The Purposeful Brand: Values, Profits and Lessons from the street

www.faifarms.com
Farm Animal Initiative (FAI)
Founded in 2001 at the Oxford University farm estate. We are a research and advisory firm with a mission to help the food sector overcome key challenges and implement and implement better practices – on land and at sea.
“We do a lot of things for reasons beyond the profit motive”
The Economist:
Pope Francis is a turn-around CEO refocusing his organization on one mission - Helping the Poor
“The sale of tobacco products is inconsistent with our purpose – helping people on their path to better health”
Larry Merlo, CVS CEO and President
The tides are turning. Futurecraft meets @Parleyxxx to transform deep-sea plastic waste into a 3D-printed midsole.
A Brand on a Mission

promoting hand washing behavior to combat disease and child mortality
“THE PURPOSEFUL BRAND”

PANELISTS

AMANDA LECHENET
Manager of Corporate Sustainability Strategy at COACH Inc.

KLAUS NIELSEN
President and CEO of Espersen Group

AARON NIEDERHELMAN
Principal Co-Founder of Entrepreneur Agrarian Fund

Moderator:
ØISTEIN THORSEN
FAI Principal Consultant
The Purposeful Brand: Values, Profits and Lessons from the Street

www.faifarms.com