The Age of SUSTAINABLE INNOVATION
“The SDGs; The New Driver of Growth and Competitiveness”

CLARION HOTEL, COPENHAGEN
21 JUNE 2017

PROGRAMME

Join the conversation
#SDGs
@BCCDenmark
Dear participants,

Welcome to the British Chamber of Commerce in Denmark’s (BCCD) “The Age of Sustainable Innovation Summit”.

“Sustainable” products make our lives greener, our environment safer, make us live longer, families happier and economies more prosperous. Driven by the desire to achieve the UN Sustainable Development Goals (SDGs), sustainable products accounted for 5% of Global GDP in 2016 and have become increasingly important to global markets. Therefore, it is essential for companies to be at the forefront when it comes to introducing new technologies that support for example, CO2 emission reduction, health improvements or roads safety.

Businesses’ commitments to climate change and the SDGs underpin their decisions. Starting in 2016, over 6,000 companies in Europe must report annually on their sustainability performance per the EU Directive on Non-Financial Information Disclosure. Investors are also another driver. They are becoming more active, or in some cases legally obliged to invest in companies that, amongst other things, are investing in new technologies that are deemed safe for the environment.

Most important for companies and society is the changing taste of customers, especially the “millennials”, which presents a threat to established firms and industries. This group of consumers is exerting more pressure on companies’ business models. Yet there are challenges to achieving these gains. Government regulations still lag behind innovation, demanding consumers are considered “hipsters” or the infrastructure to support new enabling technologies is absent or underfunded.

The conference will bring together the industries, policy leaders, investors, regulators and consumers to discuss how businesses are leveraging the SDGs to support innovation and its growth across industries while ensuring high quality products, safety and comfort for consumers. I hope you enjoy the Conference.

Yours sincerely,

Gareth Garvey
CEO, BCCD
Programme
Details

08:00 - 08:30 Registration and Breakfast

08:30 – 08:40 Opening Remarks:
Gareth Garvey, CEO, British Chamber of Commerce in Denmark
Frank C. Okoisor, President & CEO, Toyota Denmark

08:40 – 09:00 Opening Keynote: Madame Ellen Johnson Sirleaf, President of the Republic of Liberia
Under the SDGs Framework: Making a case for attracting investment in education, healthcare and the energy infrastructure in Africa; a Liberian example

09:00 – 09:15 Keynote: Mads Nipper, CEO, Grundfos
“The SDGs: The drivers of innovation today-A socio-economic case”

09:15 – 09:30 Keynote: Grete Faremo, Executive Director, United Nations Office for Project Services
Forging a long-term relationship with the private sector in achieving the SDGs.

Section I Policy Desk

09:30 – 10:15 Panel Discussion:
The SDGs: ”Global trends are the new market dynamics enabling innovation”

In this high-level panel debate, representatives from the EU In this high-level panel debate, President Sirleaf a key architect of the SDGs, two policy makers and the UN will set the stage by discussing the global challenges that the SDGs are addressing and how they are making a case for companies-led innovation and growth. They will use their experience from working in Africa to address issues like:

• Growing urban center and cities congestion
• Energy efficiency, infrastructure and environmental challenges
• The growth potential in the emerging African middle class
• “Products for the Millennials” -Their changing consumers trend towards “good health and well-being”

Panelists:
Madame Ellen Johnson Sirleaf, President of the Republic of Liberia
Amb. Linda Thomas-Greenfield, Former US Ast. Secretary of State, African Affairs
Grete Faremo, Executive Director, UNOPS
Mads Nipper, CEO, Grundfos
Amb. Ellen Margrethe Løj, Former UN Special Representative

Moderator: Deo Delaney

10:15 - 10:45 Coffee Break
Section II
The Investors Perspective:

10:45 – 11:00
Keynote: Rina Kupferschmid-Rojas, Global Head of Sustainable Investing, UBS
“Delivering a new investment strategy that aligns profit with people and society. Leveraging the SDGs framework”

11:00 – 12:00
Panel Discussion: The SDGs: Redirecting financial capital for the commercialization of sustainable solutions at scale.

