

WBCSD Education Day 2026

*Leading sustainability
through uncertainty*



World Business
Council
for Sustainable
Development



/ Real learning
Real impact



WBCSD Education Day 2026

Introduction

At a time of profound global uncertainty, sustainability leaders need trusted insight and fresh perspective.

The World Business Council for Sustainable Development (WBCSD) and IMD Business School are pleased to invite you to the 2026 WBCSD Education Day.

This full day event, taking place ahead of WBCSD's Annual Meeting, provides a unique opportunity to come together with peers and engage with world-class academic experts across fields including geopolitics, innovation, leadership and economics to make sense of the world around us and sharpen strategic direction.

- **When:** Monday, 27 April 2026 (9am – 5pm)
- **Where:** IMD Campus, Lausanne

Registration Details

The registration fee for this comprehensive program is **1,200 CHF**. Spaces are limited, so don't miss your chance to be part of this exciting learning experience.

Click here to [register](#) now.



WBCSD Education Day 2026

Overview of sessions

WBCSD's Education Day 2026 will offer plenary-level discussions as well as three dynamic deep dive learning tracks which will be repeated throughout the day. An overview of the sessions on offer is included below. The full agenda for the day is included overleaf.

Opening Plenary Session: Leading Sustainability in an Age of Uncertainty

This session sets the strategic frame for the day's discussions, exploring how geopolitical, technological, and societal uncertainty are interacting with the sustainability landscape, and what this means for corporate leaders seeking coherence and impact.

Faculty:

- *David Bach, President IMD*
- *Julia Binder, Professor of Business Transformation, IMD*

Track A: Sustainability Strategy in a Fragmented World

As geopolitical confrontation becomes a dominant risk and the global order is reshaped, this session explores what these shifts mean for corporate sustainability strategy and leadership decisions.

Faculty:

- *Simon Evenett, Professor of Geopolitics and Strategy, IMD*
- *Julia Binder, Professor of Business Transformation, IMD*

Track B: Leading with Resilience

Sustainability leaders operate under sustained pressure and competing priorities. This session explores how leaders can build personal resilience while also inspiring their teams under demanding, uncertain conditions.

Faculty:

- *Susan Goldsworthy, Affiliate Professor of Leadership, Communications & Organizational Change, IMD*
- *Rodney Irwin, Chief Education Officer, WBCSD*

Track C: From Business Case to Behavior Change

The business case for sustainability is stronger than ever, yet we are still getting stuck. This session explores how to leverage sustainability data to win buy-in, and how behavioral science can turn intention into action.

Faculty:

- *Dr. Todd Cort, Senior Lecturer in Sustainability, Yale Center for Business and the Environment*
- *Dr. Andries Terblanche*

Closing Plenary Session: A closing plenary keynote will explore the power of innovation in the sustainability space and the business opportunities this will unlock. This will be followed by reflections from the leadership of IMD and WBCSD.

Faculty:

- *Paul Anastas, Professor in the Practice of Chemistry for the Environment, Yale*
- *David Bach, President IMD*
- *Peter Bakker, President & CEO, WBCSD*

WBCSD Education Day 2026 *Agenda*

Monday 27 April 2026 – onsite at IMD Business School, Lausanne

| | | | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:30 – 09:00 | Registration / welcome coffee | | |
| 09:00 – 09:15 | Introduction to the day • <i>Rodney Irwin, Chief Education Officer, WBCSD</i> | | |
| 09:15– 10:00 | Opening Keynote: Leading Sustainability in an Age of Uncertainty • <i>David Bach, President, IMD</i> • <i>Julia Binder, Professor of Sustainable Innovation & Business Transformation, IMD</i> | | |
| 10:00 – 10:30 | Networking coffee break | | |
| 10:30 – 12:30 | <p>Track A: Sustainability Strategy in a Fragmented World</p> <ul style="list-style-type: none"> • <i>Simon Evenett, Professor of Geopolitics and Strategy, IMD</i> • <i>Julia Binder, Professor of Business Transformation, IMD</i> | <p>Track B: Leading with Resilience</p> <ul style="list-style-type: none"> • <i>Susan Goldsworthy, Affiliate Professor of Leadership, Communications & Organizational Change, IMD</i> • <i>Rodney Irwin, Chief Education Officer, WBCSD</i> | <p>Track C: From Business Case to Behavior Change</p> <ul style="list-style-type: none"> • <i>Todd Cort, Senior Lecturer in Sustainability, Yale Center for Business and the Environment</i> • <i>Andries Terblanche</i> |
| 12:30 – 13:30 | Lunch | | |
| 13:30 – 15:30 | <p>Track A: Sustainability Strategy in a Fragmented World (repeated)</p> | <p>Track B: Leading with Resilience (repeated)</p> | <p>Track C: From Business Case to Behavior Change (repeated)</p> |
| 15:30 – 16:00 | Networking coffee break | | |
| 16:00 – 17:00 | <p>Closing keynote</p> <ul style="list-style-type: none"> • <i>Paul Anastas, Professor in the Practice of Chemistry for the Environment, Yale School of the Environment</i> <p>Reflections</p> <ul style="list-style-type: none"> • <i>David Bach, President, IMD</i> • <i>Peter Bakker, President & CEO, WBCSD</i> | | |

