AGENDA

BUSINESS FIGHTS POVERTY

Oxford 2018
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@PracticalAction
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THERE HAS NEVER BEEN A MORE IMPORTANT TIME FOR BUSINESSES TO REDISCOVER AND RE-ENERGISE THEIR FUNDAMENTAL PURPOSE IN SOCIETY: EMBEDDING THIS IN THE WAY THEY DO BUSINESS, IN HOW THEY ENGAGE WITH THE COMMUNITIES AROUND THEM AND IN THE DECISIONS THEY TAKE TO STAND UP ON THE SOCIETAL ISSUES THAT MATTER TO THEM, THEIR EMPLOYEES AND THEIR WIDER STAKEHOLDERS.

Purpose and profit, when combined, can be powerful drivers for business performance and social impact. Our two organisations, like many of you, have been focused on this intersection for many years, and this event is an opportunity for us to come together to explore new opportunities and share insights on how to overcome challenges.

The event also offers the opportunity to make new connections and build new relationships. We’ve designed the event to help you meet people who share your purpose. Visit the Topic Zones, make use of the Connection Zone, drop into the permanent Tea and Coffee area and visit our Book Shop to meet a selection of authors at the cutting edge of this discussion.

We are honored that our event coincides with the Centenary of Nelson Mandela - a man who demonstrated the power of purpose to drive positive change. Please join us in celebrating his legacy and the ongoing work of the Nelson Mandela Foundation.

Thank you for taking the time to join us today. We hope you find the insights and relationships you need to take your idea to the next level.

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ABOUT US

BUSINESS FIGHTS POVERTY

Business Fights Poverty is an award-winning UK B Corp that aims to harness the power of collaboration to help business unlock new opportunities for social impact. With its origins dating back to 2005, Business Fights Poverty has grown into the world’s largest business-led collaboration network focused on social impact.

Business Fights Poverty is trusted by some of the world’s most pioneering international businesses to curate meaningful and productive engagement with their peers and stakeholders, crowdsource expertise to solve practical problems and drive thought leadership. Our approach to collaboration is based on convening the best people from across our network and beyond to co-create solutions to specific social impact challenges.

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THE AMERSI FOUNDATION

The Amersi Foundation, established in 2012, has among its areas of focus “Inclusive Capitalism” which aims to drive forward thinking and action on the Purpose of Business, CSR, Executive Pay, the Mindful Corporation, Conscious Capitalism, the Impact of AI on the Future of Work and Fighting Corruption.

As part of this work, The Amersi Foundation supports a number of organisations and initiatives, including The Future of the Corporation, an initiative of the British Academy, led by Professor Colin Mayer, Professor of Management at the Said Business School, that is addressing the purpose of business and asking what its role in society should be.

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Zahid Torres-Rahman
Founder and CEO
Business Fights Poverty

Mohamed Amersi
Founder and Chairman
Amersi Foundation
## AGENDA

### TUESDAY 17TH JULY

#### WELCOME DINNER
- **19.00 - 21.30**
  - St John’s College Dining Room
  - By pre-paid ticket

#### BREAKFAST & REGISTRATION
- **8.30 - 9.00**
  - SBS Entrance Hall

#### OPENING / WELCOME
- **9.15 - 9.45**
  - Nelson Mandela
  - Musical performance by Caroline Modiba, Soprano
  - Zahid Torres-Rahman, Founder and CEO, Business Fights Poverty
  - Mohamed Amersi, Founder and Chairman, Amersi Foundation

#### COFFEE BREAK
- **11.00 - 11.30**
  - Entrance Hall

### PLENARY KEYNOTE: BUSINESS, PURPOSE & COLLABORATION
- **9.45 - 10.00**
  - Nelson Mandela
  - Holly Branson, Chair of Virgin Unite and Co-Author: “WEconomy: You Can Find Meaning, Make A Living, and Change the World”

