

Sustainable Sugar Forum

How to manage and mitigate risk – and profit from sustainability

16th-17th June 2015 | London, UK

www.innovation-forum.co.uk/sustainable-sugar.php

This event is an independent conference that is designed for all stakeholders along the sugar value chain to discuss the strategic commercial opportunities of implementing sustainability and ethical initiatives, and the practicalities of how to do so.

Here are some of the benefits you may take back to the office:

- » Improve the resilience and productivity of sugar beet and cane cultivation through sustainability initiatives.
- » Build sugar production that is ethical and promotes socio-economic development in the supply chain.
- » Proactively prepare sugar production for future environmental pressures such as loss of biodiversity, climate change and water scarcity.
- » Understand the clear and quantifiable commercial case, the potential market and future demand for sustainable sugar.

This conference will provide in-depth discussion of crop-specific challenges and how to secure a sustainable future supply in both beet and cane.

SUGAR CANE

- » **Improve transparency and traceability:** understand your value chain through mapping to analyse where the risks and opportunities are.
- » **Protect human rights:** implement programmes for continuous improvement, remove human rights risks and infringements on land rights, and eliminate child and forced labour.
- » **Develop smallholder farmers:** understand the best practices that improve productivity and yield, and benefit the livelihoods of smallholders.

SUGAR BEET

- » **Protect and promote biodiversity:** prevent monocultures, understand the latest strategies to protect biodiversity in temperate-climate beet farming and avert future ecological and commercial problems.
- » **Reduce water use and continually improve water efficiency:** understand the latest strategies, best practices and applicable technologies to secure sustainable use of water resources.

Hear from these leading experts:



Jose Orive,
executive director,
International Sugar Organisation



Simon Usher,
chief executive officer,
Bonsucro



Ulrike Sapiro,
sustainability director,
The Coca-Cola Company



Sven Siethorst,
programme coordinator, sugarcane,
Solidaridad



Kate Matthias,
development consultant,
Illovo Sugar



Penny Fowler,
head of private sector team,
campaigns, policy and influencing,
Oxfam



Anna Swaithes,
head of livelihoods, land and food
security, **SABMiller**



Katharine Teague,
head of advocacy,
ABSugar



William Rook,
director,
Czarnikow



Sarah Schaefer,
global sustainability director,
Mars



Iver Drabaek,
head of sustainability,
Nordzucker

Acisclo Valladares Molina,
ambassador to UK,
Government of Guatemala

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Explained – why sustainable sugar presents a commercial opportunity

Why is sustainability worth paying attention to as a business?

Sustainability and corporate responsibility are terms in business that have, in the past, been associated with philanthropy, charitable giving, reputation management and communications. Making a company look better by being nice. Now for more progressive companies and their management, this way of looking at the concept has been superseded. It is clear that sustainability ensures the long-term viability of business.

However, given its origin, for some there is still a nagging doubt that "sustainability" is non-essential. If you didn't do it, your business would still survive, right?

Maybe in the short-term, but this conclusion is flawed. In fact, sustainability should be a selfish corporate activity, in the sense that it has a fundamental role in preserving the competitiveness of your business.

This conference is going to connect sustainability with financial performance and economic interest. We'll show that sustainability means that we are committing good deeds selfishly.

What relevance does sustainability have to the sugar industry?

Sugar is a perfect industry that can gain from the benefits that self-interested sustainability can provide. The attractiveness of these benefits will only continue to grow in the face of macro trends that are only become more pressing. These include the growing global population and demand, the subsequent competitiveness for resources and changes in the global climate and ecology.

Demand for food and commodities is growing rapidly as the world's hungry population continues to expand in size and consumption. This demand will put pressure for supply and is bound to elevate further competitiveness for resources such as land and water.

This issue is compounded by the prospect of unstable weather and climate change disturbing – or even causing failure – of crops. These accelerating trends threaten the production and sustainability of both beet and cane sugar farming.

