



Sustainable
Business
Network

PROGRAMME*

Communicating Sustainability Masterclass

25 MARCH

8:30am – 5:00pm

AUT University, Sir Paul Reeves
WG Building, 2 Governor Fitzroy
Place, Auckland

*Please note programme is subject to change.

8:30am

Coffee and registration

9am

Mihi whakatau

9.05am

Welcome from our MC

Andy Kenworthy

9.15am

Insights and trends
in sustainability
communication

Jason Cate

9.35am

Greenwashing vs
greenhushing - finding the
right balance

Fiona Stephenson

9.50am

PANEL

Navigating the greenwashing
and greenhushing traps

Vincent Heeringa (*Moderator*)

Daniel Street

Jessica Palaret

John Berry

Rebecca Styles

Q&A WITH AUDIENCE

10.30am

Morning Tea

11am

Messaging for impact and
commercial success

Mike Casey (*via video link*)

11.20am

PANEL

Effective sustainability
messaging - lessons from the
frontline

Vincent Heeringa (*Moderator*)

Catrina Rowe

Gabrielle Pritchard

Mark Sorensen

Rui Peng

Q&A WITH AUDIENCE

12pm

Communication for
behavioural change

Mat Maroni (*via video link*)

12.20pm

PANEL

The role of AI
in sustainability
communication

Vincent Heeringa (*Moderator*)

Professor Albert Bifet

Arwen Vant

Laura Cibilich

Kyoko Locussol

Q&A WITH AUDIENCE

12.55pm

Morning wrap

Andy Kenworthy

1pm

Lunch



2pm – WORKSHOPS

From theory to practice

Learn how to create a communication strategy and messaging. Choose one of three scenarios.

WORKSHOP 1

New organisation or product

WORKSHOP 2

Legacy organisation or existing product

WORKSHOP 3

Your organisation or product

3.30pm

Afternoon wrap

Andy Kenworthy

3.45pm

Smartphone storytelling - tips and highlights reel from the day

Baz Caitcheon

4pm

Drinks and networking

Speakers

Prof Albert Bifet

Director

Te Ipu o te Mahara A.I. Institute,
University of Waikato

Co-chair

Artificial Intelligence Researchers
Association

Andy Kenworthy

Senior Communications Advisor
Sustainable Business Network

Arwen Vant

Director of Communications
Xero

Baz Caitcheon

Director
Bazzacam

Catrina Rowe

Sustainability Manager
Silver Fern Farms

Daniel Street

Sustainability and ESG Lead
DLA Piper

Fiona Stephenson

Head of Communications
& Marketing
Sustainable Business Network

Gabrielle Pritchard

Marketing Strategist
GoodSense

Jason Cate

Head of Qualitative
Kantar

Jessica Palairat

Executive Director
Lawyers for Climate Action

John Berry

Co-founder and CEO
Pathfinder Asset Management

Kyoko Locussol

Senior Experience Designer
AKQA

Laura Cibilich

CEO and Design Director
RUN Aotearoa

Maeghan Pratt-Rink

Digital Project Manager
Sustainable Business Network

Mark Sorensen

Co-founder
Cleanery

Mat Maroni

Strategic Lead
Merz Institute

Mike Casey

CEO
Rewiring Aotearoa

Phil Crawford

Communications Advisor
Sustainable Business Network

Rebecca Styles

Investigative Team Leader
Consumer NZ

Rui Peng

CEO and Founder
Critical.

Tori Calver

Head of Advisory
Sustainable Business Network

Vincent Heeringa

Network Lead
Sustainable Business Network
Director
Better Aotearoa



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