Training workshop on rolling out sustainable agriculture in food companies

Programme and Logistics

Programme

December 15, 2009

12:30-12:45 Welcome and Introduction

12:45-14:15 Breaking down organizational hurdles:

- Input presentation: How do you break down organizational hurdles and roll out the business case for sustainable agriculture (SA)?
- Workshop challenge: breaking down organizational hurdles
- Primer on building an effective internal network
- Feedback, benchmarking and discussion

14:15-14:30 Coffee Break

14:30-19:00 Leading change in the organization:

- Input presentation: a structured framework to address organizational change issues around SA
- Introduction to leading change simulation
- Play Change Simulation
- Debrief, benchmarking and discussion

19:00 Cocktail and dinner at IMD's restaurant

Forum for CSM

IMD INTERNATIONAL Real World. Real Learning.

SAI PLATFORM

December 16, 2009

08:30-08:45 Introduction

08:45-10:15 Setting the context for SA:

- Myth's buster session on perceptions about SA
- Input presentation: Why should you be concerned and active in addressing SA challenges?
- Workshop Challenge: SA in practice
- Feedback, benchmarking and discussion

10:15-10:30 Coffee Break

10:30-12:00 The business case for SA:

- Input presentation: a structured framework on how to build the business case for SA
- Workshop Challenge: building a specific business case for SA
- Feedback, benchmarking and discussion

12:00-13:00 Lunch Break

13:00-14:30 SAI Platform:

- Input presentation: What is the value added of SAI Platform to my organization?
- Roundtable: success stories of implementation
- Workshop challenge: application/relevance of SA to mainstream sourcing and marketing strategies
- Feedback, benchmarking and discussion

14:30-15:30 Conclusions about the training :

- Further developments of the modular training
- Wrap-up

Logistics

Venue and timing:

Registration will take place as from 12:00 in front of the Panasonic auditorium on the first level of the Learning Center, IMD, Chemin de Bellerive 23, 1001 Lausanne, Switzerland. See map of IMD campus on the bottom of page 5.

On Tuesday December 15, the workshop starts at 12:30 sharp. On Wednesday December 16, it will start at 8:30 sharp.

A cocktail and dinner on Tuesday December 15 as from 20:00 will take place at the IMD Restaurant. A buffet lunch will be served on Wednesday December 16 at the IMD restaurant from 12:00 to 13:00

Hotel stay:

Single non-smoking hotel rooms have been reserved as per your request at the Movenpick hotel just next to IMD. The exact hotel address is Avenue de Rhodanie 4, 1006 Lausanne. Tel: +41 (0) 21 612 76 12 Fax: +41 (0) 21 612 76 11. See map on the top of page 5.

