

# Can Sustainability be Profitable? Business Case Sustainability



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Schweizerische Eidgenossenschaft  
Confédération suisse  
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**Bundesamt für Umwelt BAFU**  
**Office fédéral de l'environnement OFEV**  
**Ufficio federale dell'ambiente UFAM**  
**Uffizi federal d'ambient UFAM**

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hpo ag Management Consulting, the Global Compact Network Switzerland (GCNS) and the Federal Office for the Environment (FOEN) invite you to join them at the Innovation Forum «Business Case Sustainability».

The Innovation Forum is part of the Swiss Green Economy Symposium 2016, on November 14, 2016 at the Kongresshaus Winterthur.

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# The Innovation Forum –Business Case Sustainability – at the SGES 2016

What is true business sustainability? How can sustainability be measured? What are the secrets to Bühler’s combination of profitable business and ecological and social business sustainability? What is the Swiss start-up Tyre Recycling Solutions’ plan to revolutionise the tyre recycling business?

Get answers and inspiration at the Swiss Green Economy Symposium (SGES) 2016 on November 14, 2016 in the Kongresshaus in Winterthur.

The Innovation Forum “Business Case Sustainability” in the afternoon of the symposium, will target the questions above in a discussion with experienced business leaders and sustainability experts.

The innovation forum is organised by hpo ag Management Consulting, Global Compact Network Switzerland (GCNS) and the Federal Office for the Environment (FOEN).

The target group of the Innovation Forum are managers interested in transforming their organisations into truly sustainable and profitable businesses.

## Agenda of the Innovation Forum «Business Case Sustainability»

- |         |  |
|---------|--|
| 1:30 PM | Welcome and introduction   |
| 1:40 PM | Input Josua Burkart<br>“The Future-Fit Business Benchmark<br>– the tool to measure Business Sustainability”  |
| 1:50 PM | Key Note Dr. Katrin Muff<br>“True Business Sustainability”   |
| 2:10 PM | Input statements of company representatives: “How do companies contribute today to solving sustainability challenges profitably?”<br>Dr. Béatrice Conde-Petit, Bühler AG<br>Staffan Ahlgren, Tyre Recycling Solutions SA |
| 2:30 PM | Panel Discussion<br>with Katrin Muff, Dr. Beatrice Conde-Petit,<br>and Staffan Ahlgren<br>(Panel Moderation: Adrian Aeschlimann)   |

Moderation of the Innovation Forum: Antonio Hautle

## Companies represented



# Speakers at the Innovation Forum – Business Case Sustainability



## **Key Note: «True Business Sustainability»**

Dr. Katrin Muff, Dean,  
Business School Lausanne

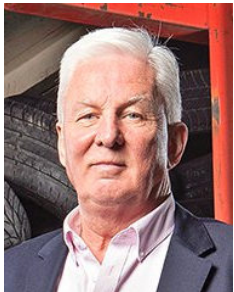
[www.bsl-lausanne.ch/](http://www.bsl-lausanne.ch/)



## **Input: «The Future-Fit Business Benchmark – the tool to measure Business Sustainability»**

Josua Burkart, Senior  
Manager, hpo ag

[www.hpo.ch](http://www.hpo.ch)



## **Case 1: «TRS transforms scrap tyres into a valuable sustainable resource for a circular economy»**

Staffan Ahlgren, CEO Tyre  
Recycling Solutions SA

[www.trs-ch.com](http://www.trs-ch.com)



## **Moderation Innovation Forum**

Antonio Hautle, Senior  
Programme Leader &  
Network Representative,  
Global Compact Network CH

[www.globalcompact.ch](http://www.globalcompact.ch)



## **Case 2: Technology and Education for Innovations for a Better World**

Dr. Béatrice Conde-Petit,  
Food Safety Officer, Bühler  
AG

<http://www.buhlergroup.com>



## **Moderation Panel Discussion**

Adrian Aeschlimann, Green  
Economy Dialogue, Federal  
Office for the Environment

[www.bafu.admin.ch](http://www.bafu.admin.ch)

# The Swiss Green Economy Symposium is the most important sustainability event in Switzerland

The Innovation Forum «Business Case Sustainability» is part of the Swiss Green Economy Symposium 2016.

The SGES is the most important and comprehensive forum for sustainable business. It encourages an open dialogue on economically successful sustainability as an integral part of company life and the potential for an ecologically and socially responsible Swiss economy in domestic and global markets. The 17 Sustainable Development Goals set by the UN in 2015 provide the foundation for discussions.

The SGES will take place on November 14, 2016 in the Kongresshaus Winterthur.

The presentations at the SGES are held in German, however, the Innovation Forum «Business Case Sustainability» in the afternoon of the symposium, will be held in English.

For more information on the event, please visit [www.sges.ch](http://www.sges.ch). In order to guarantee you a place in the Innovation Forum “Business Case Sustainability”, please register via e-mail: [anmeldung@sges.ch](mailto:anmeldung@sges.ch) (mention the Innovation Forum - Business Case Sustainability - in your e-mail).



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# The three hosts of the Innovation Forum share a passion for business sustainability



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The Global Compact Network Switzerland (GCNS) is the official platform for the United Nations Global Compact Initiative in Switzerland.

GCNS supports and facilitates the Business Sustainability efforts of its members. It strives to generate added value to its members by sharing knowledge, organising workshops and conferences and providing training and consultancy on Corporate Responsibility inspired by the 10 Global Compact Principles.

Currently GCNS has 50 active member companies. All of them are committed to the Global Compact Principles.

**Contact Person:** Antonio Hautle,  
[antonio.hautle@globalcompact.ch](mailto:antonio.hautle@globalcompact.ch)

The consulting company hpo is specialised in the strategic (re-)positioning, business process design and empowerment of «High Performance» companies.

hpo Management Consulting is convinced that in order to be “future-fit”, a business has to align its business model with social and ecological sustainability goals. hpo supports its clients not only in integrating business sustainability into their strategies, processes, organisation and culture, but also to use it as inspiration for business model innovation.

hpo works with the Future-Fit Business Benchmark of the Future-Fit Foundation. This new benchmark tool can provide management (and investors) with accurate and analytically viable data on the business sustainability of their own company.

**Contact Person:** Josua Burkart,  
[j.burkart@hpo.ch](mailto:j.burkart@hpo.ch)

The Federal Office for the Environment FOEN is the federal government's centre of environmental expertise and is part of the Swiss Federal Department of the Environment, Transport, Energy and Communication.

The goal of the FOEN initiative «Green Economy» is to conserve natural resources and at the same time to strengthen the Swiss economy. The Green Economy Action Plan is intended to provide targeted measures for supporting the voluntary commitment of business, science and society to conserving natural resources.

The Impulse Group «Green Economy» has developed recommendations which postulate a intensified cooperation, a focus on relevant outcomes and innovation.

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