Sustainable Business Roundtable

"Decarbonization: Business Case, Innovations & Corporate Strategies"

May 14, 2020

ESMT Berlin
SBRT "DECARBONIZATION"

SBRT member event, for more information please contact joanna.radeke@esmt.org.

**PART 1**

**13:00 WELCOME & PARTICIPANT INTRODUCTION**
Tamer Boyaci, Dean of Faculty and Research, ESMT Berlin

**13:25 OPENING WORDS**
Emma Navarro, Vice-President, European Investment Bank

**PART 2**

**13:30 BREAKOUT GROUPS: WHAT IS YOUR COMPANY’S BUSINESS CASE FOR DECARBONIZATION?**
Christoph Burger, Senior Lecturer, ESMT Berlin; Nan Guo, Program Director, ESMT Berlin; Jens Weinmann, Program Director, ESMT Berlin

**14:20 REPORTING FINDINGS FROM BREAKOUT GROUPS: BUSINESS CASES FOR DECARBONIZATION**
Group leaders
PART 3
Thursday, May 14, 14:30-15:15

14:30 DECARBONIZATION INNOVATIONS

CARBON DIOXIDE REMOVAL AS A SERVICE
Lia Flury, Business Development Manager, Climeworks

TEMPERATURE ALIGNMENT WITH THE XDC MODEL
Nicolas Schuerhoff, Lead Team Corporates, right. based on science

DATA-DRIVEN DECISION MAKING BEHIND CARBON REDUCTION
Lubomila Jordanova, Founder and CEO, Plan A

PART 4
Thursday, May 14, 15:15-15:30

15:15 COFFEE BREAK / REAL-TIME DRAWING
SBRT "DECARBONIZATION"

PART 5

Thursday, May 14, 15:30-18:00

15:30 SETTING STRATEGIES AND SHAPING ROADMAPS – ALSO FOR SCOPE 3
Alexander Holst, Managing Director, Accenture Strategy

16:00 CARBON PRICING
Volker Hessel, Sustainability Manager, Siemens

16:30 CARBON NEGATIVE
Jeff Bullwinkel, Associate General Counsel and Regional Director of Corporate, Legal & External Affairs, Microsoft Europe

17:00 BECOMING CLIMATE POSITIVE IKEA
Karol Gobczynski, Head of Climate & Energy, Ingka Group

17:30 TRANSFORMING MOBILITY: THE VOLKSWAGEN DECARBONISATION PROGRAM
Ralf Pfitzner, Vice President Sustainability, Volkswagen AG

18:00 ADJOURN
TAMER BOYACI, ESMT BERLIN

Tamer is the dean of faculty and research, professor of management science and the first holder of the Michael Diekmann Chair in Management Science. He joined ESMT Berlin in 2015 and served as the director of research between January 2017 and August 2019. The Center for Sustainable Business and Leadership was also directed by Tamer after its founding in 2019. Previously, Tamer was a professor of operations management and a Desautels Faculty Scholar at McGill University in Quebec, Canada. Tamer received his PhD, MPhil, and MSc from Columbia University, New York, USA.

JEFF BULLWINKEL, MICROSOFT

Jeff serves as Microsoft’s Associate General Counsel and Regional Director of Corporate, External & Legal Affairs for Europe. He is based in Amsterdam and oversees the company’s legal and corporate affairs teams across the region, providing support for commercial transactions and regulatory counsel on public policy issues such as IPR, cybersecurity, competition, and international trade. Jeff joined Microsoft in 2000 and previously held a number of senior roles with the company across the Asia Pacific region, based in Hong Kong, Singapore and Sydney. Prior to joining Microsoft, he was with Simpson Thacher & Bartlett, an international law firm based in New York. Jeff also served as a federal prosecutor with the Office of International Affairs, Criminal Division, US Department of Justice, where he was responsible for a wide range of matters relating to international law. Jeff is originally from the New York area. He graduated from Duke University with a Bachelor of Arts degree and received his law degree from New York University. He is a member of the New York State Bar.

