits generated. But how does CSR translate in terms of competitive advantage, financial and therefore fiscal results? And in how far is CSR/ GRI reporting relevant for investor relations particularly as far as risk evaluation is concerned? This is what our panel discussion will be elaborating.

Confirmed Speakers:

Ita McMahon, Responsible Investment Analyst

Tomas Pastor Garcia, Ernst & Young Madrid

Ricardo Hernandez, Head of Corporate and Government Affairs at Modelz Iberia

Carlos Martin, Sustainable Fans

B2: Act Big: Global Challenges, local solutions! (Español)

Date: Saturday November 23, 2013 **Time:** 10:00-11:15 **Location:** IE Business School

This panel is about people making a social change, inspiring and connecting social entrepreneurs with innovative ideas, information, products and services with the objective of creating healthy communities and environments to establish the basis for sustainability and meaningful life. They will share with us their projects and experiences driven by INNOVATION. We have to start somewhere, and others have done it. The world faces new challenges everyday and, as part of this journey, we need to create and promote new ideas to face social and environmental challenges. We need to increase the level of awareness and bring innovation to find sustainable solutions to real problems.

Confirmed Speakers:

Conchita Galdon, Manager of Area 31 at IE Business School and Co-Founder and CEO of Puentes Global

Guadalupe de la Mata, Founder of Innocation for Social Change

Johnny Azpilicueta, Founder of Tarifa Eco Center

Elizabeth Olive, CEO at Afables

B3: The Tango of Social Responsibility Projects with Brand Equity

Date: Saturday November 23, 2013 **Time:** 10:00-11:15 **Location:** IE Business School

It's been always a big question mark: what exactly is the relationship between Social Responsibility Projects (SRPs) and Marketing? Is the purpose of SRPs to be communicated with the customers or they should be carried out simply because companies care about society? On the other hand, which company should do projects in which social areas and why? Should it be relevant to its business or it should be only related to the need of society, regardless of the nature of the company? Companies are trying to improve their brand equity with SRPs and we will listen to some examples from the perspective of marketing professionals on the topic.

Confirmed Speakers:

Justin Goldbach, Director of Corporate Social Engagement at Changing Our World

Juan Antonio Beceiro Friedman, Marketing Manager Spain & Portugal, GE

Nancy Villanueva, Managing Director at Interbrand Spain

Sandra Pina, Quiero Salvar el Mundo Haciendo Marketing

Energy Panels by the IE Energy Club

Breakout Session 2 – Saturday November 23, 2013 – IE Business School

B4: Social and Environmental Responsibility in the Oil & Gas Industry

Date: Saturday November 23, 2013 **Time:** 10:00-11:15 **Location:** IE Business School

While global energy demand is expected to increase by 50% by 2040, oil and gas companies have been expanding their operations, helped by a number of technological advances. What type of environmental and social challenges are they currently facing? What steps has the industry taken to meet its commitment to sustainable development?

Confirmed Speakers:

Nikos Papadellis, Head of Business Development, Operations and Supply Chain at Copelouzos Group and International Constructuonal Group

Jaime Martin Juez, Global Director Safety and Environment at Repsol

Carlos Augusto Navarro Bilbao, Market Country Manager Spain and Portugal at Det Norske Veritas

Breakout Session 3 – Saturday November 23, 2013 – IE Business School

B3: The Changing Landscape of the Energy Sector in Latin America

Date: Saturday November 23, 2013 **Time:** 11:30-12:45 **Location:** IE Business School

The panel will be focused on the challenges and opportunities to develop Renewable Energy Projects in LATAM from different perspectives. What are the biggest challenges? How to turn the opportunities into benefits? What does it take for a renewable project to be successful in LATAM? What are the main differences between LATAM and Europe for the sector development? These are, amongst others, the main questions the panel will try to answer through conversation with Investors, Developers, and Bankers.

Confirmed Speakers:

Carlos García Suarez, CEO at TECNOMA & IE Business School Profesor

Carlos Martin Rivals, General Manager of Windplus at EDPR

Inocencio Figaredo Pire, Vice-President at Banco Santander

Tomás García, Head of Strategy EMEA & LATAM at SunEdison

Elisa Prieto Casaña, Strategy Director at ABENGOA Solar

B1: El enfoque estratégico de la RSE, factor clave para la Competitividad de las empresas / CSR Strategy, a key factor for enterprises' competitiveness (Español)

Date: Saturday November 23, 2013 **Time:** 11:30-12:45 **Location:** IE Business School

A strategic approach to CSR is increasingly important to the competitiveness of enterprises. It can bring benefits in terms of risk management, cost savings, access to capital, customer relationships, human resource management, and innovation capacity. During this panel we will see how different companies have developed their own sustainability/CSR strategies, the main issues they are concerned with and the challenges they are facing in the achieving of their CSR goals.

Confirmed Speakers:

Jaime Silos, Director Desarrollo Corporativo at Foretica

María Ángeles Rodríguez de Trujillo Guijosa, Directora RSC y Marca Corporativa at Heineken España

Rodrigo de Salas, Director de Comunicación Corporativa y RSE at LEROY MERLIN

José Miguel Tudela Olivares, Director de Organización y RSC at ENAGAS

María Victoria Sánchez Jiménez, Directora Responsabilidad Social Corporativa at ABENGOA

B2: Who is in charge of making the world a better and healthier place?

Date: Saturday November 23, 2013 **Time:** 11:30-12:45 **Location:** IE Business School

Who is in charge of making the world a better and healthier place? This panel will show the different players acting in the health environment. Focus are the roles, responsibilities and network-effects among multinationals, social entrepreneurs, researchers and NGOs.

