



shine

Sustainability and Health  
Initiative for NetPositive Enterprise



**HARVARD T.H. CHAN**  
SCHOOL OF PUBLIC HEALTH

## SHINE Summit 2018 Agenda

### *Why Well-being Matters: Meaning & Metrics for 21st Century Business Leaders*

October 10-12, 2018

#### WEDNESDAY, OCTOBER 10

3:45 – 5:15 PM

#### **Auto Industry Case Study: Impacting Well-being Through Business Harvard Faculty Club\***

*A joint event between SHINE and the Culture of Health, a collaboration between the Harvard Chan School of Public Health and the Harvard Business School.*

#### **Eileen McNeely – Moderator**

Director, SHINE, Harvard Chan School of Public Health

#### **George Serafeim – Moderator**

Professor of Business Administration, Harvard Business School

#### **Tony Cervone**

Senior Vice President, Global Communications, General Motors

#### **Bob Holycross**

Global Director, Sustainability and Vehicle Environmental Matters, Ford Motor Company

#### **Christopher Reynolds**

Executive Vice President, Corporate Resources & Chief Diversity Officer, Toyota Motor Corporation

5:30 – 7:30 PM

#### **Reception**

#### **Jose Mateo Ballet Theatre\*\***

*Co-sponsored by SHINE and the Culture of Health, a collaboration between the Harvard Chan School of Public Health and the Harvard Business School.*

#### THURSDAY, OCTOBER 11

*The main portion of the Summit, Thursday, October 11 – Friday, October 12, will be held at Google Headquarters.\*\*\* Please see the end of the agenda for address and directions.*

7:30 – 8:30 AM

#### **Networking Breakfast**

**WELCOME**

8:30 – 8:45 AM

***Eileen McNeely***

Director, SHINE, Harvard Chan School of Public Health

***Greg Norris***

Director, SHINE, Massachusetts Institute of Technology (MIT)

**WHY WE CARE ABOUT WELL-BEING: THE INVESTOR LENS**

Increasingly, savvy investors are considering environmental, social, and governance (ESG) factors as part of their company analysis and investment decision-making. Research stemming from the collaboration between the Harvard Chan School of Public Health and the Harvard Business School reveals that evaluating a company's impact on human well-being, an area not yet fully explored as part of ESG research, via the workplace culture, as well as, technologies, products and services is an essential aspect of evaluating companies for the long-term. You will hear why investors should care about well-being and how to evaluate companies from this perspective.

8:45 – 9:15 AM

***George Serafeim***

Professor of Business Administration, Harvard Business School

**SOCIAL IMPACTS OF TECHNOLOGY ON WELL-BEING**

Technology has brought scientific advancement, as well as ease, entertainment and efficiency to our lives. As much as it has been additive to human health and well-being overall, it has not come without negative consequences. Many technologies are designed to hook us and while we may feel more globally connected, it also may leave us feeling alone and isolated with fewer reasons for true human contact. In this session we will explore the corporate responsibility issues around technology and product design and their effect on human health and well-being.

9:15 – 10:15 AM

***Melissa Perry - Moderator***

Professor and Interim Associate Dean for Research, George Washington University Milken Institute School of Public Health

***Matthew Killingsworth***

Senior Fellow in People Analytics, Wharton School, University of Pennsylvania

***Max Stossel***

Head of Content &amp; Storytelling, Center for Humane Technology

***Aden Von Noppen***

Executive Director, Mobius

10:15 – 10:30 AM

**Break**

**TECH SOLUTIONS FOR IMPROVING PEOPLE'S LIVES**

In contrast with the previous session, this panel will share how tech has the potential to make us healthier and bring a greater sense of vitality to our lives. From wearable technologies that track sleep and heart rate, to greater access to big data that helps us predict and forecast trends and disease outbreaks, advanced technologies can enhance our lives in ways we have never thought possible. Companies are also beginning to reposition themselves and to re-frame their products in ways that address our health and well-being needs, anywhere from sleep to air quality.

10:30 – 11:30 AM

***John Spengler - Moderator***

Professor of Environmental Health and Human Habitation, Harvard Chan School of Public Health

***Roy Raymann***

Vice President Sleep Science & Scientific Affairs, SleepScore Labs

***Julia Steyn***

Vice President, Urban Mobility and Maven, General Motors Company

***Henry Wei***

Medical Director of Benefits, Google

**KEYNOTE****ART AND ATTENTION IN THE AGE OF INFORMATION**

11:30 – 12:15 PM

***Sven Birkerts***

Essayist and Literary Critic

12:15 – 1:30 PM

**Lunch****INTEGRATIVE WELL-BEING ACROSS THE VALUE CHAIN**

During this session we will explore how attention and strategy around health and well-being can be integrated throughout the global value chain—from employees at company headquarters, to retail, all the way through to the workers in the supply chain who make our products. The panelists will share why measuring well-being in the supply chain matters and how supply chain management of labor has the potential to create value for all or foment corruption and human rights abuses.