Should these factors of damaged supply and elevated demand cause a crisis, it would not be good for anyone in the sugar business. Facing demand that cannot be met simply because the supply is so messed up, would cause problems throughout the value chain. Those hit hardest would be the people that rely directly on sugar farming for their livelihoods.

Support independent debate and progress

Innovation Forum is looking for a small number of partners that we would work with to push forward progressive discussion on sugar and wider sustainable business innovation.

The conference, along with the analysis and briefings we publish, provide the perfect platform to promote debate, innovation and action to make sustainability in sugar an industry movement and confirmed commercial opportunity.

Three key reasons to sponsor this executive conference:

1. Promote innovation and action amongst a room filled with business executives and decision-makers.
2. Highlight your work in front of industry media, practitioners, government and thought leaders.
3. Build relationships with key organisations to help promote sustainability in the sugar industry and develop business for your own organisation.

Sugar cane and beet are different. But both have something to gain.

This conference will present, discuss and analyse the biggest sustainability challenges and opportunities for both cane and beet. It is true they are grown in different climates and socio-economic environments, but both have something to gain.

For sugar beet, the focus is on environmental issues such as climate-smart farming, biodiversity management and water effectiveness and efficiency. These present both major risks if handled negligently and great opportunities in terms of prospects for future cultivation if dealt with properly.

For sugar cane, social and environmental issues are evident. Human rights violations such as child labour, forced labour and land grabbing plague the crop's cultivation. In response to the development of the United Nations Guiding Principles on Human Rights and the growing expectations that are being placed on business, companies need now to react and assure us that they are respecting human rights. Water stress and soil management are some of the environmental issues that face sugar cane farmers.

OK, those are supply-side benefits, is there actual demand for sustainable sugar?

Definitely. It is true that the general consumer, behaviourally, is typically indifferent to supply chain ethics and sustainability. However, the sustainability agendas of the major corporates, such as Nestle, Unilever and Coca Cola, that purchase the largest quantities of sugar, are moving toward building value chains that are sustainable.

Their sustainability agendas are heavily focused on supply chain issues and if they are serious about materially altering their purchasing practices then sustainable sugar will command a premium. But this is by no means conclusive and is therefore one of the key questions we are looking to answer.

In conclusion

The benefits for the sugar industry of sustainability can be summarised in the following simple terms: continual improvement, resilient farming, ethical trade and long-term commercial opportunities.

This is all great when phrased in this theoretical way. But what are these sustainability dividends in practical terms, hard figures and quantifiable results? How do they relate to socio-economic development, or implementing water and climate resilience on scale or improving the yield of smallholder farmers' crops?

These questions and their nuanced answers, is what this this conference will provide.



Speakers include:

