

**22./23. September 2021
International Brand & Reputation
Community INBREC Summit 2021
at Wolfsberg, UBS Center for Education
and Dialogue (Switzerland)**

Senior brand, reputation, communications, marketing and
public affairs managers from renowned
companies/organizations, based in multiple countries

Venue:

**UBS Ausbildungszentrum Schloss Wolfsberg
Wolfsbergstrasse 15
8272 Ermatingen / Thurgau**

(<https://www.ubs.com/ch/en/wolfsberg.html>)

Programme:

Wednesday, September 22nd, 2021

6.30pm – 9pm incl. Apéro Riche

Attire: Business casual

Welcome Reception by invitation of UBS

“Sustainable and Impact Investing

Redefining the way you think about sustainable investing”

By Martijn Oosterwoud, Head of Sustainable and
Impact Investing, UBS Asset Management Global,
Zurich **(Switzerland)**

Approx. 9.30pm

Further networking opportunities at hotel bar – all participants

Thursday, September 23rd, 2021

9am – 5.15pm

Attire: Business casual

Conference of the INBREC SUMMIT 2021

Theme:

THE IMPACT ECONOMY

“Profits & Purpose - the paradigm shift from Shareholder Value towards Stakeholder Value. Implications for BRAND & REPUTATION in the years to come.”

The Chairman and CEO of BlackRock, Larry Fink stated in his “letter to CEOs” in January 2018 with the title “A Sense of Purpose” the following, “to prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society. Companies must benefit all of their stakeholders, including shareholders, employees, customers, and the communities in which they operate”. In his 2019 letter “Purpose & Profit” Fink writes “Purpose is not a mere tagline or marketing campaign; it is a company’s fundamental reason for being – what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits but the animating force for achieving them. Profits are in no way inconsistent with purpose – in fact, profits and purpose are inextricably linked.” In August 2019, the think tank of 200 CEOs from the largest and most influential companies in the US called the Business Roundtable (BRT) have stated in a 300 words “Statement on the Purpose of a Corporation” the following; “While each of our individual companies serves its own corporate purpose, we share a fundamental commitment to all of our stakeholders. We commit to: Delivering value to our customers, investing in our employees, Dealing fairly and ethically with our suppliers, Supporting the communities in which we work, generating long-term value for shareholders. Each of our stakeholders is essential. We commit to deliver value to all of them, for the future success of our companies, our communities.” And in Fink’s “letter to the CEOs” in January 2021 he states “...Sustainability and deeper connections to stakeholders drives better returns...”.

AGENDA

08.45 – Registration and refreshments

09.15 – Welcome and introduction to the day

Prof. Marco Casanova and Dr. Markus Renner Co-Chairmen INBREC

09.45 – “The Impact Economy: the paradigm shift from Shareholder towards Stakeholder capitalism” by Prof. Marco Casanova, lic.rer.pol. (Institute for Competitiveness and Communication ICC, University of Applied Science FHNW, Switzerland)

10.00 – Keynote: The C-Suite challenge: How to reconcile profit with brand and reputational purpose? by David Haigh, CEO Brand Finance, London UK
Q+A (moderated by M. Renner)

11.00 – Coffee break

11.30 – “Sustainability and its significant impact on the UBS branding” by Dr. Winfried Daun, Managing Director, Group Head Advertising, Brand Strategy and Media at UBS AG
Q+A (moderated by M. Casanova)

12.15 LUNCH

Introduction Statements

13.30 – Statement 1:

“Corporate Reputation between Sustainability, Public Value and Purpose” by Tobias Bielenstein,
Partner Branding-Institute
Q+A (moderated by M. Renner)

14.00 – Statement 2:

“Our Journey from Integrated Communication to Integrated Reporting towards Integrated Management”

by Barbara Tischhauser Bandli, (Head of Reputation Management Clariant, Basel)

(Clariant is member of <https://sciencebasedtargets.org>)

Q&A (moderated by M. Casanova)

14.30 – Panel Discussion on Statements and Q&A, with all speakers, moderated by Marco Casanova.

15.15 – Coffee break

15.45 – Reflection and discussion on the INBREC Summit 2021 theme and lessons learned

Inputs and reflections from All

End for the virtual participants

16.15 – Discussion on “UBS experience @ Wolfsberg” with Björn Wäspe (CEO Wolfsberg)

16.45 – Apéro

17.30 – END