

JOIN THE CONVERSATION TOMORROW

**Rebecca
Henderson**

Professor of
Harvard Business
School, and author
of Reimagining
Capitalism in a
World on Fire



in
conversation
with



**Paul
Solman**

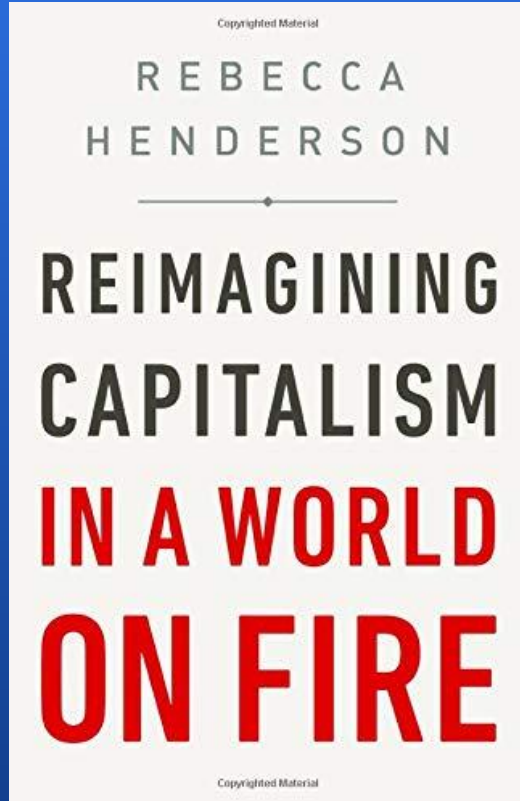
PBS News Anchor

Session 1:

REIMAGINING CAPITALISM IN A WORLD ON FIRE

THURSDAY, JULY 9 AT 10:00 AM PDT

Setting the Stage



“The only way we will solve the problems that we face is if we can find a way to balance the power of the market with the power of inclusive institutions, and purpose-driven businesses committed to the health of the society could play an important role in making this happen.”

Rebecca Henderson, “Reimagining Capitalism in a World on Fire”

Companies setting an example

- Norsk Gjenvinning, a Norwegian paper company capable of recycling paper at 99.5% material purity.
- Walmart, putting a billion dollars to their bottom line by increasing the efficiency of its trucking fleet
- Black Rock, Inc's CEO, Laurence Fink, writes a letter to corporate executives on the need for a fundamental reshaping of finance

Books, Websites, & Articles

- [Reimagining Capitalism in a World on Fire](#)
- [Case study by Harvard Professor George Serafeim about the Norsk Gjenvinning \(NG\) turnaround](#)
- [October 2020 article by Greenbiz: 10 Questions for Walmart's Sustainable Fleet Leader](#)
- [A Fundamental Reshaping of Finance](#)
- [climateaction100.org](#)

Recommended Organizations

- **Responsible Business Alliance (RBA)** is a great organization that works on supply chain sustainability
- **Sustainability Consortium** is a nonprofit organization working with retailers to increase transparency in supply chains of suppliers. It's a relatively new organization, but worth looking into for ideas etc.
<https://www.sustainabilityconsortium.org/>

Calls to Action

We need business to step up in this moment and help to radically re-balance our society.

How might we create short-term rewards, for long-term returns thinking?