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Faculty



Paul Anastas

*Professor in the Practice of
Chemistry for the Environment,
Yale School of the Environment*

Paul T. Anastas is the Teresa and H. John Heinz III Professor in the Practice of Chemistry for the Environment at Yale. He has appointments in the School of the Environment, Department of Chemistry, and Department of Chemical Engineering. In addition, Prof. Anastas serves as the Director of Yale's Center for Green Chemistry and Green Engineering.

Anastas took public service leave from Yale to serve as the Assistant Administrator for the US Environmental Protection Agency and the Agency Science Advisor from 2009-2012. From 2004 -2006, Paul Anastas served as Director of the ACS Green Chemistry Institute in Washington, D.C. He was previously the Assistant Director for the Environment in the White House Office of Science and Technology Policy where he worked from 1999-2004.

Trained as a synthetic organic chemist, Dr. Anastas received his Ph.D. from Brandeis University and worked as an industrial consultant.

He is credited with establishing the field of green chemistry during his time working for the U.S. Environmental Protection Agency as the Chief of the Industrial Chemistry Branch and as the Director of the U.S. Green Chemistry Program.

Dr. Anastas has published widely on topics of science through sustainability including eleven books, such as Benign by Design, Designing Safer Polymers, Green Engineering, and his seminal work with co-author John Warner, Green Chemistry: Theory and Practice.

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David Bach

*President of IMD &
Nestlé Professor of
Strategy and Political
Economy*

As President of IMD, a position he has held since September 2024, David Bach is focused on making IMD the world's most impactful business school. Together with his leadership team and the entire IMD community, he is working to broaden and deepen IMD's global impact through learning innovation, excellence in degree- and executive programs, and applied thought leadership.

Recognized globally as an innovator in management education, Bach previously served as IMD's Dean of Innovation and Programs. Under his leadership, the school won multiple awards for groundbreaking pedagogy and executive programs. Before joining IMD in 2020, he was Deputy Dean at Yale School of Management where he led the successful expansion of the school's degree program portfolio and the creation of Yale Center Beijing. He is one of the principal architects of the Global Network for Advanced Management, an alliance of 32 top global business schools from five continents, of which IMD has been a member since 2012.

As Nestlé Professor of Strategy and Political Economy, Bach helps leaders navigate the myriad political challenges facing business today. A celebrated teacher, his course 'The End of Globalization?' received the 2018 Ideas Worth Teaching Award from the Aspen Institute. His research on nonmarket strategy, stakeholder management, and global politics has been published in leading practitioner and academic journals, including Sloan Management Review, California Management Review, Rotman Management, International Organization, Journal of European Public Policy, Governance, and the Review of International Political Economy. He has published case studies on companies including TSMC, Rio Tinto, Volkswagen, IBM, AXA, Golden Agri, Playboy, Endesa, and BP.

Bach earned a B.A. magna cum laude from Yale University and holds an M.A. and Ph.D. in political science from the University of California at Berkeley.

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Julia Binder

*Professor of Business
Transformation,
IMD*

Julia Binder is Professor of Business Transformation at IMD. She works with organizations worldwide to lead transformation and build future-ready businesses. A recognized thought leader, she helps senior executives translate signals of change into strategy, innovation, and leadership action.

Her teaching and research focus on how leaders can navigate disruption, reimagine their organizations, and create value in a rapidly changing world. Julia was named a World Economic Forum Young Global Leader (2025) and featured on the Thinkers50 Radar list (2022) for her work at the intersection of sustainability, innovation, and leadership.

As Director of IMD's Center for Sustainable and Inclusive Business, she brings together IMD's diverse expertise to help companies turn global challenges into strategic opportunities. The Center acts as a bridge between insight and action, supporting leaders in designing transformation pathways that drive economic success while contributing positively to society and the planet.

