The Prince of Wales’s Business & Sustainability Programme
Celebrating 25 years and 100 seminars
For 800 years, the University of Cambridge has fostered leadership, ideas and innovations that have benefited and transformed societies. The University now has a critical role to play to help the world respond to a singular challenge: how to provide for as many as nine billion people by 2050 within a finite envelope of land, water and natural resources, whilst adapting to a warmer, less predictable climate.

The University of Cambridge Institute for Sustainability Leadership (CISL) brings together business, government and academia to find solutions to critical sustainability challenges.

Capitalising on the world-class, multi-disciplinary strengths of the University of Cambridge, CISL deepens leaders’ insight and understanding through its executive programmes; builds deep, strategic engagement with leadership companies; and creates opportunities for collaborative inquiry and action through its Business and Policy Leaders Groups.

More information on the work that we do can be found on our website: https://www.cisl.cam.ac.uk/about
The Prince of Wales’s Business & Sustainability Programme (BSP) is an international leadership programme for senior executives in leadership roles. In 2019, we celebrate 30 years of CISL, 25 years of BSP and our 100th seminar. None of this would have been possible without 3,200 alumni and over 1,500 organisations enrolling in our programme.

The programme equips leaders with the knowledge, commitment, inspiration and access to a global network, to turn sustainability trends into strategic business decisions.

It gives leaders the confidence to respond to key social, economic and environmental priorities by providing a safe space for sharing, innovation and collaboration.
In the heart of Cambridge

As the city where the atom was first split, the structure of DNA was discovered and Charles Darwin developed the theory of evolution, Cambridge – with its rich history of academic excellence – is unique as a seat of learning.

Madingley Hall, 16th century
Set in seven acres of spectacular gardens and grounds, Madingley Hall provides a memorable setting and a unique space for reflection and rebooting.

King’s College, 1441
King’s College was founded by Henry VI and is one of 31 colleges in the University of Cambridge.

The Møller Centre, 1992
The Møller Centre is a world-class, residential leadership development and conference centre at Churchill College.

Peterhouse, 1284
Peterhouse is the oldest college in the University. It is the venue for BSP evening lectures, as well as dinners in the historical Combination Room.
Programme objectives

Businesses can unlock significant commercial opportunities by helping to address social, economic and environmental challenges.

This programme focuses on the successful management of change.

It is designed to help businesses reconcile profitability and sustainability. Participants are encouraged to review their business models to set a vision for what success looks like in the future, and help create an enabling framework.

Interactive learning model

Each seminar takes place across three and a half days with approximately 35 senior executives. Participants begin their engagement in advance of the seminar through tailored conversations, a sustainable business survey and a two-hour online introductory course, BSP Online.

The seminars encourage participants to test their assumptions and learn from peers whilst making the most of Cambridge and the experts in the room. Seminars use a combination of lectures, case-study presentations, group discussions, individual reflections, networking and external activities. A series of lightly facilitated small-group conversations help participants reflect on their leadership journey, share challenges and co-create responses.

Key themes:

- **The need for effective business leadership**, in the context of global trends, such as food, water and energy security, social equity, consumption and the circular economy, supply chain resilience, sustainable finance and investment, and climate change.

- **The framework for sustainable outcomes**, including the Sustainable Development Goals, the wider regulatory market and technological shifts and disruptions and the business risks and opportunities they create.

- **The case for a sustainable business approach**, touching the organisational purpose, its role in working with customers, investors, and policymakers, and the commercial case for sustainability.

- **The way to operationalise sustainability**, setting strategies, exploring new business models, and building capacity to create shared value.

- **The role of individual leadership**, framing a vision for a sustainable business, the priorities for change and bringing others on board.
Benefits for participants

The programme is for organisations and individual leaders who seek to better understand and explore the opportunity of sustainability. Through the programme, participants:

- **Gain a critical understanding** of the key social, economic, environmental and market trends and identify implications for their business
- **Learn with leaders** across different sectors from around the world in a safe space
- **Engage with the latest evidence** and thought leadership from the University of Cambridge and influential experts
- **Strengthen leadership skills** for a changing context and a sustainable economy
- **Leave inspired**, with the knowledge and confidence to drive change for sustainable business and a plan for action
- **Join a valuable network** of international leaders from business, government and civil society