- **Arvind Chudasama**, editor, **International Sugar Journal**
- **Jose Drive**, executive director, **International Sugar Organisation**
- **Sven Sielhorst**, programme coordinator, sugarcane, **Solidaridad Network**
- **Geraldine Kutas**, head of international affairs, **UNICA**
- **Jenny Edwards**, project manager – sugar beet initiative, **Sustainable Agriculture Initiative**
- **Simon Usher**, chief executive, **Bonsucro**
- **Nathalie Ritchie**, senior manager sustainability, **Mondelēz International**
- **Raul Gomes**, global category buyer sugars and glucoses, **Heineken**
- **David Vermijs**, human rights advisor, **Shift Project**
- **Anna Swaithe**, head of livelihoods, land and food security, **SABMiller**
- **Acisclo Valladares Molina**, ambassador to UK, **Government of Guatemala**
- **William Rook**, director, **Czarnikow**
- **Michiel Hendriksz**, director, **Sustainability, ADM**
- **Sarah Schaefer**, global sustainability director, **Mars**
- **Kate Mathias**, development consultant, **Illovo Sugar**
- **Harsh Vivek**, advisory services, **IFC**
- **Jon Walker**, product manager, sugar, **the Fairtrade Foundation**
- **Penny Fowle**, head of private sector team, campaigns, policy and influencing, **Oxfam**
- **Iver Drabaek**, head of sustainability, **Nordzucker**
- **Marie-Christine Ribera**, director-general, **European Association of Sugar Producers**
- **Paulo Afonso de Lucca**, global sugarcane crop manager, **Bayer CropScience**
- **Russell Cooper**, brand integrity and sustainability research manager, **Sainsbury's**
- **Daniela Romy**, deputy regional director, South America southern region, **Oikocredit**
- **Larry Attipoe**, international development director, **Fairtrade International**
- **Katharine Teague**, head of advocacy, **ABSugar**
- **Juni Sol**, private sector advisor, agricultural markets and enterprise, **Oxfam**
- **Natasha Schwarzbach**, head of engagement, **Bonsucro**
- **Oscar Ruiz de Imaña**, deputy director-general, **European Association of Sugar Producers**
- **Gilbert Ramirez**, sugar cane smallholder farmer, **Coope Agri cooperative**, **Costa Rica**
- **Bouke Bijl**, project coordinator, **Phata Sugarcane Outgrowers Cooperative**
- **Elisabeth Lacoste**, secretary general, **European Beet Growers Association**
- **Estelle Brentnall**, political secretary for the food, drink and tobacco sector, **EFFAT**
- **Jason Glaser**, founder and CEO, **La Isla Foundation**
- **Ulrike Sapiro**, sustainability director, **the Coca-Cola Company**
- **Rachelle Jackson**, director, sustainability and innovation, **Arche Advisors**

Welcome and introductions

Boris Petrovic, project director, Innovation Forum

The global sugar market: current state, future predictions and the relationship with sustainability

This opening session will outline the wider market, demand, supply and regulatory developments in the global sugar industry. The discussion will also look to outline what bearing, if any, there is for the “sustainability” case for different stakeholders along the sugar value chain.

The speakers will address such questions as:

- What does sustainable sugar exactly entail?
- What are the likely price movements in the short, medium and long term?
- How can the industry effectively cope with policy variations and sugar supply shocks?
- What are the macro market and regulatory movements to watch out for? These include issues around health, nutrition, and climate and energy policy.

Keynote: **Jose Orive**, executive director, **International Sugar Organisation**

Geraldine Kutas, head of international affairs, **UNICA**

Marie-Christine Ribera, director-general, **European Association of Sugar Producers**

End-to-end: how can companies strategically collaborate to create value chain sugar sustainability?

The sugar supply chain varies considerably across continents. Brands, traders and processors/manufacturers have growing sourcing footprints and risks to manage. This session will look at what different stakeholders have planned for sustainability in their supply chains, areas for collaboration and alignment for improvement and mutual reward.

The speakers will address such questions as:

- What are the various commercial interests of the organisations in the sugar value chain? How do we align them so that everyone can profit from sustainability?
- What are the major supply chain risks and what mitigating role can sustainability play?
- Building an integrated sugar value chain – the future or corporate folly?

- **Focused, open discussion**
- **Senior participants**
- **Candid dialogue**

- Understanding and managing logistics costs: can collaboration help?
- How do you streamline human rights due diligence all the way through the value chain?

Penny Fowler, head of private sector team, campaigns, policy and influencing, **Oxfam**

Sarah Schaefer, global sustainability director, **Mars**

Daniela Romay, deputy regional director, South America southern region, **Oikocredit**

Iver Drabaek, head of sustainability, **Nordzucker**

Natasha Schwarzbach, head of engagement, **Bonsucro**

Sustainability at scale: certification, corporate initiatives or a third way

In this session we will explore the challenges in trying to implement sustainability at scale and the routes that organisations have taken toward it. We look at current sustainability certification schemes, as well as the programmes that brands have undertaken alone, to understand where these efforts have taken us.

The speakers will address such questions as:

- How can we facilitate the independent replication of good practices between sugar farmers?
- How much have certification schemes improved the practices of the farmers? How effective has certification been?
- How do you convince suppliers that certification is a worthwhile opportunity? What's in it for them?
- Is there a third way between certification and stand-alone corporate initiatives?

