



a blueprint for better business

Uniting corporate purpose and personal values to serve society

PUTTING PURPOSE INTO PRACTICE

30 OCTOBER 2014

PRINCE PHILIP HOUSE, 3 CARLTON HOUSE TERRACE, LONDON SW1Y 5DG

PROGRAMME OVERVIEW

Registration & Coffee: from 8:45am for a 9:30am start

Chair: Jon Snow, Channel 4 News

Welcome

Charles Wookey, Acting CEO, Blueprint Trust & Loughlin Hickey, Trustee, Blueprint Trust

Introduction

Cardinal Vincent Nichols

Why Purpose Matters

Sir Mike Rake, President of the CBI

The Future of Purpose Driven Business

John Kay, academic and commentator

Can Purpose be Measured? An Investor Panel

Saker Nusseibeh and Louise Dudley (Hermes Investment Management)

James MacPherson (Blackrock), Andy Howard (Didas Research), John Kay

Ben Andradi: panel chair

BREAK

The Challenges of Putting Purpose into Practice: A Business Panel

Clare Chapman (BT), Andrew Dunnett (Vodafone), Julia Rebholz (Centrica)

Alex Rees (Rugs of Petworth)

Christophe Stourton: panel chair

LUNCH

Partnering with Critical Friends

Louise James (Accenture)

Looking back - Looking Forward

Paul Polman, CEO, Unilever

in conversation with Rebecca Henderson, Harvard Business School

Closing remarks

The conference will close at 3pm