



Geschäftsberichte  
Symposium

# NAVIGATING THE STAKEHOLDER JUNGLE

12TH GESCHÄFTSBERICHTE-SYMPOSIUM

Wednesday, June 23, 2021 • Hybrid  
Upon invitation at the GDI Rüşchlikon/Zurich  
Digital pass with livestream and replay

• **LIVESTREAM**

Watch all keynotes and two sessions of your choice live and conveniently from home on June 23, 2021

• **INSPIRATION AND KNOWLEDGE  
IN REPLAY**

Exclusive access to the video recordings of all keynotes and sessions

• **KEY FINDINGS FOR PRACTICE**

Prepared for you out of all keynotes and sessions

• **VIRTUAL WRAP-UP EVENT**

Join the virtual Wrap-up one week after the Symposium – we summarize the highlights of the live event for you!



gb-symposium.ch/  
21

Register and  
secure your  
digital pass with  
livestream and  
replay now!

INSPIRATION, TRENDS AND INTERNATIONAL  
BEST PRACTICE CASES WITH EXPERTS SUCH AS:



**Prof. Dr. Lutz Jäncke**  
Professor for Neuropsychology,  
University of Zurich



**Lise Kingo**  
Independent Board  
Member, Sanofi



**FH-Prof. Mag. Monika  
Kovarova-Simecek**  
Academic Director Economic  
and Financial Communica-  
tions, St. Pölten UAS



**Richard Marsh**  
Director, Reporting &  
Insight, British Telecom-  
munications (BT Group)



**Mirjam Staub-Bisang**  
CEO, BlackRock  
Switzerland



**Marc Walder**  
CEO, Ringier & Founder,  
digitalswitzerland



**René Zahnd**  
CEO, Swiss Prime Site



**Dr. Martin Zwysig**  
Group CFO, REHAU

PLATINUM PARTNERS



GOLD PARTNERS



Hosted by the  
Center for Corporate Reporting (CCR)



# PROGRAM



11:30

VIP LUNCH: "WE THINK IN GENERATIONS, NOT IN QUARTERS" (DE)

**Carl Elsener**  
CEO, Victorinox

13:30

WELCOME (DE)

**Barbara Zäch**  
Co-CEO, Center for Corporate Reporting

**Alexander Fleischer**  
Moderation

13:40

BUSINESS LEADERSHIP IN A FUNDAMENTALLY CHANGING WORLD (EN)

**Lise Kingo**  
Independent Board Member, Sanofi

14:00

MAN ON A MISSION - DIGITALIZATION, AN OPPORTUNITY FOR BUSINESS AND SOCIETY (DE)

**Marc Walder**  
CEO & Managing Partner, Ringier / Founder, digitalswitzerland

14:20

STAKEHOLDER RELATIONS INSTEAD OF SHAREHOLDER RELATIONS (DE)

**Mirjam Staub-Bisang**  
CEO, BlackRock Switzerland

14:40

BREAK

15:00

SIMULTANEOUSLY RUNNING BEST PRACTICE SESSIONS (1ST RUN)

I. **When storytelling becomes a strategic tool in responding to evolving stakeholder needs (EN)**

**Joakim Lundquist** CEO, Lundquist  
**Marco Stampa** Corporate Sustainability Manager, Saipem  
**Christiaan Prins** Vice President Corporate Communications, Barry Callebaut

II. **Corporate Reporting Lab - policy & regulation outlook included (EN)**

**Olivier Jaeggi** Managing Director & Chairman, ECOFACT  
**Phil Fitz-Gerald** Director - Financial Reporting Lab, Financial Reporting Council  
**Dr. Kai Rolker** Head of Group Communications, Clariant

III. **From CFO to Chief Value Officer and from IRO to Stakeholder Officer? (EN)**

**Dr. Martin Zwysig** Group CFO, REHAU  
**FH-Prof. Mag. Monika Kovarova-Simecek** Academic Director Economic and Financial Communications, St. Pölten UAS  
**Joss Tantram** Director Redefining Value, WBCSD

IV. **Non-financial reporting - effort, benefit, added value (DE)**

**Dr. Lothar Rieth** Konzernexperte Nachhaltigkeit, EnBW

V. **From silo thinking to integrated company (DE)**

**Johanna Walser** Chief Communications Officer, Ringier  
**Dominik Marbet** Head Public Affairs & Sustainability, Baloise

VI. **Integrated Reporting - the basics from a CEO perspective (DE)**

**Manuela Huck-Wettstein** Director, Sustainserv  
**René Zahnd** CEO, Swiss Prime Site

15:45

NETWORKING

16:30

SIMULTANEOUSLY RUNNING BEST PRACTICE SESSIONS (2ND RUN)

Content corresponding to 1st session run

17:15

BREAK

17:30

CAN THE ANALOG MAN RECONCILE WITH THE DIGITAL AND SUSTAINABLE WORLD? (DE)

**Prof. Dr. Lutz Jäncke** Professor for Neuropsychology, University of Zurich

17:50

INTEGRATED REPORTING - A CATALYST FOR LONG-TERM SUCCESS (EN)

**Richard Marsh** Director, Reporting & Insight, BT

18:30

NETWORKING APÉRO

JULY 1  
2021  
11:00-12:00

WRAP-UP EVENT

Exclusively for our guests! One week after the symposium, we will summarize all the highlights and the most exciting insights for you in a virtual wrap-up event. Let this new format surprise you.  
All participants - whether physically on site or with a digital pass - are invited to dial in at their convenience without pre-registration.

At this point, our replay platform will also be launched with the recordings and key take-aways of all keynotes and best practice sessions.

ACCUMULATED REPORTING  
KNOWLEDGE IN REPLAY

After the hybrid Symposium participants receive a personal access link to all recordings and key findings of the keynotes and sessions.