



MEMBER
NETWORK

DECEMBER 2025
MEMBER MEETING

Selling Sustainability: Driving Consumer Demand & Behavior

Thursday, December 4th | 8:00AM – 4:00PM

Hosted by Capgemini 

Important: Building Entry Instructions

Please follow the instructions below for entry at both Capgemini and Co:Collective. Remember to bring your Photo ID for entry to both locations.

Co:Collective - Cocktail Reception on Wednesday, December 3rd

Location: 275 7th Avenue - Wednesday, December 3rd: 5:00-7:00pm

- **Lobby Entry:** Check in with building security, all registered attendees will have their name on the Cocktail Reception list.
- **Destination:** Once checked in, please proceed to the 28th Floor to join your SB colleagues.

Capgemini - Meeting on Thursday, December 4th

Location: 79 5th Avenue - Thursday, December 4th: 8:00am-4:00pm

- **Before Arrival:** You will receive an email from Capgemini containing a unique QR code. Please have this available.
- **Lobby Entry:** In the Capgemini Building Lobby, present your QR code and your photo ID to the security guard for entry.
- **Badge Pickup:** Proceed to the 2nd floor to pick up your SB Badge and engage with the rest of the Member Meeting attendees.



Cocktail Reception Details

Public transportation, rideshare or carpooling is encouraged

Date & Time:

Wednesday, December 3rd
5:00PM - 7:00PM ET

Location:

Co:Collective Headquarters
275 7th Avenue
28th Floor
New York, NY 10001

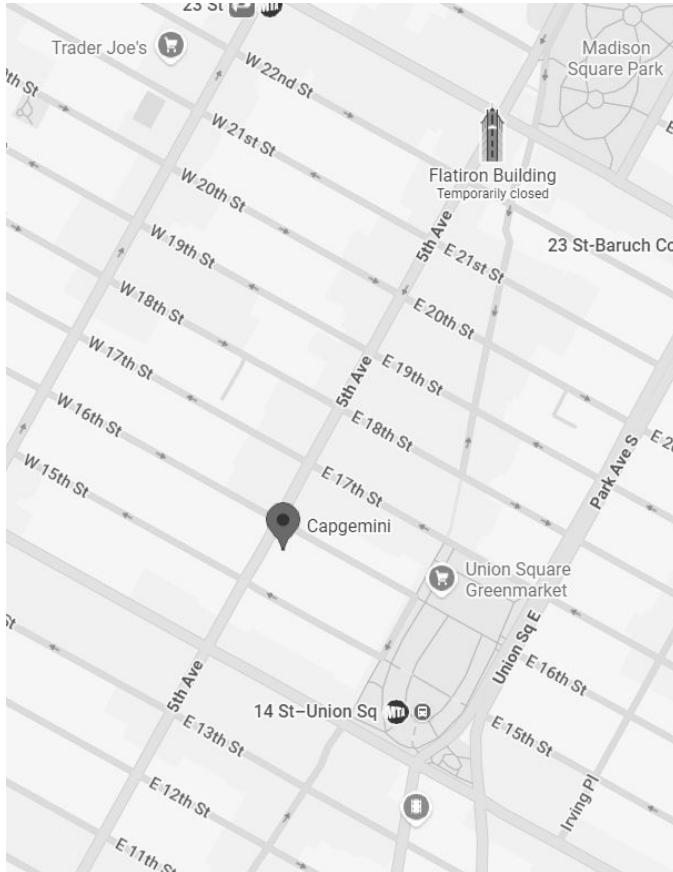
[Google Maps](#)



Thanks to our Cocktail Reception Host



Meeting Details



Public transportation, rideshare or carpooling is encouraged

Date & Time:

Thursday, December 4th
8:00AM–4:00PM ET

Location:

79 5th Avenue
2nd Floor
New York, NY 10003
[Google Maps](#)

Thanks to our Meeting Host

Capgemini 



December Member Meeting Agenda

Thursday, December 4 | 8:00 AM – 4:00 PM ET | Capgemini, New York, NY

8:00 - 9:00 AM Breakfast and Networking (In-person only)

9:00 AM Welcome

- KoAnn Skrzyniarz, Sustainable Brands
- Sol Salinas, Capgemini

9:15 - 9:45 AM Research Recap & Table Discussion: The Competencies of Effective Sustainability Leadership

- Pamela Gill Alabaster, Columbia University

9:45 - 10:30 AM Roundtable: Net Positive

- Sol Salinas, Capgemini
- Franco Amalfi, Capgemini

10:30 - 11:00 AM Networking Activity and Break

11:00 - 12:00 PM Panel: Understanding the Sustainability-Driven Consumer

- Kiran Uppalapati, Amazon Climate Pledge
- Madeline Smith, Warner Music Group
- Tensie Whelan, NYU Stern

12:00 - 1:00 PM Lunch and Networking (In-person only)

1:00 – 2:00 PM Workshop: Storytelling and Brand Communication Frameworks for Today: Poking the Bear and Hugging the Bear

- Kate McGarrahan, Revolt

2:00 – 3:00 PM Workshop: Reframing the Language of Sustainability for Today's Moment