1:30 – 2:30 PM

***Greg Norris - Moderator***

Director, SHINE, MIT

***Greg Distelhorst***

Assistant Professor of Global Economics and Management, MIT

***Michael Toffel***

Professor of Business Management, Harvard Business School

***Jazz Singh-Khaira***

Worker and Community Development Manager, Global Responsible Sourcing, VF

**KEYNOTE**  
**CREATING BUSINESS CULTURES THAT ENABLE HEALTHY, MEANINGFUL LIVES –  
 AND BETTER WORK**

2:30 – 3:15 PM                      ***Brigid Schulte***  
 Director, Better Life Lab and The Good Life Initiative, New America

3:15 – 3:30 PM                      **Break**

**HOW METRICS INFORM CORPORATE ACTION AND CULTURE**

Our SHINE companies will share how measuring the health and well-being of their workforce informs culture, policies, programs, and business strategy. Taking the pulse and asking employees directly how they feel and how the workplace culture and environment either enhances or diminishes their state of well-being at work and beyond allows leaders to understand how the workplace culture and practices influence business outcomes. You will hear some of the lessons learned and best practices for workplace well-being and sustainability.

3:30 – 4:30 PM                      ***Eileen McNeely - Moderator***  
 Director, SHINE, Harvard Chan School of Public Health

***Ted Freeman***  
 Culture Officer and Facilitating Leader, Eileen Fisher

***Julie Lyons***  
 Manager of Wellness, Kohler Co.

***Kay Mooney***  
 Chief Diversity Officer and Vice President, Workplace Well-being &  
 Inclusion, Aetna

***Gale Tedhams***  
 Director, Sustainability, Owens Corning

**KEYNOTE**  
**WHY WELL-BEING MATTERS FOR SUSTAINABILITY**

4:30 – 5:15 PM                      ***Frank O'Brien-Bernini***  
 Vice President, Chief Sustainability Officer, Owens Corning

**FRIDAY, OCTOBER 12**

8:00 - 9:00 AM                      **Networking Breakfast**

**WORKSHOP ON COLLECTIVE IMPACT  
NOURISHING OUR IMPACT ECOSYSTEM ACROSS THE SHINE COMMUNITY**

Rarely do we have a chance to deeply reflect on the changes we are trying to affect and to obtain the support and guidance of partners trying to achieve similar outcomes.

In this workshop, we will explore lessons from our efforts to date, engaging in deep sense-making as a thought partnership community. Together, we will derive key insights from our experience so far to inform and amplify our impact journey ahead.

After harvesting from the past we will turn our attention to the future, sharing participant ideas for sustainability initiatives and efforts in the year ahead. We will explore these upcoming initiatives, providing thought partnership and mapping processes to assist every participant with their change leadership journeys in the year to come.

This highly interactive process will support the activation of collective and individual leadership to scale net positive impact over the coming year and beyond.

9:00 – 11:30 AM

**Facilitator: Leith Sharp**

Director & Lead Faculty, Sustainability Leadership Program  
Center for Climate, Health, and the Global Environment (C-CHANGE)  
Harvard T.H. Chan School of Public Health

**POST-WORKSHOP SUMMARY  
THOUGHTS ON PURPOSE-DRIVEN LEADERSHIP**

11:30 AM – 12:00 PM

**Michael Kobori**

Vice President, Sustainability, Levi Strauss & Co.

**Kay Mooney**

Chief Diversity Officer and Vice President, Workplace Well-being & Inclusion, Aetna

**LOCATIONS OF SUMMIT ACTIVITIES**

**Wednesday, October 10<sup>th</sup> 3:45 – 5:15pm**

**Auto Industry Case Study**

*\*Harvard Faculty Club*

20 Quincy Street

Cambridge, MA 02138

**Wednesday, October 10<sup>th</sup> 5:30 – 7:30pm**

**Reception**

*\*\*Jose Mateo Ballet Theatre*

400 Harvard Street

Cambridge, MA 02138

**Thursday, October 11<sup>th</sup> – Friday, October 12<sup>th</sup>**

*\*\*\*Google Headquarters*

355 Main Street

Cambridge, MA 02142