

# PRPS

# 18

## Progress with Purpose Summit

### A) The major movements that will re-shape consumer markets in the future

**08.00-08.55** Breakfast & Registration

**08.55-09.00** Welcome & Introduction  
– Moderator Sabinije von Gaffke

**09.00-09.40** The threat from digital platform companies and new challengers. Why companies need to fight to stay relevant and deserve a continued strong consumer relationship in the future

– Annika Steiber, managing director, Berkeley Research group and the founder and CEO of A.S. Management Insights

**09.40-10.10** Panel discussions: The fight to stay relevant

– Jan Helin, program director, Sveriges Television  
– Hélène Barnekow, former CEO of Telia Sverige  
– Josefin Landgård, co-founder and director of growth, KRY  
– Nicholas Sundén-Cullberg, co-founder and CEO, Lendify  
– Annika Steiber, managing director, Berkeley Research group and the founder and CEO of A.S. Management Insights

**10.10-10.35** Coffee Break

**10.35-11.00** Future outlook: How AI will affect consumer relationships

– Hannes Sjöblad, chief disruption officer, Epicenter Stockholm

**11.00-11.30** Future outlook: Why people will increasingly reward companies that do good

– Lin Lerpold, associate professor and center director at Center for Research on Sustainable Markets, Stockholm School of Economics

**11.30-12.00** Future outlook: The eroding trust and what it means for companies

– Carol Potter, President and CEO, Edelman Europe & Africa  
– Lotta Onajin, CEO, Edelman Deportivo Stockholm

**12.00-13.00** Lunch

### B) Bold purpose-led strategies to address a changing market

**13.00-13.30** Volvo Cars – a purpose-driven transformation from cars to services

– Kristian Elvefors, CEO, Volvo Car Sweden  
– Hanna Fager, SVP HR, Volvo Car Group

**13.30-14.00** Climeon – sustainability as an integral part of the brand's purpose

– Christopher Engman, CRO and CMO, Climeon

**14.00-14.30** ICA – How will our purpose and vision lead the way for how we innovate for the future?

– Anders Svensson, CEO, ICA Sverige and DCEO, ICA gruppen

**14.30-15.00** Coffee break

**15.00-15.35** Round table discussions led by Lynxeye

### C) How to run your business and organization with an engaging purpose

**15.35-15.55** Purpose-led innovation – how to innovate true to your role and identity

– Niklas Adalberth, founder, Norrsken Foundation and co-founder, Klarna (interview on stage)

**15.55-16.15** How to create a purpose-driven organization

– Bitia Yazdani, Culture Strategist

**16.15-16.35** What makes a brand purposeful

– Johan Ekelin, co-founder and partner, Lynxeye  
– Jessica af Sandeberg, senior team leader, Lynxeye

**16.35-16.45** Lynxeye Purposeful Brands 2018 award ceremony

– Christian Ihre, co-founder and partner, Lynxeye

**16.45-16.50** Summary

– Moderator Sabinije von Gaffke

**16.50** Snacks, Drinks & Networking

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