The Cambridge Forum for Sustainability and the Environment Meeting 5: 17th February 2015 in Downing College



Aims

The aim of our topic this year is to draw connections between food security, biodiversity and bioenergy and to use the meetings to think about the research pathways that will help us to prepare for and address the challenges we will face in the future.

This month, two multi-national companies will bring a business perspective into this debate. Cotton will be used as a case study to look at how companies respond to the demands being placed on their supply chains and the greatest challenges they can see on the horizon.

Agenda

Both witnesses will give an introduction and their perspective on the questions followed a general discussion:

5:00pm	Welcome by the Chair and an introduction to the topic
	Each witness gives a short introduction and thoughts about the questions
	Questions and beginning the open discussion
6:00pm	Coffee break
	Continue the discussion
7:15pm	Reception and dinner, which will include a working session

Witnesses

This month, the two witnesses are:

Chris Brown	Head of Ethical and Sustainable Sourcing at Asda
Dr Helen Crowley	Head of Sustainable Sourcing Innovation at Kering

Questions

The witnesses have both been asked a series of questions related to sustainability, risk and supply:

- 1) What have the threats and pressures on cotton supply meant for your business?
- 2) What do you perceive as the biggest risks to your business when considering the competing demands from food security, energy and fibre supply?
- 3) What does the cotton industry/your business need to know to secure its supply and what gaps and burning issues do researchers need to focus on?
- 4) What are the key drivers/barriers for change in the cotton supply chain?



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Witness profiles

Dr Chris Brown

Head of Ethical and Sustainable Sourcing at ASDA

Chris is the Sustainable Business Director at Asda. Previous to this, Chris worked in Government before joining the Meat and Livestock Commission as Beef Strategy Manager. He moved into retail as Agriculture Technologist with Marks and Spencer before Asda as Agriculture Development Manager with a remit to develop Asda's strategies and activities across all sectors of agriculture. His role has now been extended to become Head of Ethical and Sustainable Sourcing covering waste and resource management, communications and sourcing.

e-mail: <u>chris.brown@asda.co.uk</u>

Asda

Asda is a British-based, American-owned supermarket chain, which retails food, clothing, general merchandise, toys and financial services. It also has a mobile phone network Asda Mobile. In 1999, Asda became a subsidiary of the American retail company Walmart and today is the UK's second-largest chain by market share.

For more information about Asda and sustainability: http://your.asda.com/sustainability

Dr Helen Crowley

Conservation & Ecosystem Services Specialist at Kering

Dr. Helen Crowley joined Kering as the Conservation and Ecosystems Services Specialist in November 2011. Prior to Kering, Helen was Associate Director at the Wildlife Conservation Society for 11 years. She has a background in fieldbased conservation and development projects particularly in Africa and Madagascar, as well as market-based conservation initiatives and designing corporate-NGO partnerships. Helen has also worked as a consultant to several corporations where she was responsible for helping them implement

sustainability strategies. During her tenure at Kering, Helen has been advising and supporting Kering's Luxury and Sport & Lifestyle brands with a focus on innovative cross-cutting sustainability solutions, including sustainable sourcing and manufacturing processes, to help guide the Group's overall sustainability strategy and programme implementation.

e-mail: <u>helen.crowley@kering.com</u>

Kering

A family-controlled, listed company, Kering is a world leader in apparel and accessories, which develops an ensemble of powerful brands. Focused on a single business, they design, manufacture and market desirable products across two fast growing segments:

Luxury: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JEANRICHARD, Pomellato, Qeelin and Ulysse Nardin.

Sport & Lifestyle: Puma, Volcom, Cobra, Electric and Tretorn

More about the Kering group can be found here: <u>http://www.kering.com/en/group/about-kering</u> For more information about Kering and sustainability: <u>http://www.kering.com/en/sustainability</u>