Julia's core areas of expertise include business transformation, strategic innovation, and sustainability. Her thought leadership reframes circularity as one of the most strategic levers of competitiveness in the coming decade, a resource and innovation strategy central to building future-ready organizations. This perspective is brought to life in her book *The Circular Business Revolution* (Pearson, 2024), co-authored with Manuel Braun, which translates the concept of circularity into actionable strategies for growth and transformation.

Before joining IMD, Julia was Deputy to the Vice President for Innovation at École Polytechnique Fédérale de Lausanne (EPFL) and led the Tech4Impact initiative a platform connecting research, business, and entrepreneurship to drive sustainable innovation.

Julia earned her PhD with summa cum laude honors from the Technical University of Munich. Her research has been published in leading journals including *Harvard Business Review*, *Sloan Management Review*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, and *Academy of Management Review*.

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Faculty



Dr. Todd Cort

*Senior Lecturer in
Sustainability,*

*Yale Center for Business
and the Environment*

Dr. Cort teaches and researches in corporate sustainability and sustainable finance. His focus is on financially material environmental and social risks to companies and investment portfolios. This includes applied research on financial models for corporations and asset managers to price environmental and social risks and account for these risks on their balance sheet and asset planning strategies. His work spans sustainability metrics, associated regulations, strategic and legal risk, intangible value assessment and portfolio construction. His educational background includes finance, engineering, environmental chemistry and biochemistry.

Dr. Cort holds a Professional Engineers License in California and a Diploma from the Wine and Spirits Education Trust. He has a courtesy appointment at the Yale School of the Environment and is affiliated faculty with the Yale Center on Climate Change and Health. He serves as Faculty Co-Director for the Yale Center for Business and the Environment (CBEY) and the Yale Initiative on Sustainable Finance (YISF).

He serves on a variety of advisory and management boards for corporations and venture capital funds including the PRIME Coalition and The Good Science Fund. He also volunteers on the Board of Directors for Save the Sound, a regional environmental non-profit serving communities around Long Island Sound.

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Faculty



Simon J. Evenett
*Professor of Geopolitics
and Strategy,*
IMD

Simon J. Evenett is Professor of Geopolitics and Strategy at IMD. A globally recognized expert on trade, investment, and geopolitical dynamics, he is a leading analyst of the global business environment. For almost 30 years, he has guided board members, senior executives, EMBA's, and MBA's in understanding the significant shifts in the worldwide business environment and their implications for firm operations, performance, and strategy. In 2023, he was appointed Co-Chair of the World Economic Forum's Global Future Council on Trade and Investment.

Evenett has served as a World Bank official twice, on the UK Competition Commission, was a Member of the Trade and the Economy Panel at the UK Department of International Trade and has sat on several high-profile commissions relating to the future of world trade.

His research focuses on geopolitical rivalry, international trade policy, protectionism, industrial policy, business-government relations, trade negotiations and agreements, and the WTO. Evenett draws out the implications of these developments for executives, corporate strategy, and public policy. His work is cited in numerous fields, including international trade, international business, and international political economy/political science, and he has given over 650 presentations to private sector, public policy, and educational audiences.

Evenett is the author and co-author of over 250 publications and contributes thought leadership to diverse audiences through blogs and newspaper columns. Frequently cited in global media, he has published extensively in leading academic journals including *The Journal of International Business Policy*, the *Journal of International Economic Law*, and the *Journal of Political Economy*. Among his most recent works is *The Scramble for Raw Materials: Time to Take Stock?* co-authored with Johannes Fritz, and the co-authored journal article *The Return of Industrial Policy in Data*.

Before joining IMD, Evenett was a Professor of International Trade and Economic Development at the University of St. Gallen, Switzerland, where he served as the Academic Director of the St Gallen MBA for over a decade. Previously he taught at Oxford University and held fellowships at the Brookings Institution, Washington DC. Evenett has been a Distinguished Visiting Professor at Johns Hopkins University twice and was Visiting Professor of Corporate Strategy at the University of Michigan Ross School of Business three times.

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Susan Goldsworthy

*Affiliate Professor of
Leadership,
Communications &
Organizational Change,
IMD*

Susan Goldsworthy OLY is Affiliate Professor of Leadership, Communications, and Organizational Change. As a former Olympic finalist, award-winning writer, executive coach, and speaker with more than 20 years of corporate experience with large multinationals, she brings knowledge from the fields of sport, business, and neuroscience to her leadership development work. She focuses on how leadership needs to change in an increasingly uncertain world, working with people and companies to turn knowledge into behavior to create the conditions for healthy high performance.

