

# Our programme

## Tuesday, 29th of April: Welcome & Introduction

Time	Theme	Activity
15:00		Check-in
18:30	Learn	Welcome & Introduction
19:30	Collaborate	Interactive Session
20:00	Connect	Welcome Dinner

## Wednesday, 30th of April: Storytelling & Leadership

Time	Theme	Activity
7:30	Connect	Breakfast
8:45	Collaborate	Check-in
9:15	Learn	<b>Panel discussion</b> "Turning insights into action: Practical steps for net zero implementation" Anna Campbell-Jones & Ally Mitchell
10:00	Collaborate	<b>Working Session</b> "Setting the tone for trust & personal leadership style"
11:00	Connect	Coffee break
11:30	Collaborate	<b>Case study</b> "System mapping for opportunity spotting"
12:45	Connect	Lunch
14:00	Learn	<b>Inspirational Talk</b> "How to build your brand through both storytelling and commercial perspectives cohesively, across Europe" Trix van der Vleuten
15:00	Collaborate	<b>Case study</b> "Storytelling to compose a clear vision"
16:15	Collaborate	Check-out
BREAK		
20:00	Connect	Dinner
21:30	Learn	Evening programme

29 Apr - 02 May

Better Society Academy GLASGOW



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## Thursday, 1st of May: Business acumen

Time	Theme	Activity
7:30	Connect	Breakfast
8:45	Collaborate	Check-in
9:15	Collaborate	Reflections
09:45	Learn	<b>Inspirational Talk</b> "The role of economists in regenerative economy and net zero" Mattia Romani
11:15	Connect	Coffee break
11:30	Learn	Q&A with Mattia Romani
12:00	Connect	Lunch
13:15	Collaborate	<b>Case study</b> "Multiple value generation"
14:30	Connect	Coffee break
15:00	Learn	<b>Panel discussion</b> "The value of certifications when it comes to net zero goals" Amber Westergberg, Colin Lamb, Lisa Lawson, Mattia Romani Moderated by Ellen Ormesher
16:30	Collaborate	<b>Working Session</b> "Lead with confidence in complexity, leading with passion in the face of resistance"
17:15	Collaborate	Check-out
BREAK		
20:00	Connect	Dinner
21:30	Connect	Evening program

## Friday, 2nd of May: Policy focus

Time	Theme	Activity
7:30	Connect	Breakfast
8:00	Collaborate	<b>Check-in</b> Reflections of the past days / Aspirations for the future
9:30	Collaborate	<b>Keynote</b> "Strategic leadership in circular economy and the role of policy in supporting businesses in their net zero ambitions" Alison McRae
10:15	Learn	Q&A with Alison McRae
10:45	Connect	Coffee break
11:00	Collaborate	Case Study
12:30	Connect	Lunch
13:30	Collaborate	Case Study
14:30	Connect	<b>Public event B2B</b> "Net Zero Changemakers for a Better Society: Connecting UK's business communities"
14:30	Connect	Speed dating session with ca. 100 Scottish business leaders
15:30	Learn	Welcome and Introduction Amber Westergberg
15:45	Learn	Case study presentation
16:00	Learn	<b>Keynote</b> "Scottish Policy re. net zero, supporting businesses as a force for change"
16:20	Learn	<b>Panel discussion</b> "Policy insights on net zero" Alison McRae + Iain Gulland (t.b.c.) Moderated by Christopher Marquis
17:10	Learn	<b>Panel discussion</b> "From Awareness to Collective Action: Mobilizing Future Leaders for Net Zero" Charlie MacGregor, Clover Hogan, Laura Young Moderated by Christopher Marquis
18:00	Connect	Networking Drinks
19:30		End of Public event
20:00	Connect	Farewell Dinner

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**Saturday, 3rd of May:**  
Departure of Participants from Glasgow TSH