- Tony Calandro, Purposeful Strategies

3:00 - 3:30 PM Networking Break

3:30 – 4:00 PM SB Updates & End of Day Reflection

- KoAnn Skrzyniarz, Sustainable Brands



Speakers



KOANN SKRZYNIARZ

Founder, CEO
Sustainable Brands



PAM ALABASTER

CSO, CMO, Adjunct Professor
Columbia University



FRANCO AMALFI

Director, Sustainability Strategic
Initiatives & Partners
Capgemini



SOL SALINAS

Global Executive Vice President
Capgemini



KIRAN UPPALAPATI

Head of Selling Partner Engagement
Amazon, Climate Pledge Friendly



TENSIE WHELAN

Distinguished Professor & Founding
Director, Center for Sustainable
Business
NYU Stern



MADELINE SMITH

Senior Director, ESG
Warner Music Group



KATE MCGARRAHAN

Strategy Officer
Revolt



TONY CALANDRO

Founder
Purposeful Strategies

Virtual Meeting Details



✓ DOWNLOAD OR UPDATE ZOOM

Download the latest version of Zoom application to your computer. Tech issues? Visit the [Zoom Help Center](#).

✓ CONNECT TO ETHERNET + TEST AUDIO & VIDEO

We highly recommend you connect through Ethernet instead of WiFi for a more stable internet connection. Test your audio and video on Zoom ahead of the call, if you can.

✓ LIVE EVENT, NOT A WEBINAR

This will be a live event! Show yourself and actively participate in chat.

✓ DIAL IN EARLY

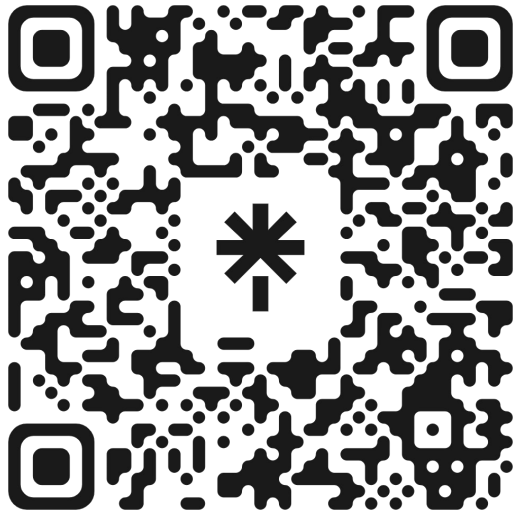
Zoom log-in information will be sent to your email inbox one hour before the meeting.

Please join the meeting 10 minutes before it begins, so that we can get started on time.

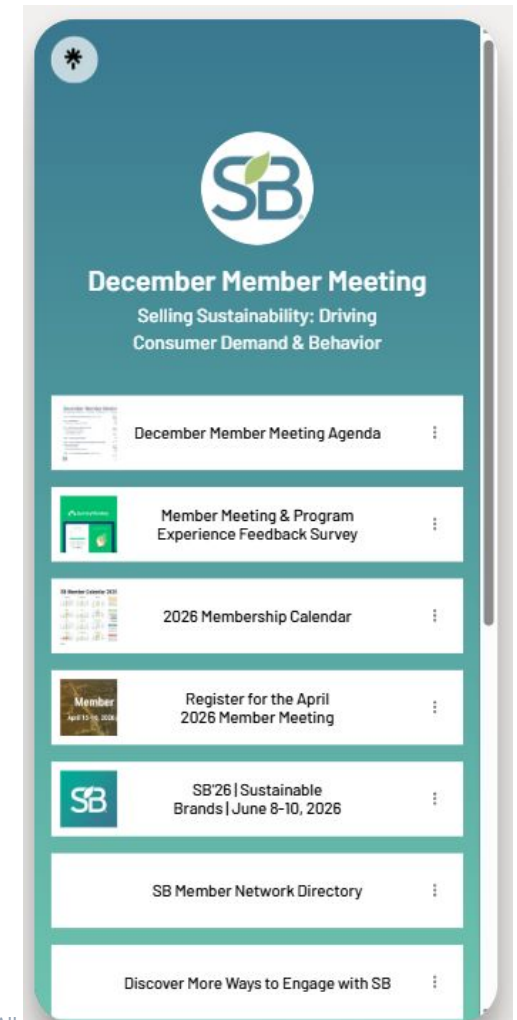
Resources to Prepare for the Meeting

Access key resources in preparation for the meeting:

<https://linktr.ee/sbmember>



- Easy mobile access to all of the meeting's resources
- Use your cell phone camera to scan the code and open the list of links
- *Pro Tip:* Great for reviewing materials later on!



SB Member Network



Thank you to our food donation partner



Copia's **platform** makes it easy for any business to donate to local nonprofits. Since 2024, **Sustainable Brands** has made a massive impact...



798

lbs of food donated



665

meals served



2,458

gal of H2O saved



181,944

lbs of Co2e diverted



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GET IN TOUCH

Katy Heriford

Senior Manager, Operations & Client Engagement
kheriford@sustainablebrands.com