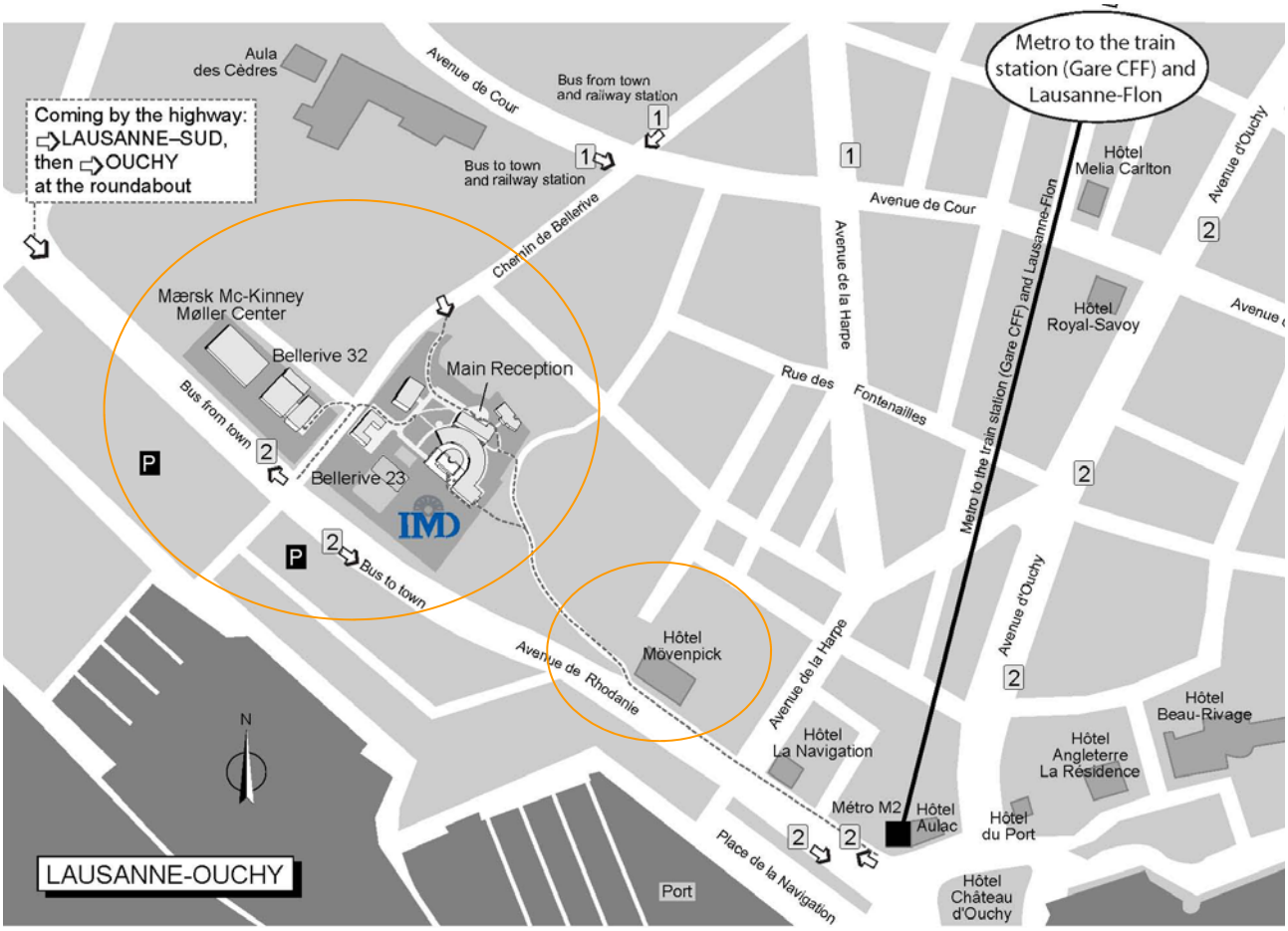
IMD's special rate is eur 160-170 per person per person per night, including breakfast. Should you wish to cancel this reservation, please be sure to inform either the hotel or Kay Richiger (contact on page 7). The hotel may charge you for the room if you do not inform them that you will not require the accommodation.

How to get there:

