

# Agenda

9:45	Arrivals	
10:30	Opening of B Inspired London	
	<b>Challenging business as usual: tomorrow's economic rule book</b>	Colin Mayer (University of Oxford), Sophi Tranchell (Divine Chocolate), Alexandra Mousavizadeh (Tortoise Media), James Perry (B Lab UK)
	<b>Leading the way: back to our roots</b>	Christopher Davis (The Body Shop)
	<b>The Climate Emergency and you</b>	Noga Levy-Rapoport & Andrew Medhurst (climate activists)
	<b>Leading the way: always doing more</b>	Kresse Wesling (Elvis & Kresse), Tom Kay (Finisterre)
	<b>The B Corp movement: where we are now</b>	B Lab UK
12:15 - 13:15	Lunch	
	<b>Keynote: the future of business</b>	Patrick Pichette (Former CFO, Google)
	<b>Leading the way: inclusion vs growth</b>	Amit Gudka (Bulb)
	<b>Demanding more: how simple choices will shape our future</b>	Tom Rippin (On Purpose), Kajal Odedra (Change.org UK), Laura Tenison (JoJo Maman Bébé), Jon Alexander (New Citizenship Project)
	<b>Leading the way: reflecting on the journey to certification</b>	Douglas Lamont (innocent drinks), Pippa Murray (Pip & Nut)
	<b>How do you design an organisation that is future ready?</b>	Daniel Hulme (Satalia), Nishita Dewan (The RSA), Rosie Brown (COOK), Jason Stockwood (Simply Business)
	<b>Leading the way in the Climate Emergency</b>	The UK B Corp community
15:15	Explore the marketplace, visit 'The Why Stage' and continue conversations	
17:00	Close	