CISL Network

Participants on the programme go on to join CISL’s global network of nearly 8,000 senior leaders and leading practitioners from across all sectors and regions. As part of the global CISL Network, you will have access to:

- **CISL liaison**: regular touchpoints in the first year to support progress and networking.
- **Alumni events**: CISL and its international Ambassadors organise educational and social events worldwide including keynote lectures and Gala Dinners.
- **LinkedIn**: join our private LinkedIn group and contribute to discussions and network online.
- **CISL’s latest insights**: regular updates on international sustainability developments intended to reinforce and update your knowledge. Alumni will also have the unique opportunity to be involved and contribute to innovative research such as *Rewiring the Economy*.
- **Business platforms**: an opportunity for executives to convene around key sustainability issues, identify solutions and advocate change.

Find out more about the CISL Network at www.cisl.cam.ac.uk/network
“An extraordinary, well-structured and facilitated programme. A rollercoaster of emotions culminating in a clear plan on how to take this forward and make a difference.”

Gary Bull, Head of Finance and Business Performance: Procurement, SABMiller
The delegates

Each seminar includes a mix of carefully selected senior executives from different backgrounds. Recent cohorts have included:

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<thead>
<tr>
<th>Role</th>
<th>Company/Institution</th>
<th>Department/Position</th>
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<tr>
<td>Chief Executive</td>
<td>Bank of Communications</td>
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<td>Director of Public Affairs</td>
<td>European Investment Bank</td>
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<td>Director Government Relations &amp; Public Affairs - Europe</td>
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<td>Director of Environmental Sustainability</td>
<td>AstraZeneca UK Limited</td>
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<td>Product Lead</td>
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<td>Global Head of Risk</td>
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<td>Marketing Vice President</td>
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<td>Managing Director</td>
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<td>CEO</td>
<td>Emcor Group</td>
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<td>Managing Director</td>
<td>Bidvest</td>
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<tr>
<td>Head, Strategy &amp; Impact, Sustainable Business Advisory Services</td>
<td>International Finance Corporation</td>
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<td>Global Director</td>
<td>Novo Nordisk AS</td>
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<tr>
<td>Vice President, Worldwide Brand Management Capability</td>
<td>Procter &amp; Gamble</td>
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<td>Head, Lisbon Regional Department of Economic Affairs</td>
<td>Ministry of Economy of Portugal</td>
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<td>President</td>
<td>Skanska S.A.</td>
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<td>Global Director Energy &amp; Commodities</td>
<td>ABN AMRO Bank</td>
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<td>Group Commercial Director</td>
<td>Kingfisher plc</td>
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<td>CEO</td>
<td>Tata Cleantech Capital</td>
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<td>Chief Advisor</td>
<td>Danish Ministry of Foreign Affairs</td>
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<td>General Counsel</td>
<td>Nespresso</td>
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<td>Global Head of Investor Relations</td>
<td>InterContinental Hotels Group</td>
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<td>Global Head of Marketing</td>
<td>Old Mutual plc</td>
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<td>Chief Executive Officer, Belgium &amp; Luxemburg</td>
<td>Nestlé</td>
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<td>Global HR Director</td>
<td>Unilever</td>
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What our alumni say

“Thought-provoking, challenging and provides a real roadmap to understanding the issues as well as the solution.”
Peter Chamley, Chair, Global Infrastructure Practice, Arup Group Ltd

“CISL provides access to a treasure trove of information, perspective and inspiration to energise the progress on sustainability that we critically need. The quality of content and teaching is outstanding.”
Martin Riant, Group President, Procter & Gamble

“This programme will unlock a deeper understanding of what leadership for sustainability can - and in fact - needs to be. It will empower you to lead towards change and to contribute to your organisation’s sustainable future.”
Lill Bölte, Sustainability Insights and Innovation Leader, IKEA Services AB

“This seminar will evolve your perspective, expand your network.”
Katherine Chou, Product Lead, Google Labs

“If you want to understand the opportunities that sustainability can deliver to your business or your organisation, then this course will not only deliver that, but give you the inspiration and tools to deliver on those opportunities.”
Ian Caveney, Head of Digital and Social Inclusion, BT Group (British Telecom)

“Fantastic inspiration and network to think big and be brave.”
Emma Flack, Head of Comms, Aggreko

“This programme is fantastic in giving the broadest global overview possible on all areas of sustainability, and to be honest, business.”
Chris Foy, CEO, Equity Insurance
# The faculty

Our Faculty consists of business leaders, academics and other influential thinkers—expert facilitators with a proven track record of supporting senior individuals develop their thinking and approach as sustainable business leaders.

