

# Corporate Strategy for an Open Society:

Aligning corporations, finance, civil society and politics for a sustainable world

Findhorn Foundation, Scotland





**Corporate resources can be very significant influencers on government - both in positive and negative ways. How might asset owners, asset managers, service providers and progressive corporations shift from being passive onlookers to active participants in protecting governments from harmful corporate influence and encouraging positive collaboration to solve major systemic issues?**

The industrial world is in a global economic slump caused by secular stagnation in part resulting from a diminishing percentage of economic activity expressed in wages. Populist politics are emerging in reaction to this increasing inequality and they threaten the values of an open society. Government can now seem to lack legitimacy in the eyes of the wider public, in part because they have often failed to properly hold corporations to account for their business practices. The role of fiduciaries is thus more important than ever and a community of informed, allied and empowered investors could exert critical pressure to champion and promote sustainable corporate strategies working towards the greater goal of open, prosperous and inclusive societies. A united approach to creating an open society could enable economic and social justice and sustainability. Participants will be experts in complementary areas related to the theme. Over four days in September we will work through the specific threats to democracy and deliver a roadmap for collaborative action to resolve problems.

# How can investment, political, corporate and non-profit actors work together to promote corporate strategy for a sustainable economy?

**From Tuesday 19th September to Friday 22nd September 2017 a select group of influential people from organisations eager to collaborate to help answer this question will meet at the Findhorn Foundation in Scotland.**

This meeting will help identify progressive corporate policy for healthy societies, where business fits into community and within environmental boundaries, and how corporate behaviour can strengthen and preserve an open society. The stunning setting of the Findhorn Foundation in Scotland offers participants a unique environment within which we will be encouraged to think outside of the box about the role of corporations, NGOs and politics and the methods we will use to visualise what form the emerging economic system will take.

As you may know, Findhorn is a great place to meet and catalyse effective action. In the last five years, we have welcomed participants from many organisations including Aviva, BNP Paribas, Carbon Tracker, European Climate Foundation, Friends of the Earth, FTSE Russell, Green Investment Bank, Hermes Investment, HSBC, Institute of Chartered Accountants of England and Wales, Institutional Investors Group on Climate Change, Legal and General, New Economics Foundation, Newton Investment Management, Oxford University, RSPB, S&P, Towers Watson, Triodos, UN PRI, UNEP, UNFCCC Executive Secretary Christiana Figueres and the We Mean Business Coalition.

Following a series of highly successful events at the Findhorn Foundation with the responsible investment community, the coordinators have developed a network infrastructure to support collaboration before, during, and crucially after the meeting in September.

## THE PROGRAMME

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Apart from some orientation to the environment of the Findhorn Foundation, content will not be fixed and the event will be participant-led to enable the right dialogues to happen at the right time. As a meeting of expert peers the intention is for participants, supported by expert facilitation, to create content and lead sessions that enable us to:

### **IDENTIFY THE POSITIVE**

Recognising the contribution that sustainability champions within the corporate and investor community have made in supporting the Paris Agreement, Sustainable Development Goals and other positive legislation.

### **ASSESS THE LANDSCAPE**

How the nature of the corporation is changing, the threat or potential from disruptive industries and how sector-wide strategy needs to work with politics, civil society and community for mutual benefit.

### **IDENTIFY OBSTRUCTIONS**

In policy, process and society and how we can integrate the voice of citizens, shareholders and enterprise equally into policymaking.

### **BUILD SOLIDARITY**

Amongst and between the communities that will play a significant role in achieving our stated aims. How can we focus on the sustainability champions in industry and connect them with others to support their goals?

### **ESTABLISH KEY ACTIONS**

By the key players in the corporate, non-profit and political sectors as well as at local and community level.

### **CONSIDER HOW WE CAN HELP**

In order to make those advocating for sustainability and long-term strategy better heard and understood within their own sectors and by government.

### **MAXIMISE SYNERGIES BETWEEN NETWORKS**

Determining where there are gaps in our networks and considering how to develop new - and strengthen existing - partnerships.

## THE VISION

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The short-term vision for this gathering is to focus those working in the corporate, financial and regulatory sectors on what institutional failures have led to our current levels of economic stagnation, inequality and environmental degradation, and what policies can overcome them and set the foundation for sustainable future growth. We will focus on the economic, environmental and social crises facing humanity and identify how, by protecting an open society, corporations and their investors, government and civic groups can cooperate to facilitate economic activity that is not dangerous to the wider society and that is environmentally sustainable.

Our long-term vision is to establish a dialogue that facilitates productive partnerships and networking opportunities for key individuals from politics, investment, corporate and civil society sectors to consider optimum strategies for overcoming economic inequality, providing healthy societies growing in a just and sustainable world. The opportunity to meet in new surroundings, such as the Findhorn Foundation, is key to this so that new thinking can be nurtured and applied.

You will be attending this event as yourself or representing your organisation. You have been invited because you are an acknowledged leader in this area.