### PLENARY PANEL: BUSINESS, PURPOSE & COLLABORATION
- **10.00 - 11.00**
  - Nelson Mandela
  - Gib Bulloch, Author, “The Intrapreneur”
  - David Grayson, Professor Emeritus, Cranfield School of Management, and author “All In: Why Sustainability is the Future of Business”
  - Anita Hoffmann, Executive Coach, and Author “Purpose and Impact”
  - Harriet Lamb, CEO, International Alert
  - Moderator: Katie Hyson, Director, Thought Leadership, Business Fights Poverty

### WORKSHOPS ROUND 1
- **11.30 - 13.00**
  - See overleaf for descriptions

### LUNCH + OPEN PRACTICAL SESSIONS
- **13.00 - 14.30**
  - Open Session: Refugee-Inclusive Business Models
    - Edmond Safra
    - Exploring refugee inclusive business models. This session will provide a practical and insightful opportunity to look at different business models and differing locations.
    - Alexander Betts, Director, Humanitarian Innovation Project, The Refugee Studies Centre
    - Cat Baron, Social Mission Program Officer, Ben & Jerry’s
    - Udi Ronen, Associate Principle, Soros Economic Development Fund
    - Moderator: Justin Sykes, Founder and Managing Director, Innovest Advisory

### OPEN SESSION: THE POWER OF BRANDS TO TACKLE SOCIAL NORMS
- **13.30 - 14.15**
  - Nelson Mandela
  - Stefano Giolito, Global Brand Vice President, Dirt is Good, Unilever
  - Man-Kwun Chan, Oxfam
  - Roo Mackie, Brand Consultant, Vilfred
  - Mark McGinn, Director, Brand and Social Purpose, Edelman
  - Moderator: Matthew Sell, Chief Operating Officer, Northstar Research Partners
  - NOTE: Food and drink are not allowed in the Lecture Theatres. Please have lunch prior to the start of these Open Practical Sessions.

### WORKSHOPS ROUND 2
- **14.30 - 16.00**
  - See overleaf for descriptions

### PLENARY KEYNOTE: BUSINESS, PURPOSE & COLLABORATION
- **16.00 - 16.45**
  - Nelson Mandela
  - Antonio Zappulla, Chief Operating Officer at the Thomson Reuters Foundation
  - Sizakele Marutlulle, CEO + Founder, Marutlulle + C/O

### WRAP-UP
- **16.45 - 17.00**
  - Nelson Mandela
  - Zahid Torres-Rahman, Founder and CEO, Business Fights Poverty

### NETWORKING RECEPTION
- **17.00 - 19.00**
  - Courtyard
  - Drinks & Finger Food
WORKSHOPS ROUN DP 1 11.30 - 13.00

**CORPORATE SOCIAL INNOVATION ZONE**
- Rhodes Trust
  - Partners: The League of Intrapreneurs

**WOMEN'S EQUITY & INCLUSIVITY ZONE**
- Nelson Mandela
  - Partners: CARE

**PARTNERSHIP ZONE**
- Lecture Theatre 4
  - Partners: The Partnering Initiative, Ethicore

**INCLUSIVE BUSINESS ZONE**
- Edmond Safra
  - Partners: BoP Inc, Hystra, Practical Action

**INVESTING FOR IMPACT**
- Lecture Theatre 5
  - Partners: Acumen

### THE INTRAPRENEUR CASE CLINIC

Explore live examples of corporate social innovation, what is working well and what not so well. The case clinic will provide attendees with insights from the innovators, mentors and leaders of intrapreneurship and also help your own journey in practical ways, through Q&A, advice breakouts and peer to peer learning.

Rhian-Mari Thomas, Global Head Green Banking, Barclays
Giles Sibbald, Executive Director, UBS
Justin Dekoszmovszky, Partner & UK GM, Azaa
Henry Langston, VP, Strategic Marketing, Ocean Optics
Emily Murrell, Head of Sustainable Finance, HSBC holdings plc
Wg Cdr Keith Dear, Royal Air Force
Henry Burrell, Serial Intrapreneur and Executive Coach, Winning the Room
Maya Mehta, Capital Markets Lawyer, BNP Paribas

Moderator: Maggie De Pree, Co-Founder, The League of Intrapreneurs

### CREATING GENDER INCLUSIVE BUSINESS MODELS

It feels like the tide is turning, that we are in the moment of history of putting gender equality firmly on the table and creating positive change. But are we really creating change, behind the hashtags and headlines? Hear from a range of speakers on creating change and what more needs to be done.