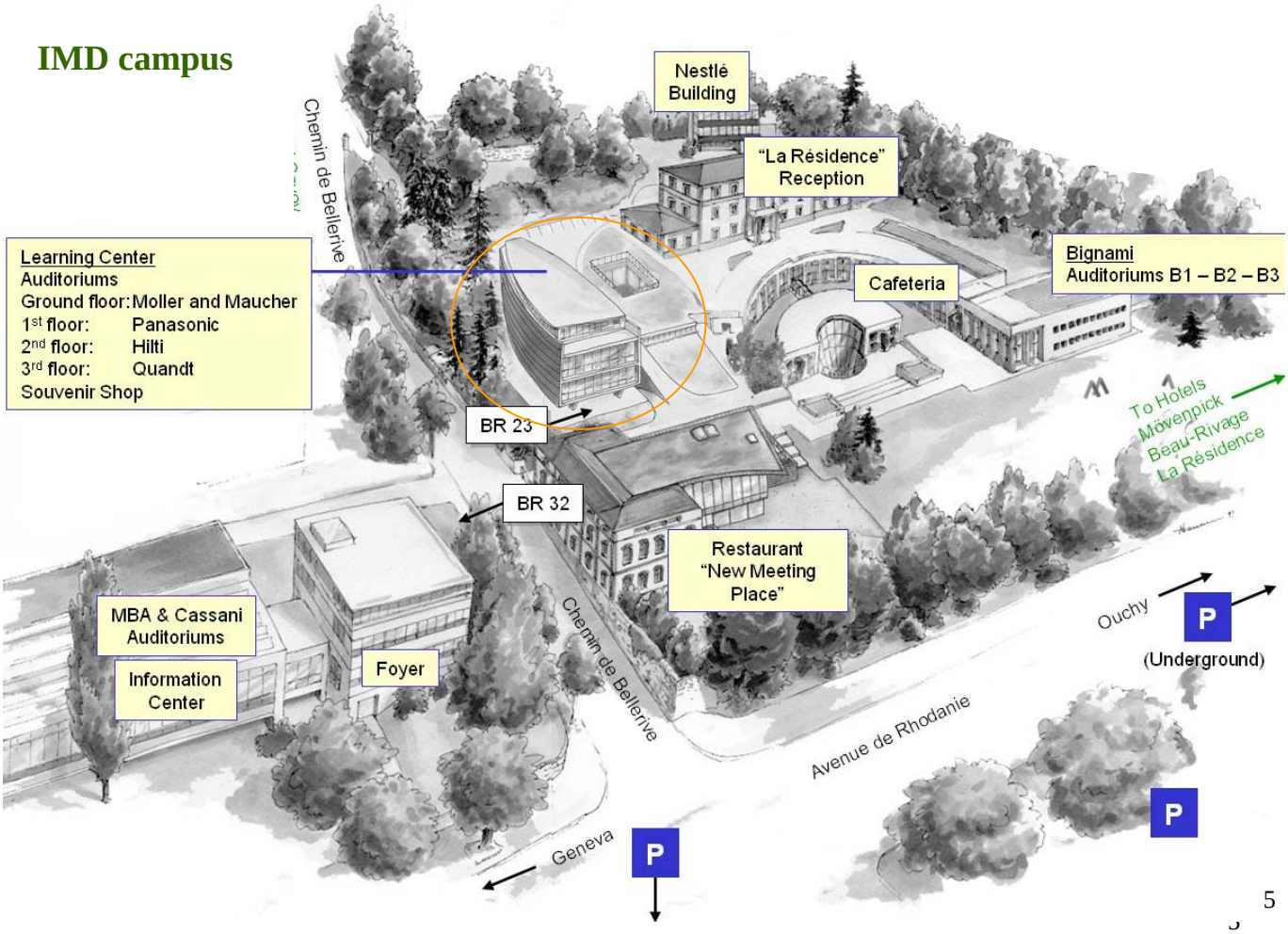
There are frequent trains from Geneva Airport to Lausanne. A timetable is enclosed on page 6 for those it is assumed will need it. Train times can also easily be found at http://www.sbb.ch/en/index.htm.

If you arrive by car, refer to the map on the top of page 5. There is a car park opposite IMD by the lake at a cost of SRF 6.- (about eur 4.-) per day.

For your return, the Program Administrator, Mrs Kay Richiger can arrange for a taxi to pick you up after the meeting and take you back to the Lausanne train station. See page 8 for her contact details.


Aula des Cèdres
Avenue de Cour
Bus from town and railway station
Bus to town and railway station
Coming by the highway:
LAUSANNE–SUD,
then OUCHY
at the roundabout
Chemin de Bellerive
Mærsk Mc-Kinney Møller Center
Bellerive 32
Main Reception
Bus from town
Bellerive 23
IMD
Bus to town
Avenue de Rhodanie
Hôtel Mövenpick
Avenue de la Harpe
Rue des Fontenailles
Metro to the train station (Gare CFF) and Lausanne-Flon
Hôtel Melia Carlton
Avenue d'Ouchy
Hôtel Royal-Savoy
Hôtel La Navigation
Métro M2
Hôtel Aulac
Hôtel du Port
Hôtel Beau-Rivage
Hôtel Angleterre La Résidence
Hôtel Château d'Ouchy
Place de la Navigation
Port
N
LAUSANNE-OUCHY

