



**GER
BUS**

Executive
Forum

**GERBUS Knowledge Days
Einladung & Programm**

The Social Agenda – needs and opportunities

mit Marga Hoek, preisgekrönte Autorin von

The Trillion Dollar Shift & von Thinkers50 ausgezeichnet

Donnerstag, 14. November 2019 in Hamburg

The Social Agenda – needs and opportunities

The last decennium, the business world has become aware of the need to change business towards a more sustainable direction. Climate change, resource scarcity, food waste and the need for nutritious food are known needs for change. Behavior around the world is changing and driving companies to assess how to contribute to and play a role in that change, in an economical sensible way.

Frontrunner companies, be it startups, SME's or multinationals will be the first to transform into purpose driven companies: putting sustainability at the heart of strategy besides doing the obvious: mitigating risk by reducing the footprint.

Putting sustainability into the heart of strategy means incorporating a shared value business model, which actually is good business. It leads to new markets, new customers and gets companies in demand for employees. It implies bold leadership, and knowledge of the needs and opportunities of the global, social agenda.

This is the focus of this Knowledge Day: how can you successfully incorporate a sustainable business model, mitigating risks on the one hand, and creating value via new business models at the same time.

Marga Hoek, PhD, MBA

Marga Hoek is the award winning author of *The Trillion Dollar Shift*. She works with large companies helping them to repurpose, while running their core business.

She is listed on the Thinkers50 Radar 2019 list for emerging management thinkers to watch.



GERBUS Knowledge Days – Agenda

8.30 - 9.00 Arrival & Registration

Driving the Social Agenda

- Global challenges, new behavior & purpose
- Introduction of the Sustainable Development Goals
- Mitigating risks: the impact of reducing the footprint
- Positive impact

Impact of business

- The sustainable supply chain: new forms of collaboration
- Real life cases illustrating companies' impact: start ups, SME's, multinationals
- The accelerating power of ICT and advanced technology
- Disruptive sustainability

12.30 - 13.15 Lunchbuffet & Networking

Business opportunities

- New markets, aligned with the SDGs
- Customer opportunities and branding
- Future employees and leaders

Roadmap to Social Innovation

Wrap Up & Good Bye (latest at 18.00)

Coffee breaks - morning & afternoon included

Key Take-Aways

- Learn to understand the global sustainability challenges and the Sustainable Development Goals
- Learn how to identify sustainable business opportunities
- Learn about a variety of innovative sustainable models, via real life cases around the world
- Understand how to balance risk mitigation and new business opportunities
- Learn what leadership means in the transition towards a sustainable company

Über uns

Die **GERBUS Academy** ist eine deutsche Business Academy, die in Zusammenarbeit mit weltweit anerkannten Management-Denkern und Professoren aus international hochrangigen Business Schools, Management Programme und Foren anbietet.

GERBUS Executive Forum ist unser exklusives Netzwerk und Innovationsplattform für das Senior Management und Entscheider. Als Teilnehmer steht Ihnen unser **Future_as_a_Service** zur Verfügung – darunter unseren **GERBUS Knowledge Days**.

Themenorientiert, komprimiert und intensiv – in einer exklusiven Runde – präsentieren wir, mehrmals pro Jahr, neue Impulse und Business-Trends und behandeln aktuellste Erkenntnisse, Ansätze und Methoden. Die Knowledge Days sind auch einzeln – durch Einladung oder auf Anfrage – buchbar. Unsere aktuellen Fees und Preise, finden Sie auf unserer Website. Nutzen Sie auch den QR-Code für den direkten Link.

Anmeldung und praktische Informationen für Donnerstag, 14. November 2019

Anmeldung:

Das Tagesprogramm ist in unserem GERBUS Executive Forum Service Fee bzw. Tagesticketpreis inkludiert. Ihre Anmeldung ist aber trotzdem erforderlich.

Veranstaltungsort:

SIDE Design Hotel, Drehbahn 49, 20354 Hamburg
Tel.: 040/30 99 90, www.side-hamburg.de
Fahrzeit zum Flughafen: ca. 35 Minuten

Fragen, Kontakt & Anmeldung

Rufen Sie uns gerne an unter 040 / 6 97 97 462 – 22
Gerne nehmen wir Ihre Anmeldung telefonisch auf
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