



SUSTAINABLE BRANDS NEW METRICS '16

BOSTON | NOV 14 - 16

EXPANDING

THE WAY **BUSINESSES**

MEASURE VALUE





NEW METRICS FOR A FLOURISHING FUTURE



Global events, from Brexit, to political and social unrest, to changes in national leaderships, to growing disruptive forces across many industries, have brought into focus questions about how brands and businesses can survive and thrive in uncertain times. Business leaders are challenged with delivering brand value in the near term while investing in and protecting their long-term futures. In today's volatile markets, sustainable strategies designed to insure that businesses will succeed and flourish are imperative.

Striking a balance between financial prosperity and sustainability requires a new mindset and new tools to weather unpredictable external forces. Business leaders are being called upon to identify and implement programs to ensure that their brands not only survive, but demonstrate meaningful growth that replenishes rather than depletes the assets we share globally. Building off this understanding, New Metrics provides a peer community, access to thought leadership, paradigm-changing solutions and tools that enable forward-thinking analytical minds to deliver insights that accurately assess risks, potential and resources to confront present challenges, while also finding new ways to value all important capitals toward a flourishing future for all.

The global Sustainable Brands community first convened, and remains at the forefront, of this New Metrics conversation. The latest advances in capturing the full range of social and environmental factors throughout the value chain are being identified by inspiring multi-national brands, entrepreneurs and non-profit organizations coming together as a community to create and accelerate the shift to new norms. Being successful in the business environment of tomorrow means understanding how new metrics are designed, implemented and communicated effectively. Join the SB community and progressive business leaders at [New Metrics 2016, November 16-18](#) in Boston, to discuss the latest advances and explore the increasingly sophisticated landscape of applications.

4 KEY TOPICS WILL BE EXPLORED:

AS A NEW METRICS ATTENDEE, YOU WILL LEARN:

- How to Apply New Metrics to Strategic Planning, Risk Assessment and Investment ROI in Any Business Endeavour
- How to Measure and Improve Performance and Transparency along the Entire Value Chain
- How to Translate a Growing Abundance of Data for Purposes of Innovation, Stakeholder Engagement and Brand Communications
- How to Transition Market-Leading Ideas into Practice through a Dynamic Learning and Collaboration Experience

THE MACRO LANDSCAPE

- New data on notable macro trends and risks
- How to set UN SDG goals, implement programs, and measure impact
- New thought leadership on measuring cultural and systems-change dimensions among consumers, employees and other key stakeholder groups
- New studies on the benefits of new leadership models, organizational development frameworks and collaboration styles

THE CORPORATE LANDSCAPE

- New and maturing methodologies for setting science- and context-based goals
- How to structure internal brand teams to manage data gathering, analysis and report creation for external use
- Determining, comparing and contrasting the metrics of success of outbound communications channels: from press releases and social media to sustainability reports

- Understanding the evolution and likely future of certification and labeling schemes
- Measuring the ROI of sustainability for brands through program
- assessment to determine impact on market awareness, brand preference and lift, and leadership position
- New studies on the ROI of corporate sustainability and lessons in getting executive buy-in
- New analyses and tools for end-to-end impact assessment in the supply chain
- New practical tools for environmental and social P&Ls, as well as natural capital ROI & social ROI
- New frameworks for setting up New Positive business models & measuring their success

THE INVESTOR LANDSCAPE

- New research on the ROI of both public and private sustainable investing
- New guidance on corporate engagement on ESG issues for investors

- New links between sustainability performance and stock performance
- New developments in divestment and fossil-free campaigns
- New tools for creating positive impact through long-term positions in 401k portfolios
- New players in sustainable investing across entirely new asset classes

THE SUPPLY CHAIN LANDSCAPE

- New science-based goal setting based on peer-reviewed standards and established criteria and targets
- New multi-dimensional supply chain approaches that take previously-arbitrary standards and make them actionable around climate, water, conflict materials and more.
- New methods for measuring and improving supply chain and vendor transparency
- New insights on market mechanisms for addressing critical environmental and social risks

WHO ATTENDS SB CONFERENCES?



More than 600 companies have attended New Metrics conferences for leading-edge insights, tools and practices to propel their business toward a flourishing future. Join the conversation with these successful brands and others at [New Metrics 2016](https://www.newmetrics.com).



FEATURED SPEAKERS

Sustainable Brands delivers a faculty of world-class thought leaders and practitioners who offer diversity of insight and demonstrate tangible business results. Join these featured Speakers and dozens more in three days of conversation, debate and practice. For a complete list of speakers and program details, visit newmetrics16.com.



Fintech and other forces
reshaping the future
of finance

ROBERT RUTTMANN

Head of Center for Customer
Insight on Financial Services
University of St. Gallen



The Future-Fit Business
Benchmark as a
goal-setting tool

BOB WILLARD

Sustainability Author
and Speaker
Sustainability Advantage



Adopting and managing
context-based
metrics in practice

ROB MICHALAK

Global Director of
Social Mission
Ben & Jerry's



Promising developments
in the investor community

PAUL HERMAN

CEO
HIP Investor



CSR and sustainability credentials are already accounting for a substantial proportion of reputation value, and the business case for sustainability credentials has just become even stronger.



SIMON COLE

FOUNDING PARTNER
REPUTATION DIVIDEND

on quantifying the market value
of CSR and reputation



Ultimately, the goal is for GRI Standards to make data from different frameworks complementary and comparable. It will also allow GRI to focus on having conversations about the value of reporting, gathering data and engaging with stakeholders.



ALYSON GENOVESE

HEAD OF CORPORATE & STAKEHOLDER
RELATIONS, USA & CANADA
GRI

on transitioning to the new GRI
Global Standards

FEATURED SPEAKERS



The MultiCapital Scorecard as a performance management tool

MARK MCELROY, PHD

Co-Author
The MultiCapital Scorecard — Rethinking Organizational Performance



Best practices in setting, managing and achieving water goals

LINDSAY BASS

Head of Corporate Water Stewardship
WWF



Drivers of the disconnect between investors and brands

GREGORY UNRUH

Sustainability Editor
MIT Sloan Management Review



Demonstrating the impact of labels and certification

LARA KORITZKE

Director, Development and Communications
ISEAL Alliance



Scientists maintain that humans are 'eating away at our own life support systems' at a rate unseen in the past 10,000 years. This is unacceptable. Millennials got the memo. So did the trustees at Becker College.



ROBERT JOHNSON, PHD

PRESIDENT
BECKER COLLEGE

on investing a full endowment toward environmental and social benefits



Over 50 companies have polited the Natural Capital Protocol across some 20 sectors on 4 continents. If you are not already incorporating natural capital into your decision making, you are very likely to be missing significant risks and opportunities for your business.



MICHELLE LAPINSKI

STEERING GROUP
NATURAL CAPITAL COALITION

on natural and social capital
valuation in business



LOCATION: BOSTON, MASSACHUSETTS

Located in Cambridge along the riverfront and just minutes away from many of Boston's business and tourist landmarks, the Royal Sonesta Hotel will be home to the New Metrics community from [November 14-16, 2016](#). Join us for inspiring plenary sessions, collaborative afternoon breakout sessions and valuable networking opportunities. The Royal Sonesta Boston understands the fine art of balancing work and play with a range of amenities and facilities for professionals, including high-speed WiFi throughout the property.

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