Simon Usher, chief executive officer, **Bonsucro**

Jenny Edwards, project manager – sugar beet initiative, **Sustainable Agriculture Initiative**

Sven Sielhorst, programme coordinator, sugarcane, **Solidaridad**

Stuart Kyle, director, workplace accountability, **The Coca-Cola Company**

Iver Drabaek, head of sustainability, **Nordzucker**

Building environment- and climate-resilience in sugar beet and cane farming

Loss of biodiversity, climate change and water scarcity are some of the major environmental challenges that sugar producers face.

This session will debate how sugar producers can mitigate environmental impacts of sugar in cultivation and production, and how to proactively build resistance for sugar crops from future environmental pressures.

The speakers will address such questions as:

- If we continue business-as-usual, what is the future ecological and climatic environment that sugar farming will operate in?
- What will be the likely effect on yield and productivity?

- What are the likely results from the Paris COP 21 climate change conference and what relevance will it have on sugar farming?
- How are leading organisations measuring environmental impacts and risks?
- What are the likely future environmental scenarios for climate change in different countries?
- Is there anything we can be doing now to proactively build environmental resilience and avert future supply shocks?

Paulo Afonso de Lucca, global sugarcane crop manager, **Bayer CropScience**



Breakout sessions

We will split the conference into two tracks, focusing on the major social, environmental and corporate challenges that are both unique and common to sugar cane or beet. The sessions are relevant to either cane or beet specifically, or to both as indicated.



CANE

This track will have a focus on tropical climates and will present examples from Latin America, Africa and Asia.

Focus: social

Land Use: Implementing a corporate programme for ethical use of land, respect for rights and prevention of land-grabbing.

In response to campaigns such as Oxfam's Behind the Brands report and the development of the United Nations Guiding Principles on Human Rights, companies have had both pressure for action and general guidance on how to improve performance and remove human rights risks from their supply chains.

Land grabbing is one of the major human rights problems when it comes to sugar cane, but how can a company stop this from occurring in their supply chain? Here we look at a case study of the world's biggest sugar purchasing company, on its journey to preventing and removing land grabbing in its supply chain.

Rachelle Jackson, director, sustainability and innovation, **Arche Advisors**

Kate Matthias, development consultant, **Illovo Sugar**

Focus: social

Labour: Removing forced and child labour from sugar cane

Forced and child labour are two major issues in emerging-market sugar cane farming. There is a very high likelihood of it occurring in the supply chain of any organisation that purchases sugar derived from cane.

In this session we will explore case studies and best practices in managing child and forced labour risks that have emerged from the work of the Shift Project. Shift is an organisation dedicated to providing business with the insight as to how to practically implement the United Nations Guiding Principles on Business and Human Rights (also known as the Ruggie principles).

David Vermijs, human rights advisor, **Shift Project**

Sven Sielhorst, programme coordinator, sugar cane, **Solidaridad**

Larry Attipoe, international development director, **Fairtrade International**

Rachelle Jackson, director, sustainability and innovation, **Arche Advisors**

Focus: social

Smallholder capacity building: a day in the life of a sugar farmer

We will ask a sugar cane farmer about the challenges he faces, and for his perception of future opportunities: what has worked, what hasn't, what help he would like and what he needs. We will get a unique first-hand insight into a farmer's life and work.

Gilbert Ramirez, sugar cane smallholder farmer, **Coope Agri** cooperative, **Costa Rica**

Jon Walker, product manager, sugar, **Fairtrade Foundation**

Focus: social

Smallholder capacity building: what can sugar learn from other crop experiences?

The vast majority of tropical soft commodities are derived from smallholder farmers and collectives. Many of the issues facing farmers working with different crops are very similar. Poor technology, antiquated farming practices, difficulty in accessing markets, working in a developing economy – the parallels are numerous. In some cases multiple commodities may often be growing in the same area.