<table>
<thead>
<tr>
<th>Will Day:</th>
<th>Sue Garrard:</th>
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<tbody>
<tr>
<td>Will is Sustainability Advisor to Pricewaterhouse Coopers, and Chairman of Water and Sanitation for the Urban Poor (WSUP), a non-profit company bringing together private sector and NGO member organisations to pursue the Millennium Development goal for water and sanitation in the poorest parts of the world.</td>
<td>Sue is a CISL Senior Associate and Unilever’s former EVP Sustainable Business. She was responsible for leading and embedding the company’s ambitious USLP (the Unilever Sustainable Living Plan) and ensuring progress against its 70-plus time-bound targets.</td>
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<th>Sam Mostyn:</th>
<th>Paul Gilding:</th>
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<tr>
<td>Sam is a Non-Executive Director on boards including Mirvac, Citibank, Transurban and Virgin Australia Her corporate roles have encompassed human resources and culture change, corporate and government affairs, community engagement and corporate sustainability.</td>
<td>Paul is an independent writer, corporate advisor and advocate for action on climate change and sustainability. He has been an activist and social entrepreneur for 35 years.</td>
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<th>Tony Juniper:</th>
<th>Philippe Joubert:</th>
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<tr>
<td>Tony is the Executive Director for Advocacy and Campaigns at WWF-UK, a Fellow with the University of Cambridge Institute for Sustainability Leadership and President of the Wildlife Trusts.</td>
<td>Philippe is Executive Chair of Global Electricity Initiative, Senior Advisor &amp; MD - Energy &amp; Climate, WBCSD and is an Advisory Board member for the Cambridge Institute of Sustainability Leadership.</td>
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<th>Bob Scholes:</th>
<th>Anna Easton:</th>
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<tr>
<td>Bob is a systems ecologist and a Distinguished Professor at the University of the Witwatersrand in South Africa. He has led several major national and global science assessments, including parts of the Intergovernmental Panel on Climate Change and the Millennium Ecosystem Assessment.</td>
<td>Anna is Global Head of Social Impact at Dentsu Aegis Network and a senior associate at the Cambridge Institute of Sustainability Leadership. Anna works at the intersect of strategy, communications and sustainability helping organisations embed purpose at the heart of everything they do.</td>
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The speakers

We draw upon leading international thinkers and practitioners for their in-depth knowledge of key topics. Recent contributors have included:

**Prof Will Steffen, The Great Acceleration:**
Will is an Adjunct Professor at the Australian National University (ANU), Canberra, and a Senior Fellow at the Stockholm Resilience Centre, Sweden.

**José Lopez, Operationalising sustainability:**
José is the Former Executive Vice President of Operations, Nestlé S.A. and a CISL Fellow.

**Dr Emily Shuckburgh, Climate science and stories:**
Emily is a climate scientist and leads the Open Oceans research group at the British Antarctic Survey.

**Prof Marc Le Menestrel, Ethics and sustainability:**
Marc is a decision scientist who works on rational behaviour, the foundations of measurement and ethical business.

**Ian Ellison, Sustainable value creation:**
Ian’s role in Jaguar Land Rover includes managing key vehicle sustainability attributes such as energy management, lightweighting and environmental lifecycle impacts.

**Kate Raworth, Living within the doughnut:**
Kate is a researcher, lecturer and advocate for creating a 21st century economic toolkit and is the creator of Oxfam’s doughnut of planetary and social boundaries.

**Louise Ellison, Net Positive strategies:**
Louise is Head of Sustainability at Hammerson.

**Gerry Gilmore, Leadership lessons from the Milky Way:**
Gerry is the Professor of Experimental Philosophy at the Institute of Astronomy, and is the UK lead for the ESA Gaia mission.

