

18th/19th June 2026
International Brand & Reputation
Community INBREC Summit 2026
in Lyon, France

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

Program:

Thursday, June 18th 2026

7 pm - 10 pm incl. dinner

Address:
Côté Court

64, Avenue des Frères Lumière, 69008 Lyon, France
(Tel.: +33 4 78 75 00 00)

Attire: Smart casual

- 7 pm** **Welcome reception and introduction of
attendees by INBREC**
- 8 pm** **Dinner and keynote: Humanity and
inclusion in an uncertain and disruptive
world. perspective from the beginning
in 1982 until the international
developments nowadays**
Jean-Bapiste Richardier (Co-Founder,
Handicap International)

Approx. 10 pm

Return to hotel – all participants

B&B HOTEL Lyon Centre Monplaisir
9, Rue Antoine Lumière, 69008 Lyon, France
(Tel: +33 892 78 80 60)

Friday, June 19th 2026

9 am - 5 pm

Address:

Handicap International, room OTTOWA
138, Avenue des Frères Lumière, 69371 Lyon, France
Tel.: +33 (0) 4 78 69 79 79

Attire: Business casual

Conference of the INBREC SUMMIT 2026

Theme:

“The importance of brand, reputation and purpose from the perspective of a Non-Governmental Organization”

AGENDA

- 9 am Registration**
- 9.30 pm Welcome by the host of Handicap International and the INBREC Chairman as well as presentation of the participants**
Marie-Eve Bugnet, Handicap International Federation, Director Private Fundraising & External communications and Marco Casanova, INBREC, Co-Chairman
- 10.00 am Bridging the gap between financial needs and the needs of beneficiaries worldwide within a strong competition between NGO's**

Manuel Patrouillard, Global Managing Director, Federation Handicap International – Humanity & Inclusion
- 11.00 am Coffee break**

- 11.30 am Rebranding of an introduced brand with impact on legal issues, employers and beneficiaries**
Sylvain Ogier, General Secretary and Deputy
Managing Director, Federation Handicap
International – Humanity & Inclusion
- 1 pm Lunch**
- 2 pm Common values and shared concerns : Engaging in an ethical partnership between the NGOS and the private sector : practice at a glance.**

Anne-Lise Lierville, Director, Institute on Humanitarian
Action - operational ethics

Mathilde Liberal, Analyst, Institute on Humanitarian
Action - operational ethics
- 3 pm Breakout sessions: The influence of a global brand and reputation on national markets**

Elsa Esteves, Head of Federal External
Communications, Federation Handicap International –
Humanity & Inclusion

Thomas Schiffelmann, Head of Marketing, Handicap
International Germany

Damien Garmier, Responsable Philanthropie, Handicap
International Switzerland
- 4 pm Reflection and discussion on the INBREC Summit 2026 and lessons learned**
Inputs and reflections
- 4.30 pm Recap and outlook**
Marco Casanova and Dr. Markus Renner, INBREC, Co-
Chairmen
- 5 pm End**