Given this, we will explore the lessons that are transferrable from the farming of commodities such as cocoa or coffee to sugar. We will ask what other commodity sustainability programmes have been successful, and if there are lessons that can be applied to sugar cane.

Michiel Hendriks, director, sustainability, **ADM**

Sarah Schaefer, global sustainability director, **Mars**

Juni Sol, private sector advisor, agricultural markets and enterprise, **Oxfam**



BEET

This track will have a focus on temperate climates and present examples from Europe and other temperate regions where sugar beet is produced.

Focus: strategy

Sustainability scale in beet through a new standard

Bonsucro is the current gold standard for corporates looking to engage on sustainability in cane. Until recently, sugar beet was lacking an industry standard around which performance of farmers and processors could be standardised and benchmarked against sustainability metrics and practices.

The Sustainable Agriculture Initiative has recently launched a standard scheme for sugar beet. In this session we look to understand the major issues facing beet farmers, how the standard was developed, what challenges remain, and what opportunity the standard presents to beet farming.

Jenny Edwards, project manager,
Sustainable Agriculture Initiative

Raul Gomes, global category buyer sugars and glucoses,
Heineken

Focus: strategy

In the making – a European beet sugar sustainability partnership

At the end of 2013, European trade unions, beet farmers and sugar producers' organisations signed up for a joint sustainability partnership for beet sugar. Their ambitious intention was to cover sustainability from every angle and to involve other partners along the sugar beet value chain.

So, have they managed to gather and process a wealth of information regarding agronomic, industrial and social conditions in EU beet growing and processing? Did they succeed in defining what makes beet sugar production sustainable in the EU, a large geographical block with diverse local conditions? Were they able to reach agreements among partners with clearly distinct interests and backgrounds?

The answer is clearly significant. The EU represents 50% of the world's beet sugar production. We will discuss the programme's progress and the challenges it has faced during its development.

Oscar Ruiz de Imaña, deputy director-general, **CEFS – European Association of Sugar Producers**

Elisabeth Lacoste, secretary general,
CIBE – European Beet Growers Association

Estelle Brentnall, political secretary for the food, drink and tobacco sector, **EFFAT**

Judy Kuszewski, co-founder, Shine Sustainability, and associate,
Innovation Forum



CANE



BEET

Focus: supply chains

Traceability: Implementing transparency and traceability in the cane supply chain

Before you look for something in a dark room, it's best to turn on the lights. The same goes for supply chains. Before you can take steps to actively improve the state of your supply chain you must first understand it.

So, what are the best ways to implement traceability? In this session we will look at the various techniques and methods such as mapping and surveying that can be used by sugar purchasing companies to truly understand the state of their sugar supply chains.

Rachelle Jackson, director, sustainability and innovation,
Arche Advisors

Focus: environment

Water management: Modelling water demand in crops for specific local conditions and how it improves water consumption

In this session we will investigate the latest strategies, best practices and applicable technologies to secure sustainable use of water resources, to reduce water use and improve efficiency.

Katharine Teague, head of advocacy, **ABSugar**

Focus: environment

Soils: conserve and enhance soil structure

Stability and fertility of soils is a significant environmental and economic issue throughout agriculture – so much so that 2015 has been declared the UNFAO's year of soils. We will review how producers, in partnership with manufacturers and brands, have worked to identify strategies to conserve and enhance soil structure and quality.

Elisabeth Lacoste, secretary general,
European Beet Growers Association

Katharine Teague, head of advocacy, **ABSugar**

Does sustainability provide a genuine commercial opportunity in sugar? For whom, and why?

Moving beyond altruism and corporate responsibility, in this session we will debate the real, down-to-earth, pragmatic and commercial case for sustainability in sugar.

Can you charge a premium for better sugar, will it lower your costs or secure long-term resilience of the business model? What exactly is the strongest and most realistic case?

By the end of the session, you will have the right arguments for when you approach the board or senior management for investment and resources in sustainability.