CHRISTOPH BURGER, ESMT BERLIN

Christoph is a senior lecturer at ESMT Berlin. Before joining ESMT, he worked five years in industry at Otto Versand and as vice president at the Bertelsmann Buch AG, five years at consulting practice Arthur D. Little, and five years as independent consultant focusing on private equity financing of SMEs. His research focus is in the energy sector/innovation/blockchain and decision making/negotiation. He is co-author of the dena/ESMT study on “blockchain in the energy transition”, the “ESMT Innovation Index – Electricity Supply Industry” and the book “The Decentralized Energy Revolution – Business Strategies for a New Paradigm”. Christoph directs and teaches in open enrolment programs decision making, blockchain, innovation as a corporate model, customized programs in the energy, banking industry as well as programs for international senior executives. He is a speaker in conferences of dena, eco-summit, energinet, IAEE, KAPSARC, OMIE, a member of the jury of the GreenTec Awards and the Dena Startup Energy Transition Award as well as mentor at accelerators such as
SPEAKERS

LIA FLURY, CLIMEWORKS

Lia in her role as a Business Development Manager at Climeworks seeks out pioneering companies and professionals who lead the way in new climate commitments. Her aim is to develop together with them individual business solutions to transform their goals into feasible steps, making “net zero” a reality for their companies. Her background includes a master’s degree in law and economics and she has worked in law firms alongside her studies. She is fascinated to learn from new cultures and ways of thinking, she lived for two years in Colombia to study and work before joining Climeworks in 2018. Lia is purpose driven, with an open and service-centric mindset and passionate about making inspiring shared visions a reality, why she currently supports a personal side project, a coffee start-up showing that quality coffee can come along with minimum carbon footprint even if it has to cross an ocean.

KAROL GOBCZYŃSKI, INGKA GROUP

Karol Gobczyński is Head of Climate and Energy at Ingka Group, which includes IKEA Retail, Ingka Centres and Ingka Investments. Ingka Group is the largest IKEA franchisee and a strategic partner with more than 370 IKEA stores in 30 markets. IKEA Climate Positive is a shared strategic initiative to reduce more greenhouse gas emissions than the IKEA value chain emits, while growing the IKEA business. As Ingka Group Head of Climate Karol is accountable for establishing and implementing the overall climate and energy agenda at Ingka Group; developing tactics and integration into ways of working to secure that Ingka Group meets its climate goals and co-create Climate Positive IKEA. Karol started his IKEA career working with integration of renewable energy and energy efficiency measures into the daily operations of IKEA suppliers in Central Europe. After 3 years, Karol became Energy and Climate Manager for IKEA Group in Poland. During his time in this role, he supported wind farm acquisitions, governance and operations which enabled IKEA businesses in Poland to generate more renewable energy than they consumed. Karol also leaded the team which introduced IKEA Home Solar offer on the Polish market. Karol graduated The School for Renewable Energy Science in Iceland.

NAN GUO, ESMT BERLIN

Nan Guo is a program director at ESMT Berlin. Before joining ESMT, she has held various manager positions at German companies of different sectors and sizes. She has rich experience in building high-performance multi-cultural teams and preparing
VOLKER HESSEL, SIEMENS
Volker is Sustainability Manager at Siemens AG. He manages the Siemens Carbon Neutral Program and other decarbonization-related topics such as carbon pricing. Previously to his current position, Volker worked in various positions at Siemens, including a consulting unit - helping city and mobility clients to develop technology-driven sustainability roadmaps. He holds an MBA in Sustainability Management and an environmental engineering degree and lives with his wife and three kids near Munich.

ALEXANDER HOLST, ACCENTURE STRATEGY
Alexander is a Managing Director at Accenture Strategy based in Berlin. He leads the Sustainability Practice of Accenture Strategy within the DACH region and part of the Global Environmental Management Committee of Accenture. Alexander managed, in his 22 years of consulting experience, projects for his clients to integrate sustainability aspects into their respective core business. Along this journey he supported several DAX30 and other leading companies in developing their sustainability strategy and targets. Alexander Holst studied in Osnabrück European Business Studies und holds an MBA from IESE Business School in Barcelona. He also is a participant of the Cambridge University Environmental Leadership Program as well as the Northwestern University Analytics Program.