Kate Clancy, Sustainability Manager, Cargill
Lahari De Alwis, Head of Business Services, Chrysalis
Amanda Smith, Global Sustainability Manager, Diageo
Tamsin Jones, Executive Director and Co-Founder, The Boardroom Africa

Moderator: Nilufar Verjee - Director of Women's Economic Empowerment, CARE International UK

### ADVOCACY PARTNERSHIPS - ESSENTIAL & PERILOUS

Business can make a significant contribution to people and planet through advocacy and policy dialogue, in partnership with civil society. The power and potential of advocacy partnerships can be matched by the perils. Learn from high-impact advocacy partnerships and explore how to manage the internal and external tensions.

Samantha Johnson, Senior Manager, GSK
Suzanne Taunton, Deputy Head of Health, Save the Children UK
Ruth Mhlanga, Private Sector Policy Advisor, Oxfam GB
Chloe Cranston, Corporate Engagement Adviser, International Alert

Moderator: Emile Schmitz, Director Marketing & Distribution, BoPInc

### BOP MARKETING AND BEHAVIOURAL CHANGE

Marketing your value proposition to risk-averse Base of the Pyramid consumers can be a huge and costly endeavour. Learn about BoP marketing, using lively and concrete examples from cases in Africa and Asia. Explore what this can mean for your own strategy.

Nick van der Velde, Project Manager Marketing & Distribution, BoPInc
Algy Williams, Managing Director, Every1Mobile
Nora Bergin, Project Manager, Every1Mobile

Moderator: Rachel Clay, Director, Ethicore

### HARNESSING DIFFERENT TYPES OF CAPITAL: A SPECTRUM OF RISK, IMPACT AND REWARD

The impact investing industry comprises a wide array of investors along a spectrum of risk-return and impact expectations. Given the industry’s diversity, there is opportunity for investors with varying return expectations and risk tolerance to complement each other using different types of capital. Hear perspectives on the types of capital available for entrepreneurs in the impact investing sector.

Harry Davies, Senior Associate, Ceniarth
Arun Gore, President and CEO, GrayGhost Ventures
Lisa Conibear, Business Manager, Shell Foundation
Nabeela Khan, Manager, Food and Agriculture, CDC

Moderator: Hazel Taylor, Head of Business Development, Acumen
**WORKSHOPS ROUND 2  14.30 - 16.00**

**CORPORATE SOCIAL INNOVATION ZONE**
- Rhodes Trust

**BUILDING INTRAPRENEUR SYSTEMS**
How can companies develop systems that drive commercial innovation with social impact? We will be testing a new diagnostic tool that companies and other organisations can use to assess their own enabling environment for intrapreneurship, and to provide practical guidance on how weaknesses in the ecosystem can be overcome, and strengths optimised.

Mario Gonzalez Lupercio, Shared Value and Innovation Leader, CEMEX
Laura Kelly, Head, Business Engagement Hub, DFID
Milan Samani, Founding Partner, TIL Ventures
Hester le Roux, Challenge Director, Business Fights Poverty
Moderator: Maggie De Pree, Co-Founder, The League of Intrapreneurs

**WOMEN’S EQUITY & INCLUSIVITY ZONE**
- Nelson Mandela

**HOW DOES SEXUAL HARASSMENT AND GENDER BASED VIOLENCE MOVE BEYOND A HASHTAG TO DEEP-ROOTED CHANGE**
#metoo has galvanised a conversation in every country in the world. However sexual harassment and gender-based violence are often a hidden issue downplayed or normalised. Explore how businesses can take practical action to tackle gender-based violence in workplaces, their supply chains, and beyond through this interactive workshop session.