**Håkan Nordkvist, Setting bold ambitions:**
Håkan is Head of Sustainability at IKEA.

**Tom Burke, Global geopolitics:**
Tom is co-founding director and chairman of E3G.
Application and fees

Dates

**Cambridge, UK:**
25-28 April 2021
7-10 November 2021

**Cape Town, South Africa:**
21-24 March 2021

**Melbourne, Australia:**
28 February-3 March 2021

Pricing

Cambridge seminar, £4,500 (no VAT will be charged).

Please refer to our website for international seminar fees.

The fee includes tuition and learning materials, a licence for our online learning platform, membership of our alumni Network, full accommodation, meals and the Gala Dinner.

Bursaries and company agreements are available; please email bsp@cisl.cam.ac.uk to find out more.

Format

The seminar is residential, and attendance for the duration is required.

How to apply

www.cisl.cam.ac.uk/bsp
Ten tasks for economic leaders

Our programmes are informed by the role that business, financial markets and government institutions can play to meet the UN Sustainable Development Goals (SDGs) and are designed to shape the ambition and the capacity of these institutions to succeed commercially by driving change.

*Rewiring the Economy* is our ten-year plan aimed at business, government and finance leaders which lays the foundations for a sustainable economy and the delivery of the SDGs. A set of ten interconnected tasks are offered to guide the structural and cultural changes necessary to achieve a sustainable economy which rewards businesses that deliver positive social and environmental outcomes.

**Government**

1: **Measure the right things, set the right targets**

Governments can set bold targets for social and environmental progress, and adopt new measures to track how well the economy is delivering them.

2: **Align incentives to support better outcomes**

Governments can use regulation and fiscal policy to pursue environmental and social goals and support sustainable business models.

3: **Drive socially-useful innovation**

Governments can use every opportunity to create drivers and incentives for innovation aligned with core sustainability goals, and should exemplify and enable sustainable business.

**Finance**

4: **Ensure capital acts for the long term**

Investors of capital can demand more from their money, using their influence to drive long-term, socially useful value creation in the economy in the interests of their beneficiaries.

5: **Price capital according to the true costs of business activities**

Capital providers, and those who regulate them, can jointly consider how to reflect social and environmental risk factors in the cost of capital.

6: **Innovate financial structures to better serve sustainable business**

Financial intermediaries in particular can apply their influence and creativity to increasing the flow of capital into business models that serve society’s interests.

**Business**

7: **Align organisational purpose, strategy and business models**

Within a commercial context businesses can explicitly set out to improve people’s lives whilst operating within the natural boundaries set by the planet.

8: **Set evidence-based targets, measure and be transparent**

Businesses can contribute to a sustainable future by setting bold evidence-based targets, measuring the right things and reporting progress.

9: **Embed sustainability in practices and decisions**

Businesses can embed new ways of thinking in their operational practices and decision making.

10: **Engage, collaborate and advocate change**

Businesses can use their influence to engage communities, and build public and government appetite for sustainable business.
Supporting collective action towards a sustainable economy

We bring together business, government and finance groups to tackle challenges they could not solve alone.

Our business and policy leaderships groups give a collective voice to business, government and finance leaders, enabling them to influence policy and practice. We unite partners around problems of shared interest and work, helping them to identify solutions and advocate change. In doing so we foster an exchange of ideas across traditional boundaries to generate new, actionable thinking.

These groups include:

- **The Prince of Wales’s Corporate Leaders Group**
  A cross-section of European business leaders that advocates forward-looking solutions on climate change to policymakers and business peers.

- **Banking Environment Initiative**
  Some of the world’s largest banks working to lead their industry in directing capital towards sustainable economic development.

- **EU Green Growth Platform**
  Facilitating business and EU ministers to address the economic challenges and opportunities involved in the transition to a sustainable economy.

- **ClimateWise for the insurance sector**
  Insurers who share a commitment to reducing the impact of climate change on society and the insurance industry.

- **Natural Capital Impact Group**
  Companies working collaboratively to determine how business can sustain the natural world and its resources through their strategies and operating practices.

- **Investment Leaders Group**
  Managers and asset owners focused on shifting the investment community towards responsible, long-term value creation.
Get in touch

For more information please contact: Aris Vrettos, Programme Director
aris.vrettos@cisl.cam.ac.uk

bsp@cisl.cam.ac.uk
www.cisl.cam.ac.uk/bsp
+44 (0) 1223 768832
@cisl_cambridge