In this high-level panel discussion investors will discuss what the SDGs mean for the new universe of impact investment. They will discuss how the SDGs will redefine investors’ engagement with companies, influence their investment decisions and drive the development of innovative financing tools and models. They will address questions like:

• The untapped potential - successful SDGs investment case(s)
• Generating reliable data to support investment decisions in the SDG opportunities
• A new set of industry standards to mirror the new reality and risk profile of investment opportunities
• Innovative financing model: encouraging a shift in capital towards long term investment opportunities

Panelists:
Rina Kupferschmid-Rojas, Global Head Sustainable Investing, UBS
Shahin Lauritzen, Associate VP for Finance and CFO, IFAD
Torben Huss, Executive Vice President, IFU
Xiaochen Zhang, President, FinTech4Good

Moderators: Deo Delaney and Thomas Bernt Henriksen

12:00 – 13:00
Lunch Break

Section III
From Industry:
The SDGs: Inspiring New ways of organising innovation

13:00 – 13:20
Keynote: Flemming Besenbacher, Chairman, Carlsberg Group and Carlsberg Foundation
“Turning the SDG-driven innovation into a company’s competitive advantage”

13:20 – 13:40
Keynote: Johan van Zyl, President and CEO, Toyota Motor Europe
Delivering Sustainable Innovation
“How European customers are helping Toyota achieve its vision of a Sustainable society and Sustainable business”

13:40 – 14:30
Panel Discussion: “From lab to market – shortening and redefining the innovation life cycle”

In this industry-driven panel discussion, business leaders will continue to demonstrate how their commitment to the SDGs are impacting their innovation life cycle. They will address questions like:

• Consumer driven innovation – sharing vs owning. The socially and environmentally conscious “millennials”
• Monetizing disruptive technologies-increasing consumers’ willingness to pay extra for products and services from companies that are committed to positive social and environmental impact
• Sustainable innovation and the circular economy

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Panelists:
**Susanne Stormer**, Vice President, Novo Nordisk  
**Flemming Besenbacher**, Chairman, Carlsberg Group and Carlsberg Foundation  
**Sampo Hietanen**, CEO, MaaS Global Ltd  

**Moderator:** Thomas Bernt Henriksen

**14:30 - 14:50** Coffee Break

**Section IV**  
**The Way Forward:**  
**Addressing the challenges of a sustainable business and society**

**14:50 – 15:10** **Keynote:** Paul Polman, CEO, Unilever  
“The business case for sustainability”

**15:10 – 15:30** **Keynote:** Andreas Lunding, Structured Finance Specialist, Green Climate Fund  
The world after the Paris Agreement—the task ahead for Business  
“Integrating Climate Change and the SDGs into the Innovation process”

**15:30 – 16:10** **Wrap-up panel “Going forward – Aligning the goals of businesses, consumers and regulators”**

In this final multi-stakeholder panel discussion panellist will be drawing on the sights of the days to draw a road map for the future. They will be taking a closer look at the regulatory framework needed to help businesses thrive in the context of the SDGs. Touch points will include:

- Fast tracking approval of new technologies.
- Financing new infrastructure and upgrading old ones to support the shift to industry innovation in green tech.
- Defining a new regulatory framework for responsible production that includes new manufacturing practices, waste management, pollution and the disposal of hazardous materials.

Panelists:  
**Paul Ramiz**, Account Executive & Product Leader, Aon UK  
**Ingrid Reumert**, VP Global Stakeholder Communications & Sustainability, Velux  
**Matthew Nunn**, CEO, Citelum Denmark  
**Andreas Lunding**, Structured Finance Specialist, Green Climate Fund

**Moderator:** Gareth Garvey
Chair & Moderators

Deo Delaney
Conference Chair and Moderator
Head of Business Development, EU and International Trade, BCCD

Thomas Bernt Henriksen
Principle Moderator
Chief Debate Editor, Børsen

Gareth Garvey
Moderator
Gareth Garvey, CEO, BCCD

Madame Ellen Johnson Sirleaf is President of the Republic of Liberia, and Africa’s first democratically elected female Head of State. Having won the Presidential election in 2005, she took office in 2006 and is currently serving her second term in the role. She was jointly awarded the Nobel Peace Prize in 2011, in recognition of her work for women’s rights.

Ambassador Linda Thomas-Greenfield was the US Assistant Secretary for the Bureau of African Affairs between 2013 and 2017, and is a member of the Career Foreign Service. Previously, she served as Director General of the Foreign Service and Director of Human Resources, leading a team who handled the full range of personnel functions for the State Department’s workforce.

Grete Faremo is the Under-Secretary-General and Executive Director of the UN Office for Project Services (UNOPS). Prior to this, she held high-level positions in the Norwegian Government having entered public service in 1979, including Minister of Justice on two occasions, Minister of Petroleum and Energy, Minister of International Development and Minister of Defence.