William Rook, director, **Czarnikow**

Iver Drabaek, head of sustainability, **Nordzucker**

Gilbert Ramirez, sugarcane smallholder farmer, Coope Agri cooperative, **Costa Rica**

Demand: what do big sugar buyers think about, and have planned for, sustainable sugar?

This session will explore the various perspectives of the major sugar buyers. We will ask sugar-buying brands to outline their future purchasing strategies and get an accurate picture of the demand trends for sustainable sugar, and the opportunities that their strategies collectively present to the industry.

- What are the different approaches sugar and ethanol buyers are using to push sustainability down their supply chains?
- Which buyers are investing the most effort into sugar sustainability? Can you charge a premium for sustainable sugar?
- Is business reducing sugar use a trend that's here to stay?
- How are large corporate users of sugar responding to modern pressures around product formulation, overall usage and their sustainability approaches?

Russell Cooper, brand integrity and sustainability research manager, **Sainsbury's**

Government: what are the regulatory trends that will effect demand for sustainable sugar?

Health and nutrition, human rights, climate change and energy policy are some of the regulatory factors that can effect sugar cultivation and production, access to market and demand for sustainable sugar. In this session we will discuss the key policy trends, sustainability incentives and subsidies that the sugar industry is facing and the opportunities they present.

The speakers will address such questions as:

- What is the effect of sugar in our diets? What are the likely regulatory trends that will emerge as a result of new research?
- Will the Paris COP 21 climate change conference provide a boost to sugar-based biofuels?
- What is the role of sustainable sugar in developing the markets for sugar-based biofuels?

Acisclo Valladares Molina, ambassador to United Kingdom, **Government of Guatemala**

Geraldine Kutas, head of international affairs, **UNICA**

Breakout sessions

We will split the conference into two tracks, focusing on the major social, environmental and corporate challenges that are both unique and common to sugar cane or beet. The sessions are relevant to either cane or beet specifically, or to both as highlighted.



CANE

Focus: social

Smallholder capacity building: lessons learnt and best practices across programmes

Yield, income, human rights, finance, technology and water management. There are many factors that can improve the lives of the smallholder sugar cane farmers. In this session we will explore the nature of the programmes that have worked, and the ones that haven't to help you compose a strategy that is informed by experience.

Jon Walker, product manager, sugar, **Fairtrade Foundation**

Kate Mathias, development consultant, **Illovo Sugar**

Bouke Bijl, project coordinator, Phata Sugarcane Outgrowers Cooperative, **Malawi**

Arvind Chudasama, editor, **International Sugar Journal**

Focus: social

Smallholder capacity building: Microfinancing strategies to enhance productivity and livelihoods of farmers

Most social and environmental problems in the cultivation of cane have economic causes. Economic uncertainty for farmers is a challenge that can, however, be addressed..

In this session we will explore economic models of development and current practice, and analyse the effectiveness of microfinancing programmes that aim to improve the livelihoods of soft commodity smallholder farmers.

Daniela Romy, deputy regional director, South America southern region, Oikocredit



CANE



BEET

Focus: markets

Corporate strategy: The first steps in creating a strategy, plan and targets for sustainable sugar

Imagine this: you are a corporate executive at a company that purchases a significant amount of sugar. You know sugar has many ethical and sustainability issues and challenges, so you know you have to do something. But there are many considerations and factors to consider.

What targets do you set? What issues do you prioritise? To know you are improving, what benchmarks should you use? How are you going to influence and initiate change? What are the certification initiatives that you can join?

This is a long list of questions for one person or even one company to answer. In this open-discussion breakout we explore the challenges in starting out a sincere effort to improve the state of the supply chain that provides your sugar. The problems when you set out, the mistakes to avoid, and the best routes to faster progress will all be debated and discussed in a frank and confidential way.