IMD campus


Nestlé Building
"La Résidence" Reception
Chemin de Bellerive
Learning Center
Auditoriums
Ground floor: Moller and Maucher
1st floor: Panasonic
2nd floor: Hilti
3rd floor: Quandt
Souvenir Shop
Cafeteria
Bignami
Auditoriums B1 – B2 – B3
BR 23
BR 32
To Hotels
Mövenpick
Beau-Rivage
La Résidence
Restaurant "New Meeting Place"
MBA & Cassani Auditoriums
Information Center
Foyer
Chemin de Bellerive
Ouchy
(Underground)
Avenue de Rhodanie
Geneva

Train timetable from Geneva airport:

➔Genève-Aéroport – Lausanne

Dep	Journey	Arr	Dur.	Servicedays
0.12	RE	1.12	1.00	daily
5.47	IR	6.40	0.53	daily
6.12	RE	7.12	1.00	daily
6.27	IR	7.15	0.48	daily
6.36	IC FA 🍷 R 🍴	7.18	0.42	daily
6.47	IR	7.40	0.53	daily
7.01	IR	7.43	0.42	daily
7.24	IR	8.12	0.48	daily
7.36	IC FA 🍷 R 🍴	8.18	0.42	daily
7.47	IR	8.40	0.53	daily
8.01	IR	8.43	0.42	daily
8.27	IR	9.15	0.48	daily
8.36	IC FA 🍷 R 🍴	9.18	0.42	daily
8.47	IR	9.40	0.53	daily
9.01	IR	9.43	0.42	daily
9.27	IR	10.15	0.48	daily
9.36	IC FA 🍷 R 🍴	10.18	0.42	daily
9.47	IR	10.40	0.53	daily
10.01	IR	10.43	0.42	daily
10.27	IR	11.15	0.48	daily
10.36	IC FA 🍷 R 🍴	11.18	0.42	daily
10.47	IR	11.40	0.53	daily
11.01	IR	11.43	0.42	daily
11.27	IR	12.15	0.48	daily
11.36	IC FA 🍷 R 🍴	12.18	0.42	daily
11.47	IR	12.40	0.53	daily
12.01	IR	12.43	0.42	daily
12.27	IR	13.15	0.48	daily
12.36	IC FA 🍷 R 🍴	13.18	0.42	daily
12.47	IR	13.40	0.53	daily
13.01	IR	13.43	0.42	daily
13.27	IR	14.15	0.48	daily
13.36	IC FA 🍷 R 🍴	14.18	0.42	daily
13.47	IR	14.40	0.53	daily
14.01	IR	14.43	0.42	daily
14.12	RE	15.12	1.00	daily

Dep	Journey	Arr	Dur.	Servicedays
14.27	IR	15.15	0.48	daily
14.36	IC FA 🍷 R 🍴	15.18	0.42	daily
14.47	IR	15.40	0.53	daily
15.27	IR	16.15	0.48	daily
15.36	IC FA 🍷 R 🍴	16.18	0.42	daily
15.47	IR	16.40	0.53	daily
16.01	IR	16.43	0.42	daily
16.27	IR	17.15	0.48	daily
16.36	IC FA 🍷 R 🍴	17.18	0.42	daily
16.47	IR	17.40	0.53	daily
17.01	IR	17.43	0.42	daily
17.27	IR	18.15	0.48	daily
17.36	IC FA 🍷 R 🍴	18.18	0.42	daily
17.47	IR	18.40	0.53	daily
18.01	IR	18.43	0.42	daily
18.27	IR	19.15	0.48	daily
18.36	IC FA 🍷 R 🍴	19.18	0.42	daily
18.47	IR	19.40	0.53	daily
19.01	IR	19.43	0.42	daily
19.27	IR	20.15	0.48	daily
19.36	IC FA 🍷 R 🍴	20.18	0.42	daily
19.47	IR	20.40	0.53	daily
20.01	IR	20.43	0.42	daily
20.27	IR	21.15	0.48	daily
20.36	IC FA 🍷 R 🍴	21.18	0.42	daily
20.47	IR	21.40	0.53	daily
21.27	EN	22.15	0.48	daily
21.36	IC FA	22.18	0.42	daily
21.47	IR	22.40	0.53	daily
22.27	IR	23.15	0.48	daily
22.47	IR	23.40	0.53	daily
23.12	IR	0.12	1.00	daily
23.47	IR	0.40	0.53	daily

legend

FA	=	Family carriages with compartiment for children
🍷	=	Minibar
R	=	Reservation possible
🍴	=	Restaurant