Flemming Besenbacher is the Chairman of Carlsberg. He was the founding director of the interdisciplinary Nanoscience Center at Aarhus University and has extensive experience of managing large knowledge-based organisations. He is Professor Honoris Causa at ten international universities and has received many international awards.
**Susanne Stormer** is Vice President at Novo Nordisk. She joined the Novo Group in 2000 and is a member of the International Integrated Reporting Council. She holds a Master’s Degree in English Studies from the University of Aarhus and was appointed adjunct professor of Corporate Sustainability at CBS in 2013.

**Xiaochen Zhang** is President of FinTech4Good and the founding partner of New Development Ventures, where he leads the design and implementation of global strategy. Previously, he advised government agencies and multinational organisations on various issues through positions in the UN and World Bank.

**Rina Kupferschmid-Rojas** is the Global Head for Sustainable Investing and Managing Director of UBS Wealth Management. She previously served as Chief Executive of ESG Analytics, an investment consultancy. She is one of the first attendees of the Innovating for Sustainability Certificate from Harvard Business School, with over 10 years of experience and expertise in CSR.

**Shahin Lauritzen** is the associate Vice President for Finance and CFO at the International Fund for Agricultural Development (IFAD) in Rome. He started his career in the Danish Armed Forces before joining the cabinet of the Minister of Defence, as Military Assistant and Deputy Head of Cabinet. He has also served as Director for Programme and Finance at the Council of Europe.

**Ellen Margrethe Løj** is the former UN Special Representative and Head of Mission in South Sudan. She also served as the Special Representative of the Secretary-General to the UN Mission in Liberia between 2008 and 2012. Previously, she held a number of senior positions in the Danish Ministry of Foreign Affairs, including being Ambassador to Israel and Permanent Representative to the UN.

**Mads Nipper** is the CEO and Group President of Grundfos. He previously served in a number of senior positions at LEGO Group where he worked between 1991 and 2014, including as Chief Marketing Officer, Executive Vice President of Markets and Member of the Management Board. He holds a Master of Science in Business Administration and is a Director of Bang & Olufsen and Tulip Food Company.

**Matthew Nunn** is the CEO of Citelum Denmark. Citelum is a subsidiary of the EDF Group and one of the leading providers of public lighting and Smart City solutions in cities and towns around the world. Previously, he has been working for EDF in the U.K. and Poland leading the development of electricity supply activities for business customers. Matthew has a degree in management from Lancaster University.

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**Dr Torben Huss** is the Executive Vice President, Deputy Managing Director and Director of Project Development at the Danish Investment Fund for Developing Countries (IFU). In his current role, he oversees promotion and appraisal of new investment projects for IFU, including projects in China. He holds a PhD in economics from Copenhagen Business School.

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Dr Johan van Zyl is the President and CEO of Toyota Motor Europe. He joined Toyota South Africa in 1993 as Director in Vehicle Sales and Dealer Network and has held many posts in Toyota since then. Alongside his current role as President and CEO, he is also Executive VP of the newly created Production Business Unit at Toyota Motor Europe.

Paul Polman is the CEO of Unilever, having joined the company in 2009. Previously, he had a long tenure at Proctor & Gamble, serving in many senior management roles in 27 years of service. He has received several awards for business leadership related to sustainable development, and is Chairman of the World Business Council for Sustainable Development.

Sampo Hietanen is the CEO of MaaS Global Ltd. He is the originator of the concept of “Mobility as a Service”, which is a paradigm change in transport offering. His background is in executive positions in civil engineering and ITS, and he has both founded and headed several international businesses in the field.

Andreas Lunding is a Structured Finance Specialist at the Green Climate Fund, having joined the organisation in 2016. He has extensive experience of working in the field of climate change, having previously worked for Climate Change Capital and Asia Climate Partners.

Paul Ramiz is an Account Executive and Product Leader at Aon, a global leader as a reinsurance intermediary and full-service capital advisor. He has been with Aon since 2014, having previously worked at Lloyds and Partners as a Binding Authority Account Handler.

Ingrid Reumert is Vice President at the VELUX Group, and responsible for Stakeholder Communications and Sustainability. She also leads VELUX’s Sustainable Living in Buildings programme, which aims to optimize health, well-being and environmental factors. With an academic background in political science, she joined the VELUX Group in 2013.