

Sustainable Luxury Management.

Why and How to initiate a Sustainable Excellence Program?

Concepts - Methods - Tools - Concrete case

Organized by the Sustainable Luxury Forum

Co-facilitated by **Christopher H. Cordey**, CEO WholeBeauty and
Burak Cakmak, Former Corporate Sustainability Director, Gucci Group

September 20, 2011 – 9 AM to 5PM – Rolle / Switzerland

Context

We all know how important Corporate Sustainability is becoming for luxury, beauty and prestige brands, right ?

More and more reports and surveys released since 2009 prove that a growing number of forward looking luxury / watch / beauty and jewelry companies are engaging towards Sustainable Excellence - mainly to mitigate risks, optimize their business models, manage their reputation - but above all to be part of the solutions of complex environmental and social issues.

And yet the pace of innovation, opportunities and change shows no signs of slowing - and the next year promises to see huge changes in how companies initiate a Sustainable Excellence program, engage the dialog with stakeholders, build capacity, motivate staff, drive change, implement strategies, report - and communicate on progresses; especially in an era of radical transparency.

There's only the Atelier of Sustainable Excellence where you'll get proven, practical, pragmatic and proven approach coupled with exclusive corporate insight on how to cope with what is sure to be challenging years ahead.

Objectives of the Atelier

Allow participants to become familiar with the concepts, methods and tools of embedding Corporate Sustainability at a luxury brand (watchmaking, beauty, jewellery, leather goods, fashion...) with the help of theoretical presentations and concrete cases.

Program of the Atelier^(*)

08.30	Gathering	Registration and coffee
09.00 – 10.15	Understanding	Towards 2050 : and so what ? Sustainable Excellence in the luxury/beauty industries: understanding the challenges, risks and opportunities. Case studies and best practices.
10.15 - 10.30	Networking	Coffee break
10.30 – 12.00	Learning	From “Understanding to reporting” The Sustainable Excellence step-by-step approach. Theoretical concept. Case studies
12.00 – 13.15	Sustaining	Lunch at Courtil Restaurant
13.15 – 14.30	Initiating	Stakeholder Management.
14.30 – 15.15	Practicing	Group exercise and Sharing
15.15 – 15.30	Networking	Coffee break
15.30 – 16.30	Inspiring	How to inspire and convince your management or board? Q&A.
16.30 – 17.00	Looking ahead	Conclusions. What lies ahead and how to start ?
17.30 – 20.00	Relaxing & Networking	Cocktail

(*) Program may subject to change.

Final program will be fine-tuned based on participants' expectations.

Facilitators



CHRISTOPHER H. CORDEY, is a Corporate Sustainability Consultant, founder and CEO of [WholeBeauty](#) and Professor of "Change management" and "Sustainable Excellence" at leading business school. He has been working more than 25 years in the FMCG and luxury industries, at Philip Morris, Movado, Richemont and Clarins.

Since 2008, Christopher inspires, advises and coaches luxury and beauty companies to initiate, develop, implement or optimize their Sustainable Excellence strategy.

He is expert in Strategic Foresight, Change Management and Corporate Sustainability. He is a professor at Business School Lausanne, MIM Kiev and lecturer at the University of Geneva, Corporate Social Responsibility Executive education.

He is also the founding Director of the [Sustainable Luxury Forum](#), a membership led not-for-profit action-tank acting as a learning, sharing and networking platform exclusively reserved and geared to luxury, prestige and beauty industries' practitioners, retailers and suppliers, non-governmental and international organizations and the academic world.



BURAK CAKMAK is a Sustainability professional with over thirteen years business experience. Most recently, he worked as the Director of Corporate Sustainability in Gucci Group. He was responsible for the implementation of Sustainability framework in Gucci Group with a specific mission to help the Group and its brands develop tailored initiatives and stay committed to business ethics, human rights and environmental stewardship in alignment with company's Code of Business Practices and PPR's CSR principles. Previously, Burak Cakmak worked for Gap Inc. Social Responsibility department for 8 years in San Francisco and London where he developed considerable CSR management experience, including

developing and driving its environmental strategy, implementing CSR policies, supporting community investment and employee engagement efforts and working with designers on sustainable product development. Burak Cakmak has experience leading multi-stakeholder initiatives designed to address social and environmental issues with retailers, non-governmental organizations and trade unions. He played an advisory role in the development of Verité Lead Auditor Training and served on the steering committee of Better Cotton Initiative. He is on the advisory panel of Esthetica, the British Fashion Council's eco sustainable initiative. Burak Cakmak earned a Bachelor of Science degree in International Relations as well as an MBA with a focus on International Business.

Participants

We will welcome **CSR practitioners, suppliers and retailers working for luxury/watch/ beauty/fashion and jewelry companies**, etc willing to work towards a more sustainable and responsible future. Any change agent in charge of CSR - or who will be in charge to initiate or optimize a program of Corporate Sustainability in their company.. No more than 15 participants will take part to the Atelier in order to allow a maximum of exchanges and a better understanding of the concepts and methods.

Languages

English and/or French (French is not compulsory to attend this Atelier)

Materials

A copy of the main working papers, numerous references and a comprehensive bibliography will be given to participants.

Location

LE COURTIL, *Rue du Port, CH-1180 Rolle, Switzerland* www.lecourtil.ch
Accommodation possible at negotiated rate.

Fees and Registration

Early bird price (until Aug 25):	790 CHF (incl. VAT)
Regular price:	990 CHF (incl. VAT)
Former participants ASE or SLF	750 CHF (incl. VAT)

Limited to **15 participants** only.

Register Now : <http://www.amiando.com/ASE2011>

Contact

The **Atelier of Sustainable Excellence** is organized by **SLF**, a membership led not-for profit action-tank acting as a learning, sharing and networking platform exclusively reserved and geared to luxury, prestige and beauty industries' practitioners, non-governmental/international organization and academia.

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