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?