

Empowered leaders will recognize and articulate the tangible benefits of ESG integration, fostering organizational buy-in and driving a culture shift that aligns with the company's ESG-driven purpose. Enlightened self-interest.

Time	Activities and Presenters	Competencies Developed
8:30 - 9:00	Check-in and Introductions	
The Why of ESG		
9:00 - 9:30	Opening Fire Side Chat: Professor Marcel Minutolo , Professor of Management, Robert Morris University; Matt Mooney , Associate Director of 3R Sustainability; and Christy Cook , CSO, 4xi Global Consulting & Solutions , CEO InvestHER Strategies	Competency 1: Clearly define ESG. Understand the link between corporate purpose and ESG. <ul style="list-style-type: none"> • What is sustainability, and why should we care? • What is the difference between sustainability, sustainable business, ESG, and impact? • How does ESG relate to a company's overall purpose and strategy? • How can ESG integration in businesses support the region's ability to thrive economically and socially for generations to come?
9:30 - 10:00	Discussion: A Company's Purpose, It's Strategy, and ESG Professor John Camillus	
10:00 - 11:00	Change Management Simulation: Power and Influence V3 Facilitated by Professor Marcel Minutolo	
11:00 - 11:10	Break	
The What of ESG		
11:10 - 12:00	Discussion: The Value of ESG Professor Marcel Minutolo	Competency 2: Be able to articulate the value that strong ESG performance creates for companies as well as for the ecosystems and societies in which they operate. Understand the criticisms and future evolution of ESG. <ul style="list-style-type: none"> • How does strong ESG performance help financial performance? • What kinds of value does strong ESG performance create in companies and in the ecosystems in which companies operate? • What are the limits of ESG?
	Articles: Haanaes K., Michael D., Jurgens J., Rangan S. (2013). <u>Making Sustainability Profitable: Lessons from Emerging Markets.</u> <i>Harvard Business Review</i> , 91(3), pp132-135. Minutolo, M. C., Kristjanpoller, W. D., & Stakeley, J. (2019). <u>Exploring environmental, social, and governance disclosure effects on the S&P 500 financial performance.</u> <i>Business Strategy and the Environment</i> , 28(6), 1083-1095. Winston, A.S. (2014). <u>Resilience in a hotter world.</u> <i>Harvard business review</i> , 92 4, 56-64, 132.	
12:00 - 1:00	Lunch	

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The How of ESG	
1:00 - 2:15	Doughnut Economics Action Lab - Rapid Doughnut Mapping, Regenerative & Distributive Ideas, and Enterprise Redesign Facilitated by Chris Gassman , Senior Associate Director, Pitt Business Center for Sustainable Business
2:15 - 3:00	Panel: Communicating ESG Effectively - Introduction to ESG Reporting – Matthew Wheatley , Co-Founder, Veritrove , & Sam Anderson , CEO, CarbonGraph
3:00 - 3:10	Break
3:10 - 4:00	Discussion: The ESG Legislative Landscape & Assurance - Alexa Walls , Sustainability & ESG Manager, PwC
4:00 - 4:45	Discussion: Exploring E, S, & G - differences across industries and risks, opportunities for the region - Professor Marcel Minutolo
4:45 - 5:00	Break
5:00 - 5:45	Closing Fireside Chat: The Mechanics for Strong ESG Performance Diane Kappas , Vice President, Global Sustainability, PPG ; Evan Blumer , Principal, OsoMono, LTD ;
5:45	Networking Happy Hour & Catered Dinner @ University Club Terrace

Competency 3: Understand how to select the ESG key performance indicators that are most relevant for your company. Learn how ESG frameworks and standards contribute to creating and validating ESG reports.

- What are the components of E, S, and G, and how do they vary by industry and company operations?
- What are the most relevant ESG issues to the region?
- How do they vary by jurisdiction (SEC vs EU laws, shareholder view versus stakeholder view; single versus double-materiality)?
- What is the importance of ESG frameworks and standards, and how should they be used?
- How does a company use a materiality assessment to determine the most appropriate ESG key performance indicators to monitor? What are ESG dashboards, and how do they translate into ESG reports?
- How do you assure the validity of your ESG reports and efforts?

- What is the role of the board and C-Suite in achieving strong ESG performance?
- How does a company ensure alignment of ESG goals across the value chain?
- How does a company ensure alignment of ESG goals across all employees?
- How should companies communicate ESG goals internally and externally to encourage buy-in and transparency?

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