BEYOND BUSINESS AS USUAL
BEYOND BUSINESS AS USUAL

MEMBERSHIP

Equipping tomorrow’s leaders for recalibration as sustainability redefines businesses

RICHARD BRUBAKER, COLLECTIVE RESPONSIBILITY
LECTURE SERIES GOALS

- Drive awareness of key social and environmental challenges to existing economic models
- Build the business case for business recalibration and market opportunity
- Engage regional collaboration between public and private leaders
- Move participants beyond inspiration to action
METHODOLOGY

COORDINATED ACROSS ASIA
• Shanghai, Hong Kong, and Singapore

TIMELY AND PERTINENT CONTENT:
• Business mission critical content
• Content is based on relevant cases

CROSS-SECTOR ENGAGEMENT:
• Corporate Executives
• Government / Policy Makers
• Non-profit Leaders
• Business School Students
# 2015/2016 Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 2015</td>
<td>BJ/S/SG/BK</td>
<td>Internal Engagement</td>
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<tr>
<td>Nov/Dec 2015</td>
<td>BJ/S/SG/BK</td>
<td>Bringing Sustainability to the Board</td>
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<tr>
<td>Feb 2016</td>
<td>BJ/S/SG/BK</td>
<td>Building an Ambassador Network</td>
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<tr>
<td>May 2016</td>
<td>BJ/S/SG/BK</td>
<td>Understanding your Stakeholders</td>
</tr>
<tr>
<td>Sept 2016</td>
<td>BJ/S/SG/BK</td>
<td>Fostering a Sustainability Culture</td>
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OUR TEAM

RICHARD BRUBAKER, FOUNDER

Driven by the belief that change begins with a single step, Richard Brubaker has spent the last 15 years in Asia working to engage, inspire and equip those around him to take their first step. Acting as a catalyst to driving sustainability, to bring about the changes in leadership and business models, and to recalibrate old models so that new opportunities can be captured.

Currently, as the Managing Director of Collective Responsibility and a Visiting Professor of Sustainability at the China Europe International Business School (CEIBS), Richard is focused on building platforms that promote long term organizational capacity to address the economic, environmental and social hurdles that China faces as the country’s economic growth accelerates.

To date, Brubaker has overseen the development and execution of more than 200 projects focused on solving the social, environmental and economic challenges that are faced in Asia, and is regularly invited to speak at leadership, social innovation and sustainability-focused conferences to speak on issues of social innovation & entrepreneurship, sustainability, corporate social responsibility and leadership.

Richard holds a Masters in International Management from the Thunderbird School of Global Management, and serves as the Vice Chairman of the Corporate Social Responsibility Committee of the American Chamber of Commerce in Shanghai.
OUR TEAM

DEVELOPMENT

CHARLIE MATHEWS
Director, Corporate Strategy

CHULI DUAN
Business Development Manager, Corporate Strategy

CONSULTING

LINDA HA
Senior Consultant, Corporate Strategy

LI FAN
Senior Consultant, Social Innovation

YUXIN WANG
Senior Coordinator Corporate Strategy

RESEARCH

WILLIAM MORRIS
Research Manager,

QUSAI BHAJEEWALA
Researcher,
Energy & Resources

JIANYIN ROACHELL
Researcher,
Supply chain Sustainability

ALICIA YUE
Researcher,
Corporate Strategy

INGRID WONG
Researcher,
Consumer Lifestyles

ANDREW DIAZ
Researcher,
Urbanization & Resources
BOARD OF ADVISORS

Willie W. Chan
Temasek, Former Managing Director, Hum Capital, CEO Management Services

Sarah Kochling
Dragon Rouge, Managing Director, Innovation

Paul Bueker
Former Executive Director of GE Volunteers Foundation

Mike Thompson
CEIBS, Director of the Centre for Leadership and Responsibility

Mary Teagarden
Thunderbird, Professor of Global Strategy

Kenzie Kwong
Leaders Quest, Partner

Frank Rexach
Haworth, Vice President and General Manager

Abe Jacob
Ecolab, HR Director, SE Asia, Country Director Singapore

Alex Chow
Asia Leap, Founder
I had the honor of speaking at a Beyond Business As Usual session in Shanghai in November 2013. I discussed the issue of "Systemic Risk and Sustainable Opportunities" with a very knowledgeable group of senior people from a range of industry sectors, including financial services, education, engineering, design & architecture. I found the attendees very engaged and keen to discuss some of the challenges facing foreign companies in China. I found the willingness of people to share their considerable experience to be very worthwhile and I would be very happy to attend an event again.

Neal Beatty  
Director, Global Client Services  
Control Risks

Being a participant at Beyond Business As Usual puts you in the same room as the other top thinkers connected to your topic. Instead of being an echoing chamber, like many industry events can be, it becomes a dynamic and cross-industry conversation between experts.

Sophia Mendelsohn  
Director of Sustainability  
Jet Blue Airways

I enjoyed being part of the event because of the unique mix of participants and the opportunity to share METRO’s initiatives in a casual set up. There are only few platforms existing in China where entrepreneurs, consumers and producers can share their viewpoints on sustainability together. It was fun and exciting and we got some new customers too!

Tino Zeiske  
Head of Group Sustainability Strategy  
METRO

The (Beyond Business As Usual) forums have continued an open and real engagement with industry participants on fundamental issues related to sustainable growth of business based in Singapore. The diverse backgrounds of people and industries represented at the forums is refreshing, as is the depth of perspective and breadth of coverage attained in each forum. Definitely time well spent.

Ajay Gundecha  
Rothschild
BENEFITS OF MEMBERSHIP

**Insights & Analysis**
- Quarterly event report and trend analysis
- Monthly regional newsletter, including industry news, case studies, event coverage and recommended readings
- Executive briefings – one hour session with Collective Responsibility advisor(s)

**Networking**
- Exclusive invitations to quarterly executive luncheons (maximum of 15 participants)
- Complementary tickets to evening forums in all cities (50-75 participants per city)
- Targeted introductions to members of the *Beyond Business As Usual* network

**Action**
- Participation in workshops – Engage in a cross-sector ideation workshop with up to six organizations to identify collaboration opportunities and programs
- Opportunities to participate in Collective Responsibility initiatives
- Discount on Collective Responsibility consulting services & workshops
## 2015/16 Membership

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td><strong>Benefits</strong></td>
<td>$10,000*</td>
<td>$5,000*</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Quarterly event report and trend analysis</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly (regional) newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive invitations to executive quarterly luncheons</td>
<td>✓ (five cities)</td>
<td>✓ (three cities)</td>
<td>✓ (two cities)</td>
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<tr>
<td>Complementary tickets to evening forums</td>
<td>5</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Invitation to participate in 2025 Re:Vision workshop</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Customized Executive Briefings</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Targeted introductions to network members</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount on Collective Responsibility consulting services and workshops</td>
<td>20%</td>
<td>10%</td>
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*in US Dollars
CONTACT US:

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rich@coresponsibility.com

Charlie Mathews
Director, Corporate Advisory
Charlie@coresponsibility.com