Olivia Lankester, Senior Director, Compliance and Human Rights, Lego
Ellen Maynes, Gender Operations Officer, IFC
Moderator: Alice Allan, Head of Advocacy, Care International UK

**PARTNERSHIP ZONE**
- Lecture Theatre 4

**PARTNERSHIPS WITH IMPACT AND INNOVATION**
By bringing together diverse resources and thinking, partnerships generate innovation for economic, social and environmental impact. Explore the essential steps to curating innovative partnerships, learning from leading examples.

Zoe Ives, Private Sector Engagement Manager, VSO
Henry Majed, Director, Partnerships, Innovation Gateway
Ian de Villiers, Senior Partnering Advisor, World Vision
Tom Sessions, Head of Strategic Partnerships, Care International
Luke Wynne, Head of Youth Engagement, Global Action Plan
Jenny Cozins, Director of Access to Medicines Programmes, GSK
Aisling Quirke, Head, Global Development Organisations, Barclays Africa
Caroline Ashley, Head, Economic Justice, Oxfam
Emma Colenbrander, Head, Global Distributor Collective
Moderator: Darian Stibbe, Executive Director, The Partnering Initiative

**INCLUSIVE BUSINESS ZONE**
- Edmond Safra

**BEST PRACTICES IN LAST-MILE DISTRIBUTION**
What does it take to build a sustainable last mile distribution business for innovative, life-changing products or services? Test your knowledge through an interactive quiz on global best practices and learn from practitioners who have made it work.

Garance Wattez-Richard, Head of AXA Emerging Customers, AXA
Alexandre Coster, CEO, Baobab+
Justin Dekoszmovszky, Partner & UK GM, Azao
Moderator: Lucie Klarsfeld McGrath, Partner, Hystra

**INVESTING FOR IMPACT**
- Lecture Theatre 5

**PUTTING THE IMPACT BACK INTO ‘IMPACT INVESTING’**
A key differentiator of impact investing from other investment strategies is the commitment of the investor to measure and report on the social and/or environmental performance of their investments. The term “impact” is a tricky one though, as it often means different things to different people. Explore what impact means and the tools and frameworks commonly used.

Andy Jones, Associate Director, Hermes Investment Management
Loughlin, Hickey, Senior Advisor, A Blueprint for Better Business
Sarah Dunwell, Director, Fair by Design Fund, Ascension Ventures
Stuart Woollard, Managing Partner, Organisational Maturity Services LLP
Dr. Clarissa Hauptmann, Postdoctoral Researcher, Said Business School, University of Oxford
Moderator: Kat Harrison, Associate Director, Acumen
TAKE ACTION

JOIN THE COMMUNITY
BECOME A PART OF OUR GLOBAL NETWORK OF 20,000+ LIKE-MINDED PROFESSIONALS.

FOLLOW US ON TWITTER
JOIN THE CONVERSATION ON TWITTER VIA @FIGHTPOVERTY

JOIN A CHALLENGE
SHARE YOUR INSIGHTS AND EXPERTISE TO TACKLE PRESSING SOCIAL IMPACT CHALLENGES.

LEAD OR CO-LEAD A CHALLENGE
BUILD THE INSIGHTS AND RELATIONSHIPS YOU NEED TO UNLOCK OPPORTUNITIES FOR SOCIAL IMPACT.

BECOME A CONTENT PARTNER
JOIN OUR 80+ CONTENT PARTNERS TO SHARE EXPERTISE AND SOLUTIONS.

SHARE YOUR INSIGHTS
BE INSPIRED AND SHARE YOUR STORIES THROUGH OUR ONLINE MAGAZINE.

DOWNLOAD OUR REPORTS FOR FREE
VISIT OUR RESOURCES PAGE TO DOWNLOAD REPORTS, VIDEO AND OTHER CONTENT.

JOIN OUR BUSINESS LEADERS GROUP*
JOIN PURPOSE-DRIVEN PEERS FROM INTERNATIONAL COMPANIES.
*on application

JOIN A FUTURE EVENT
SIGN UP VIA OUR WEBSITE TO HEAR ABOUT OTHER IN-PERSON AND ONLINE EVENTS.

Find out more at www.businessfightspoverty.org or email us at team@businessfightspoverty.org