**“Success in collaboration also demands a new type of leader, for whom boundaries between companies, industries, sectors or countries are irrelevant.”**

**Dr Gabrielle Walker,  
Reinventing growth - the collaboration imperative**

**“Finance [...] has become disconnected from the world. This connection needs to be restored through an affirmative conviction that, through the objective principles of reasonable behavior, one’s investments can, and indeed should, contribute not only to one’s own limited good but to the broader public good as well.”**

**Steve Lydenberg,  
Reason, Rationality, and Fiduciary Duty**

## EVENT CONVENERS



### **Paul Dickinson**

*Co-founder and Chair of Management, CDP*

CDP is a not for profit organisation that represents some \$100 trillion in investor assets. In 2015 over 5,500 corporations reported their greenhouse gas emissions and strategy on climate change through CDP including 92% of the 300 largest companies in Europe. 300 of the world's largest cities also reported through CDP in 2015 with 400 million inhabitants. Paul wrote Beautiful Corporations published by Financial Times Prentice Hall in 2000 where he introduced Sustainability Product Marketing. He also helped develop the Environmental Law Foundation and Stonewall Lobby Group. Paul was founder of Europe's largest videoconference booking service and is a Trustee of the Friends Provident Foundation and the Findhorn Foundation.

[www.cdp.net](http://www.cdp.net)



### **Helen Wildsmith**

*Stewardship Director at CCLA, FTSE4Good policy and criteria committee member*

Helen joined CCLA (UK Church and charity mutual) in 2008. Prior to this she worked as a consultant and was the Executive Director of UKSIF (the sustainable investment and finance association) from 2002 to 2005. She started her career at NatWest, specialising in strategy development and project management, has an MSc in from the London School of Economics and an MPhil in Futures Studies. She is a member of the \$100 trillion CDP's carbon catalyst group, represents Church of England funds on the £15 billion Church Investors Group's steering committee, is Chair of the Network for Sustainable Financial Markets, the founder of the 'Aiming for A' coalition and a Trustee of the Findhorn Foundation.

[www.ccla.co.uk](http://www.ccla.co.uk)



### **Robin Alfred**

*(Facilitator)  
Executive coach,  
trainer and facilitator*

Robin is Chief Executive of Findhorn Consultancy Service which he founded in 1999. A former Chair of Findhorn Foundation Trustees, his passion is facilitating extraordinary events as well as developing depth and authenticity in leadership. Prior to Findhorn, Robin coached groups and individuals in the corporate, public and voluntary sectors. He also works as a Lead Presenter and Associate of Olivier Myethodrama with some of the world's largest corporations and business schools. Robin is a registered facilitator for the UNFCCC and has facilitated parts of the UN Global Compact Summit in 2013, the 2012 meeting of worldwide climate investor groups with Christiana Figueres (UNFCCC) and the responsible investment events at Findhorn.

[www.findhornconsultancy.com](http://www.findhornconsultancy.com)

## EVENT CONVENERS



**Thomas O'Neill**  
*Research Director and Co-Founder, InfluenceMap*

Thomas leads InfluenceMap's research team and is based in London. InfluenceMap's analysis and scoring of corporate engagement with climate/energy policy feeds into over 100 investor processes worldwide and is used by CDP in its investor focused sector analysis. The InfluenceMap team will shortly be launching a project to assess numerically the relationships between the financial sector and the carbon economy, including ranking funds and asset managers on their exposure to fossil fuel intensive asset classes. Prior to InfluenceMap, Thomas worked internationally in Canada and Germany, including with his former employer CDP. He has a degree in Politics and an MSc in International Security and Global Governance from Birkbeck, University of London.

[www.influencemap.org](http://www.influencemap.org)



**Karla Hill**  
*Director, Programmes, ClientEarth*

ClientEarth has been recognised by the FT Innovative Lawyer Awards and for its effectiveness in the Business Green NGO of the Year award in 2016. Karla is a senior lawyer and has been an integral part of the team since the London office was founded in 2007. She has built legal strategies and partnerships across Europe to tackle coal power and air pollution, and to scale up the use of strategic litigation to combat climate change. She sits on the board of the Greener UK coalition, a group of 13 major environmental organisations convened by Green Alliance with a combined public membership of 7.9 million. Before joining ClientEarth, she held roles in the UK government on energy and sustainability, government and worked in private legal practice. She holds degrees in Law and Arts from the University of Auckland.

[www.clientearth.org](http://www.clientearth.org)



**Luis Neves**  
*Chairman, Climate Change and Sustainability Officer*

*& Executive Vice President Global e-Sustainability Initiative (GeSI) & Deutsche Telekom Group*

With over thirty years of experience at the national and international level in the field of telecommunications and Information Society, Luis has played a fundamental role in promoting the role of ICT in relation to climate change. Luis was the driving force and chairman of the steering committee of the landmark study 'SMART 2020 - Enabling the Low Carbon Economy in the Information Age'. Luis currently holds positions and participates in a range of international projects and initiatives including GeSI, the United Nations Global Compact Group and Steering Committee of the United Nations 'Caring for Climate Initiative'. Deutsche Telekom Group.