Sven Sielhorst, programme coordinator, Sugarcane, **Solidaridad**

Nathalie Ritchie, senior manager sustainability, **Mondelēz International**

Sarah Schaefer, global sustainability director, **Mars**



CANE

Focus: social

Local communities: Using sugar to promote socio-economic development and enterprise development

The idea of aiding development through trade and giving local businesses the opportunity to develop through the commodities they produce is not novel. It's linked to the concept of the social licence to operate that is central to many companies' thinking. Developing the symbiotic relationships between corporate value chains and small businesses is what we will explore in this session.

SABMiller's new sustainable development programme – Prosper – includes a specific commitment to directly supporting over half a million small enterprises by 2020 to enhance their business growth and family livelihoods. SABMiller aims to create more sustained and transformational impact by leveraging its operational scale and strengthening the business ecosystems in which micro and small businesses operate. We will explore the development and progress of this exciting programme.

Anna Swaithes, head of livelihoods, land and food security, **SABMiller**

Focus: environmental

Water management: Building water-stress resilience for smallholder cane farmers

As the growing demand for food and commodities expands with the world population, there will be increased competitiveness for land and water. This issue is compounded by the prospect of unstable weather due to climate change causing mass crop failure.

Sugar cane is a thirsty crop. Both of these trends threaten the accessibility and availability of water for sugar farmers that could cause supply shocks for the industry and devastating draughts that impact crop production – and therefore the livelihoods – of impoverished farmers.

In this session we will explore what we can do to proactively prepare the smallholder for future water-stress, and what technologies and best practices are available for us to implement at scale.

We will hear from the IFC – which has launched a programme reaching out to over 200,000 smallholder farmers in India that will build their capabilities in effective water management.

Harsh Vivek, advisory services, **IFC**

Sustainable Sugar Forum

How to manage and mitigate risk – and profit from sustainability

16th-17th June 2015 | London, UK

Here are some confirmed participants. Join these sugar experts and professionals in June.

- **Ian Hope-Johnstone**, director, sustainable agriculture, **PepsiCo**
- **Neil Judd**, director, **Proforest**
- **Rebecca de Leeuwe**, environmental sustainability manager, **GSK**
- **Michel Mangion**, corporate social responsibility manager, **Cristal Union**
- **Julia Clark**, head of sugar ethics, **Tate & Lyle Sugars**
- **Claire Campbell**, corporate affairs executive, **Tate & Lyle Sugars**
- **René Kleinjan**, group HSEQ and CSR manager, **ED&F Man**
- **Gert Sikken**, director agricultural affairs, **Suiker Unie**
- **Lorenza Anna Lonardi**, sustainability analyst, **Czarnikow Group**
- **Tanya Ashton**, sustainability lead, **the Silver Spoon Company**
- **Birgit Schoeppel**, sales, economic policy and sugar purchase, **Agrana Zucker**
- **Emanuele Bonomi**, global lead sugar buyer, **Ferrero Trading**
- **Geza Toth**, CSR project developer, **Ferrero**
- **Marco Tambini**, purchasing manager, **Barilla**
- **Erin Logan**, senior project manager, **Proforest**
- **Sabine von Wirén-Lehr**, senior manager environment affairs, **Tetrapak**
- **Malik Bechar**, senior procurement manager – sweeteners, **Coca Cola Enterprises**
- **Ardie van Lankveld**, commercial manager industry, **Suiker Unie**
- **Mélanie Blondiaux**, CSR project officer, **Tereos**
- **Anna Wysocka**, sustainability coordinator – trade agreements, **Polski Cukier**
- **Sophia Cochrane**, responsible sourcing manager – commodities, **Tesco**
- **Ben Richardson**, associate professor, **University of Warwick**
- **Marc Krause**, **Pfeifer & Langen**
- **Richie Hardwicke**, head of corporate services – EMEA, **Trucost**
- **Paula Byrne**, sustainability and CSR manager, **CAOBISCO**
- **Jürgen Bruhns**, editor and publisher, **Sugar Industry**
- **Arvind Chudasama**, editor, **International Sugar Journal**
- **Jose Orive**, executive director, **International Sugar Organisation**
- **Sven Sielhorst**, programme coordinator, sugarcane, **Solidaridad Network**
- **Geraldine Kutas**, head of international affairs, **UNICA**
- **Jenny Edwards**, project manager – sugar beet initiative, **Sustainable Agriculture Initiative**
- **Simon Usher**, chief executive, **Bonsucro**
- **Nathalie Ritchie**, senior manager sustainability, **Mondelēz International**
- **Raul Gomes**, global category buyer sugars and glucoses, **Heineken**
- **David Vermijs**, human rights advisor, **Shift Project**
- **Anna Swaithe**, head of livelihoods, land and food security, **SABMiller**
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- **Kate Mathias**, development consultant, **Illovo Sugar**
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- **Jon Walker**, product manager: sugar, **the Fairtrade Foundation**
- **Penny Fowle**, head of private sector team, campaigns, policy and influencing, **Oxfam**
- **Iver Drabaek**, head of sustainability, **Nordzucker**
- **Marie-Christine Ribera**, director-general, **European Association of Sugar Producers**
- **Paulo Afonso de Lucca**, global sugarcane crop manager, **Bayer CropScience**
- **Russell Cooper**, brand integrity and sustainability research manager, **Sainsbury's**
- **Daniela Romay**, deputy regional director, South America southern region, **Oikocredit**
- **Larry Attipoe**, international development director, **Fairtrade International**
- **Katharine Teague**, head of advocacy, **ABSugar**
- **Juni Sol**, private sector advisor, agricultural markets and enterprise, **Oxfam**
- **Natasha Schwarzbach**, head of engagement, **Bonsucro**
- **Oscar Ruiz de Imaña**, deputy director-general, **European Association of Sugar Producers**
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- **Jason Glaser**, founder and CEO, **La Isla Foundation**
- **Ulrike Sapiro**, sustainability director, **the Coca-Cola Company**
- **Rachelle Jackson**, director, sustainability and innovation, **Arche Advisors**

