

BUSINESS CASE

Unleashing the Power of AI: Empowering Employees for Sustainable Impact

26/06/2024, 10:30 CEST

With the supporting partnership of the European Investment Bank (EIB)

ABOUT THE SESSION

This session will answer the following questions:

- How can AI be leveraged to enhance corporate sustainability efforts?
- What are the challenges and opportunities associated with the integration of AI technologies into sustainability strategies?
- How can businesses effectively implement AI-driven initiatives to achieve long-term sustainability goals?

WHO SHOULD ATTEND:

- Business leaders & sustainability managers.
- Reporting Officers
- Anyone interested in AI.

CONTACT:

- Katja Mader, *People & Organization Director*, km@csreurope.org

REGISTER:

- CSR Europe members, representatives of the EU institutions, and civil society organizations can [register for free here](#).
- Non-members and other stakeholders can [buy the Summit ticket here](#). Register before 30th April and get access to the Early Bird rate.

SPONSOR:



The European Sustainable Industry Summit

SHAPING THE NEXT ERA OF CORPORATE SUSTAINABILITY PRACTICES
25-26 June 2024, Brussels

If you are a company striving to implement sustainable business practices, [download our sponsorship package](#) and discover the many benefits of becoming a Summit sponsor.

ABOUT THE SUMMIT:

The European Sustainable Industry Summit stands as the premier gathering for forward-thinking companies leading the charge in shaping the next era of corporate sustainability practices, advancing a resilient, inclusive, and environmentally responsible Europe. Following the European elections and drawing inspiration from the Antwerp Declaration for a European Industrial Deal and [CSR Europe's Business Manifesto 2024-2029](#), this Summit is poised to delve into tangible approaches for securing a sustainable future for Europe: how can Europe shift from ambitious sustainability goals, as outlined in the EU Green Deal policies, towards active multistakeholder engagement and investment? Over two days, c-level representatives of business, European institutions, and civil society organizations, will share invaluable knowledge and strategies to **boost the engagement and impact of the European industry with stakeholders inside and outside Europe.**

| TIME (CET) | SESSION | SPEAKERS |
|---------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:00 – 10:30 | Networking Coffee | |
| 10:30 – 10:50 | BUSINESS CASE #1 Unleashing the Power of AI: Empowering Employees for Sustainable Impact | Frederic Gimenez, <i>Chief Digital Officer & CEO TotalEnergies Digital Factory</i> , TotalEnergies |
| 10:50 – 11:10 | BUSINESS CASE #2 AI-Powered Innovation: For Nature, People and Business | Adam Elman, <i>Head of Sustainability EMEA</i> , Google |
| 11:10 – 11:30 | BUSINESS CASE #3 Sustainability Reporting Empowered by AI: Potential Efficiency and Pitfalls | Sven Strassburg, <i>Thought Leader and Principal Solution Architect for IBM Sustainability Software, Europe</i> , IBM |
| 11:30 – 12:00 | Networking Refreshment | |
| 12:00 – 12:20 | BUSINESS CASE #4 State of Play on AI Regulations: Navigating the Nexus of Ethics and Policy | TBD |
| 12:20 – 13:25 | HIGH-LEVEL PANEL AND Q&A AI Solutions for Sustainable Development | Adam Elman, <i>Head of Sustainability EMEA</i> , Google Sven Strassburg, <i>Thought Leader and Principal Solution Architect for IBM Sustainability Software, Europe</i> , IBM Mathias Vergauwen, <i>Technical Architect Data& AI for Sustainability</i> , Microsoft Other participants TBC |
| 13:25 – 13:45 | Closing Address | TBD |



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| | Swift Actions, Deep Changes: Paving Europe's Path Towards 2050 | |
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