[www.gesi.org](http://www.gesi.org)



**Gabrielle Walker**  
*Strategist, speaker, author and moderator*

Gabrielle Walker specialises in sustainability, energy and climate change. She works at boardroom level with a wide range of global companies to broker new kind of collaborations that aim to increase our strategic time horizon, and generate effective, system-wide, solutions. She has a PhD in chemistry from Cambridge University and has taught at both Cambridge and Princeton universities. She has been Climate Change Editor at Nature and Features Editor at New Scientist and has written very extensively for many international newspapers and magazines, including The Economist, Prospect, The Wall Street Journal and The New York Times. She is author of four books including co-authoring the bestselling book *The Hot Topic, How to Avoid Global Warming While Still Keeping the Lights On*.

[www.gabriellewalker.com](http://www.gabriellewalker.com)

## WHY FINDHORN?

**Findhorn is a world-renowned 55 year old community fostering the highest in human potential, co-creating with the natural world, and taking inspired action.**

**Findhorn has been a thought leader and an innovator for half a century pioneering what were then new and radical approaches including low carbon, localised, and integrated living. Its programmes address both the externals of sustainability and the importance of the inner life of humans in their search for meaning and purpose. Guests from across the world are drawn to the extraordinary combination of low carbon lifestyles with an organisational ethic dedicated to all areas of sustainability.**

Findhorn is the 'alternative Davos' providing a holistic, human worldview that stops institutional truths from eclipsing individual truth. Localisation and sustainable economies need to be experienced to be understood and implemented. Findhorn is an ideal place to not only dream dreams but to plan how to make them reality. It is the birthplace and home of seminars and trainings for CIFAL Findhorn, part of the United Nations Institute for Training and Research and has UN Habitat Best Practice designation.

Findhorn provides a place to envisage a different version of modernity drawing on the authority of lived experience. Philosophising about life is interesting but there is no alternative to the practical demonstration of alternatives.

Jonathon Porritt, Programme Director of Forum for the Future and former Chairman of the UK Sustainable Development Commission has observed: *"Findhorn has long been a beacon for a very different kind of engagement in meeting the challenges that currently confront us. Truly effective action requires thoughtful reflection, and education for transformation requires practical demonstration. But thinking holistically and acting in the spirit of interdependence is not as easy as it sounds! Nowhere has worked harder to give meaning to these precepts than Findhorn, to the benefit of the many thousands of people who have drawn on its inspiration and pioneering leadership."*

**For more information:  
[www.ecovillagefindhorn.org](http://www.ecovillagefindhorn.org)**

## LOGISTICS

Dates: Tuesday 19 September 12.30pm -  
Friday 22 September 2.00pm 2017

Cost: £695

Included: Three nights' accommodation  
(Tuesday - Thursday), all meals (vegetarian, local, organic where  
possible) and course content. Optional nights (Monday or Friday)  
are available at additional cost, contact us for details.

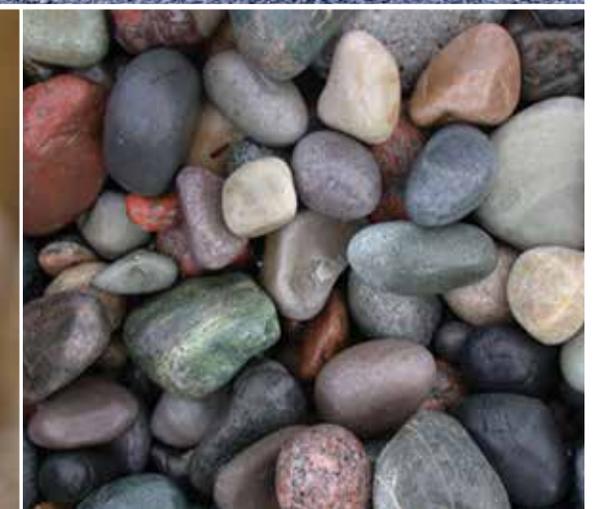
We intend to confirm participants by August 2017.

Travel: There is a pleasant sleeper train leaving London Euston  
on Monday 18th September, arriving Inverness 8.36am with  
a connection to Forres at 9am. Return by sleeper train Friday  
evening via Forres and Inverness, arriving back at Euston 7.44am  
Saturday. There are regular flights to and from London Gatwick,  
London Luton and Manchester as well as a daily return flight  
Amsterdam Schiphol - Inverness.

Findhorn is a strikingly beautiful place and accommodation  
is in single rooms in charming community facilities. Some  
bathrooms and toilets are shared, but this co-location does give  
you the opportunity to have breakfasts 'at home' with some  
other participants.

Paul Dickinson, Yvonne Cuneo and Jon Ward

Contact: [jon@sustainabledevelopment.co.uk](mailto:jon@sustainabledevelopment.co.uk)





We look forward to engaging with you at Findhorn.

FINDHORN  
INTERNATIONAL CENTRE  
FOR SUSTAINABILITY