The event will have approximately 120-150 people in attendance.

Keep up-to-date on developments at www.innovation-forum.co.uk/sustainable-sugar.php



Key questions you may be asking

1

Who will be in the room?

Attending will be a maximum of 150 senior professionals representing different stakeholders in the sugar value chain. The agenda encompasses both sugar cane and beet supply chains cultivation, and the event is targeted at sugar growers, millers, refiners, traders and buyers, the chemicals and biofuels industry, as well as NGOs actively working in this sector.

2

What is the purpose of the event?

This event is an independent conference that is designed as a forum where all stakeholders along the sugar value chain can discuss the commercial opportunities of implementing sustainability and ethical initiatives, and the practicalities of how to do so.

The objectives of the event are:

- To improve the productivity of sugar beet and cane cultivation through sustainability strategy.
- To outline practices that make sugar production ethical, and promote socio-economic development in the supply chain.
- To build resilience in sugar cane and beet from future environmental pressures such as loss of biodiversity, climate change and water scarcity.
- To clarify the commercial case and market potential for sustainable sugar.

3

Why will this event be different?

Innovation Forum has a clear philosophy – focused events, senior participants and candid dialogue. By bringing together highly experienced practitioners around such a focused topic, we are able to get to the core of the challenges and opportunities for companies in this sector. The agenda is designed to be interactive and engaging so the issues discussed are those that matter to you and your peers.

Sustainable Sugar Forum

How to manage and mitigate risk – and profit from sustainability

16th-17th June 2015 | London, UK

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WHAT ARE THE PRICES AND HOW CAN I REGISTER FOR THE EVENT?

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NGO PASS: Suitable for NGOs, academics and multilaterals

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UPCOMING EVENTS

Circular Advantage Business Forum

8-9 June 2015, London

Measurement and Valuation of Corporate Responsibility and Sustainability

29th-30th June 2015, London

Deforestation in Asia: Overcoming business challenges via stakeholder engagement and partnerships

September 2015, Singapore

If you're interested in any of these events, please do get in touch:

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