LUBOMILA JORDANOVA, PLAN A
Lubomila is the founder and CEO of Plan A, a Berlin-based startup developing an algorithm which predicts where and how climate change will hit the hardest and a software that helps businesses monitor their sustainability and reduce their carbon footprint. Prior to Plan A, she worked in investment banking, venture capital and fintech in Asia and Europe. She was recently announced as 30 under 30 Social Entrepreneur of 2020 by Forbes and Entrepreneur to watch in Germany.
RALF PFITZNER, VOLKSWAGEN AG

Ralf leads the sustainability department of Volkswagen AG. His responsibilities include the global governance for sustainability at the Volkswagen Group and its brands. Among others, he leads Volkswagen’s ambitious decarbonisation program. His responsibilities cover integration of sustainability in the “Together Strategy 2025+”, setup and implementation of group-wide programs, sustainability reporting, stakeholder engagement, ESG ratings etc. Furthermore, he is in charge of managing Volkswagen’s Sustainability Council consisting of independent experts advising the Managing Board of Volkswagen. From 2004 to 2017, Ralf was Vice President Corporate Strategy – Sustainability – Resource & Energy Efficiency at Siemens AG. There, he was in charge of decarbonization and climate change topics. He led the global “CO2-neutral Siemens” program with the goal of CO2-neutral operations by 2030 and was in charge of the Siemens’ Environmental Portfolio. Before he joined Siemens in 2004, Ralf was Senior Executive at KPMG Sustainability Services. From 1995 to 1999, he was Project Manager at the Institute for Futures Studies and Technology Assessment, Berlin. Ralf has a degree in Engineering and Environmental Technologies (Technical University of Berlin) and studied Environmental Sciences at Eidgenössische Technische Hochschule Zürich (Swiss Federal Technical University). Furthermore, he successfully completed the General Management Program (GMP) at Harvard Business School.

EMMA NAVARRO, EUROPEAN INVESTMENT BANK

Emma has been a Vice President of the European Investment Bank since June 2018. She is a member of the EIB’s Management Committee, which draws up the Bank’s financial and lending policies, oversees its day-to-day business, and takes collective responsibility for the Bank’s performance. She is responsible for financing operations in Spain, Portugal, Latin America, the Caribbean States and the Community of Latin American and Caribbean States (CELAC), Morocco, Tunisia and Algeria. She is also responsible for financing the environment, climate action, circular economy, the EIB Institute and relations with national promotional institutions and the European Association of Long-Term Investors (ELTI). Before joining the EIB, she was General Secretary of the Treasury and Financial Policy in Spain and Member of the Bank of Spain Governing Council and Board Member of the Spanish National Securities Market Commission. Prior to this, she had been President of Instituto de Crédito Oficial (ICO), Director of the Office of the Minister for Economic Affairs, Industry and Competitiveness and advisor at the International Monetary Fund. Previously, Emma held various positions in the public sector in Spain. In 2005, she became “State Economist and Trade Expert” of the Spanish Administration. She holds a degree in Law, a master’s degree in EU law from CEU San Pablo University and a joint postgraduate degree in EU law and economics from Madrid’s Complutense University and the Sorbonne in Paris.
JENS WEINMANN, ESMT BERLIN

Jens is a program director at ESMT Berlin. Before joining ESMT, Jens was project manager of the Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). From 2007 to 2009, he worked as manager at the economic consultancy ESMT Competition Analysis. Further consulting experience includes projects with the Energy Markets Group at London Business School, Omega Partners London, and the World Energy Council. He has taught master classes in environmental and resource economics at the HTW Berlin, statistics in the bachelor programs of the HWR Berlin School of Economics and Law, and was guest lecturer at Cambridge University and European Business School, London. He graduated in energy engineering (Dipl.-Ing.) at the TU Berlin and received his PhD from London Business School in Decision Sciences. Jens’ research focus lies in the analysis of decision-making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government, Harvard University, and the Florence School of Regulation, European University Institute.

NICOLAS SCHUERHOFF, RIGHT. BASED ON SCIENCE

Nicolas Schuerhoff has a background in Sustainable Tourism Management. He conducted research on the topic on climate-related risks and opportunities at Lufthansa Group and joined right. in April 2019. In his current role at right. he is responsible for implementing the XDC Model with customers from the real economy. The XDC Model enables companies to develop answers to the challenges that the transition to a low-carbon economy imposes.