Contact

Queries:

If you have any question or need any assistance before or during the workshop, contact Mrs Kay Richiger from IMD:
- Direct Telephone: + 41 (0) 21-618 0612
- Fax: + 41 (0) 21 618 0641
- E-mail: kay.richiger@imd.ch

Or Mrs Emeline Fellus from SAI Platform:
- Mobile Phone: +33 (0)6 22 22 84 74
- E-mail: efellus@saiplatform.org

Messages:

If anyone needs to contact you or send you a fax while you are at IMD's, please ask them to use the following numbers, to state your name clearly and mention that you are attending the "CSM / SAI Platform workshop". Phone: +41 (0) 21 618 0111. Fax: +41 (0) 21 618 0707. The IMD reception desk will then pass on the messages.

Useful links

Lausanne tourism information
http://www.lausanne-tourisme.ch

Geneva International Airport
http://www.gva.ch

Basel/Mulhouse Airport
http://www.euroairport.com

Zurich airport
http://www.zurich-airport.com

Swiss Rail
http://www.sbb.ch/en/index.htm

Provisional list of participants

Name	Title	Company
SAI PLATFORM MEMBERS		
Aaron Baldwin	Operations Russia	Agroterra
Carlo Galli	Technical & Strategic Adviser, Water & Agriculture	Nestle
David Pendlington	Manager, Sustainable Agriculture	Unilever
Eric Mowitz	Director of Operations	Agroterra
Ernesto Brovelli	Senior Manager, Sustainable Agriculture	Coca-Cola
Francois Xavier Brehon	Plant Manager	General Mills
Gail Smith	Sustainable Agriculture Research Manager	Unilever
Gary Reznik	Manager, Product Development	Novus
Ghislain Pelletier	Vice president Corporate Agriculture	McCain
Hans Joehr	Assistant Vice-President, Sustainable Agriculture	Nestle
Ian Hope-Johnstone	Agricultural Development Manager	Pepsico
Jaap Petraeus	Manager Corporate Environment and Sustainability	Friesland Campina
Jacques Gravier	Production Unit Manager, Häagen-Dazs	General Mills
Joyce Cacho	Chief Sustainability Officer	Novus
Juerg Zaugg	Sourcing Manager	Nestle
Juergen Bruer	Agronomist	Agrarfrost
Lorenz Mestwerdt	Account manager	Agrarfrost
Mark Pettigrew	Agricultural Development Manager	Pepsico
Peter Mitchell	Director of Operations Ukraine	Agroterra
Richard Burkinshaw	European Environmental Strategy Manager	Kellogg's
Rob Johnson	Senior Green Coffee Buyer	Sara Lee
Sikke Meerman	Agri Products Supply Development Director	Unilever
Stephanie Demay	Sustainability Manager	General Mills
Stephanie Schmid	Global Communications Manager	Unilever
Thomas Ingermann	Director KI Manufacturing Safety & Environment	Kraft
Ulrike Sapiro	CR Director - Environment	Coca-Cola
GUEST		
Lucian Peppelenbos	Learning Manager	IDH
SAI PLATFORM AND IMD STAFF		
Aileen Somers-Ionescu	Deputy Director, CSM	IMD
Brian Lindsay	Dairy LCA project Manager	SAI Platform
Emeline Fellus	Deputy Director	SAI Platform
Giovanni Malfatti	Communications Manager	SAI Platform
Peter-Erik Ywema	General Manager	SAI Platform
Rhoda Davidson	Programme Manager	IMD
Tania Braga	Research Associate	IMD