She believes that our current way of working and living is unsustainable – not only for ourselves, but for other species that share our planet – so the need for change with new narratives is critical. This includes a change in the style and type of leadership of organizations. No one person has all the answers, so the model of ‘power over’ needs to be replaced by one of ‘power with’ to cultivate conditions where people can flourish and co-create solutions to the challenges organizations face. This means uniting and working across departments, industries, cultures, and age groups, with a focus on inclusivity and diversity.

Goldsworthy has worked at senior management level in both publicly and privately owned companies in Japan, America and Europe, and has extensive experience in leading global communications, culture, brand management and diversity programs. She has also run her own successful business in leadership development, executive coaching and change communications for more than a decade.

She has a long list of postgraduate qualifications and was one of the first people in the world to be awarded an Executive Masters in the Neuroscience of Leadership. Meanwhile, her doctoral research with Hult Ashridge International Business School explored how leaders have a responsibility to co-create conditions for hope and agency in the current world context. As a highly qualified C-suite executive coach, she is also trained in the use of a number of psychometric assessment tools.

Before embarking on her studies, Goldsworthy had a successful international swimming career during which she was an Olympic finalist, medal winner at the European Championships and Commonwealth Games and British record holder for five years.

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Prof. Dr. Rodney Irwin
*Chief Education Officer &
Corporate Secretary,*
WBCSD

Prof. Dr. Rodney Irwin is Chief Education Officer, Corporate Secretary to the Executive Committee, and a member of the Leadership Team at the World Business Council for Sustainable Development (WBCSD), based in Geneva, Switzerland. As Chief Education Officer, Rodney oversees and is responsible for WBCSD's education, training and capacity building activities, and delivers training on leadership, governance, risk management, reporting, ethics and strategy. He also manages the organization's relationships with key education partners including Yale University, the Institute for Management Development (IMD) and the Inner Development Goals. Education has become a Transformation Priority for the WBCSD under Rodney's leadership with the expansion of the flagship leadership programs (Leadership Program & LEAP), the launch of the WBCSD Academy offering online education on a wide range of sustainability topics, alongside the development of a strong portfolio of tailored solutions for bespoke education clients.

As the Corporate Secretary, Rodney is also responsible for WBCSD's corporate governance and statutory duties. As a fellow of Chartered Accountants Ireland and member of the Chartered Governance Institute UK & Ireland, Rodney was WBCSD's Chief Operating Officer leading the transformation of the WBCSD support operations and expansion of offices in Europe and Asia. Rodney created and led WBCSD's award-winning Redefining Value program for nine years prior to his current role. Rodney holds a BSc in Economics from Queen's University Belfast, an MSc in Management from Birmingham City University, a MSt in Sustainability Leadership from Cambridge University, and is a Doctor of Business Administration cum laude in comparative corporate governance, ethical decision making and reporting from ISM Paris

Rodney holds the following Advisory and Academic positions:

- Professor of Accounting and Sustainability: Leuphana University in Lüneburg, Germany
- Faculty Lecturer: Yale School of Management
- Research Fellow: Lancaster University Management School
- Member of the ICAEW Sustainability Committee

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Faculty



Dr Andries Terblanche,
*Expert in behavioral
science and risk
management*

Andries has, for the past forty years, advised listed and private boards in 45+ countries about their strategic risks and the maximising the future proofing of these risks to optimise their risk / return profiles. The Boards include globally recognised brands, including five S&P 20 companies, 21 FTSE 100 companies, 11 companies in the ASX 50, four in the TSX 50, three in the CAC 20, and four in the Nikkei 50.

Drawing on 18 years of formal studies at top 20 globally ranked universities in quantitative finance, risk management, behavioural finance, economics and finance that yielded him seven degrees, four professional fellowships and three chartered qualifications, his advice and insights have proven to be crucial for organisations across the aviation, consumer goods markets, retail, hospitality, pharmaceutical, motor vehicles, oil and gas, mining, defence, banking, insurance, agriculture, fishing, construction, and utility sectors. He held, at various times, honorary professorships at universities; most recently at UNSW in the Department of Risk and Actuarial Studies.

Andries spoke, by invitation, at the World Economic Forum in Davos, the House of Lords, the Chinese Central Planning Committee, the International Monetary Fund, the American Institute of Company Directors, and the World Business Council for Sustainable Development.

He is a decorated special forces military veteran with combat experience and still volunteers as instructor for NATO soldiers on military parachute jumping, urban warfare, combat medic and small arms courses. He earned, amongst others, US Army Special Operations Command Jumpmaster wings as well as senior and other military parachute jump wings from twelve (mainly NATO) countries. His services were also recognised with military awards from several other countries, including two decorations that have been issued fewer than three times in history.

Thank *You*

For more information, please contact:

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