Confirmed Speakers:

Daniel Blake, Professor at IE Business School

Jordi Marti, Ashoka Fellow & Social Entrepreneur, Dry Blood Spot Screening

Fernando Pelaez, Director Biotechnology Programme at CNIO (Cancer Research Center)

Mark Saalfeld, Fund Portfolio Manager at The Global Fund to Fight AIDS, Tuberculosis, and Malaria

B4: Building a Business in Africa: Focus on Entrepreneurial Endeavors On the Continent

Date: Saturday November 23, 2013 **Time:** 11:30-12:45 **Location:** IE Business School

This panel will focus on companies and entrepreneurs who are helping to push the developing world in to the 21st century with ventures targeting the bottom of the pyramid, infrastructure, or other ideas that have the potential to improve the lives of billions.

Confirmed Speakers:

Gayle Allard, Economics Professor at IE Business School

Charlie Miller, Business Development at Sunny Money (Solar Aid)

Daniel Pulaski, Partner at Emzingo

Nana Mainoo, Mainoo and Co. Ltd.

B5: Barriers to Distribution of Fair Trade Products

Date: Saturday November 23, 2013 **Time:** 11:30-12:45 **Location:** IE Business School

Consumers spent more than 5 billion Euros worldwide in fair trade products in 2012, but more than half were sold just in the UK and USA. Why does fair trade seem to be working in these countries yet lagging in so many others? How can we support a sustainable agriculture model based on small-scale farmers and fair conditions, and what barriers must be torn down by producers, distributors and consumers to help make this happen?

Confirmed Speakers:

Peter Williams, Independent Consultant on Fair Trade

Juanjo Martinez, Fair Trade and Products Manager at Intermon Oxfam

Mr. Hiroki Iwasa, CEO of GRA Group (Japan)

Rafael Currás-Pérez, Professor from the University of Valencia

Breakout Session 4 – Saturday November 23, 2013 – IE Business School

B1: The Future of Technology for the Masses

Date: Saturday November 23, 2013 **Time:** 14:00-15:15 **Location:** IE Business School

Is the Bottom of the Pyramid (BOP) a viable market? How can we find creative uses for technology to meet some of the most basic needs of the BOP that are unmet? Representatives from the telecom and solar power industries will share their perspective and ideas for what is yet to come.

Confirmed Speakers:

Carlos Pedraz, Telefonica

Charlie Miller, Business Development at Sunny Money (Solar Aid)

Ana Aguilera Bañon, Banking the Unbanked at Telefonica

B2: Waste Management's Challenges in Becoming More Sustainable

Date: Saturday November 23, 2013 **Time:** 14:00-15:15 **Location:** IE Business School

"Nothing is lost, nothing is created, everything is transformed" - Antoine Lavoisier Waste is one of mankind's greatest challenges, which has a tremendous impact on both our environment and our economy. However, whether it is water, food, energy or other types of waste, there are many opportunities for improvements that individuals and organizations can implement. Those improvements have a direct positive impact on the bottom line of both organizations and our environment. Our panelists will present us with ways in which companies can avoid waste from the first steps of production to waste disposal, recycling and even using waste for energy solutions.

Confirmed Speakers:

Nicolas Marang, Director International Coordination CSR & Sustainability at L'Oreal

Rafael Martinez Ferreira, CEO Hera W2R & IE Business School Professor

Joe Haslam, Professor at IE Business School

Fernando Prieto, Sustainable Reference Center

Irina Rodriguez de la Flor, Health Defense Organization

B3: Addressing Poverty for the Bottom Billion, for Ethiopia: Beyond NGOs

Date: Saturday November 23, 2013 **Time:** 14:00-15:15 **Location:** IE Business School

What is the face of poverty in Ethiopia? How is one NGO responding? Is its work sufficient to address poverty? In other words, what are the limits of an NGO working in this situation? Do you see a better solution to the poverty problem you observed in Ethiopia? Join the IE Professor and Students who traveled to Ethiopia to explore whether our current development models are working and what we may look to in the future.

Confirmed Speakers:

Gayle Allard, Professor at IE Business School

B4: Sustainable Living for a Sustainable Future

Date: Saturday November 23, 2013 **Time:** 14:00-15:15 **Location:** IE Business School

As populations continue to grow it is becoming ever more necessary to adapt not only our way of living but the buildings we live in as well. This panel will dive into the current trends in both Sustainable Living and Architecture with the intent to provide students ideas to not only reduce their footprint but to understand the need for better and more efficient structures.

Confirmed Speakers:

Andy Baker, Founder of Sustainable Reference

Yasuo UTSUMI, Professor at Tohoku University (Japan)

Anne Vogt, Founder of Vand Arquitectura

B5: Social Innovation: What is it exactly and how do we truly have meaningful impact?

Date: Saturday November 23, 2013 **Time:** 14:00-15:15 **Location:** IE Business School

Social Innovation has recently become quite the buzz word and as often happens in this case, everyone seems to understand it differently. We will hear from leading thinkers here in Spain on the topic who will share their understanding of what this word means and their experiences. We will explore what it means to truly have a meaningful impact and what the future holds for this space.

Confirmed Speakers:

Max Oliva, Co-Founder of Impact HUB Global Network

Humberto Matas, CEO DesignIt Barcelona

Conchita Galdon, Manager of Area 31 at IE Business School and Co-Founder and CEO of Puentes Global

Renata Piazza, Founder and Director, NPO Hasekura Program

Angeles Barrios Garcia, Philips