

## Brand sustainability: Marketing in a renewable future

Welcome to Herning and Denmark – the global capital of sustainable thinking, in a world where brands succeed and fail on account of their ability to make the world a better place.

Here, your horizon will be expanded in terms of how E3 agencies can become better partners to our clients, by challenging, educating and inspiring clients and end-users alike.

### Thursday, may 25 th

**15:00 - 15:30** Hotel arrivals

**15:30 - 17:30** Owner to Owner meeting (Happy agency)

**17:30-18:00** Agency Tour ( Happy agency)

**18:00-21:00** Reception and Welcome (Happy agency)

### Friday, may 26 th

**08:00 - 09:00** Breakfast + walk to agency (Happy)

**09:00 - 09:15** Kick-off( Happy agency)

**09:15 - 10:45** **Roundtable**  
**Mancom ( Happy agency)**

During the roundtable, new E3 agencies will be presented. All E3 agencies will have up to(!) 10 minutes to summarize current challenges and areas of focus.

**10:45 - 11:00** Coffee Break

**11:00 - 12:30** **Keynote speaker**  
Jesper Sloth, former CMO at Polytech, present CSO at Fiberline Composites

In his keynote, Jesper Sloth will address how Polytech leverages sustainability as a tool in marketing and supplier relations

**12:30 - 14:00** Lunch

**14:00 - 15:30** **Keynote speaker**  
Kristian Jensen, CEO of Green Power Denmark / Former Danish Minister of Finances, Tax and Foreign Affairs

In his keynote, Kristian Jensen will address the political aspect and challenges connected with advancing renewable energy in the world of business.

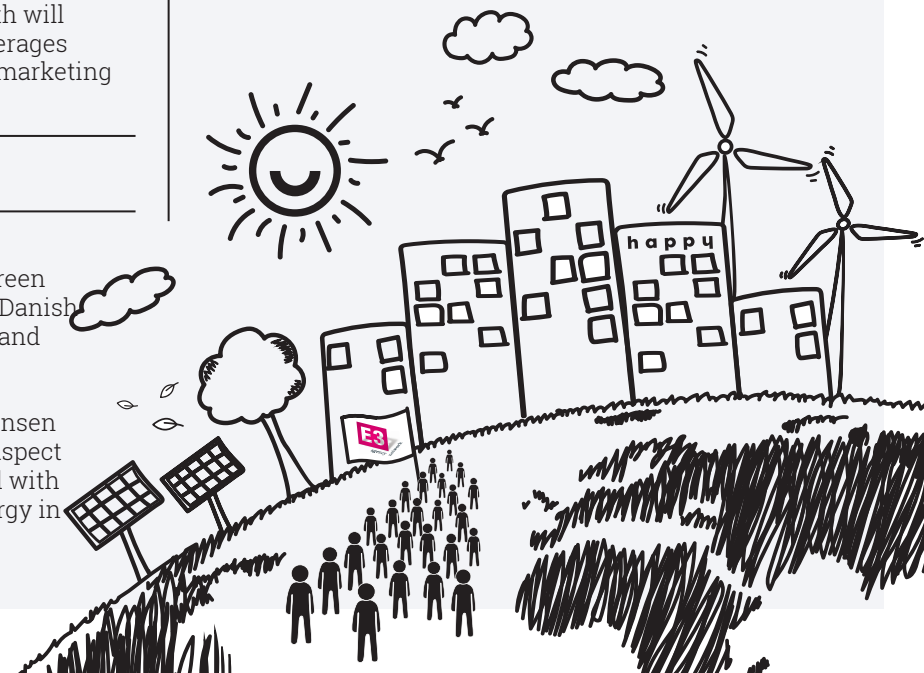
**15:30 - 15:50** Coffee Break

**15:50 - 17:00** **Best of International, part 1**  
**Mancom**

During part 1 of the BoI, agencies will present their pre-submitted cases, in terms of client marketing campaigns and initiatives.

**17:00 - 18:00** Wrap-Up Day 2 + free time

**19:00 - 23:00** Dinner and live music at restaurant Gastro13



## Saturday, may 27 th

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**08:00 - 09:00** Breakfast (Hotel)

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**09:00 - 09:30** Walk to the agency

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**09:30 - 09:45** Kickoff

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**09:45 - 11:15** **Team workshop: Sustainable agencies (Happy agency)**

E3 members will be split into teams and have 30 minutes to develop and 10 minutes to present a sustainable agency product/service. Each team will receive a special challenge to work around...

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**11:15 - 11:30** Coffee break

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**11:30 - 13:00** **Best of International, part 2: Sustainability (Happy agency)**

During part 2 of the BoI, agencies showcase pre-submitted initiatives and cases specifically within the field of sustainability.

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**13:00 - 14:00** Lunch

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**14:00 - 15:00** **ManCom Slot (Happy agency)**

The E3 management team will give agencies important updates on the state of the network: Visions/goals for the future, projects and ideas, financials and more.

**15:00 - 18:00** **Touristic program & Group photo at Elia**

Happy have arranged a trip to and a tour off "Højhuset": A local institution and hotel, renowned for having turned an abandoned building into a successful business and architectural case study, all built on a daily practice of social and ecological sustainability.

During the tour, we will also visit Herning's largest interactive art monument, Elia, where the E3 group photo will be taken.

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**18:00 - 19:00** Free time

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**19:00 - 22:00** Dinner & BoI award Ceremony at Yutaka.

## List of addresses

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**Hotel Eyde**  
Mindegade 1, 7400 Herning

**Happy Agency**  
Haraldsgade 36, 7400 Herning

**Gastro13**  
Silkeborgvej 36, 7400 Herning

**Yutaka**  
Fonnesbechsgade 9, 7400 Herning

**Højhuset**  
Højskolevej 11, 7400 Herning

