

*All session times are denoted in Eastern Time.*

## DAY ONE: APRIL 17, 2024

10:30 a.m. – 11:00 a.m. **Registration**

11:00 a.m. – 11:15 a.m. **Welcome and Introduction**

11:15 a.m. – 12:30 p.m. **Panel Discussion: What's Driving Change?**

*Sheila A. Millar, Partner, JC Walker, Partner, Hazel O'Keeffe, Partner, Rohit A. Sabnis, Partner, and Peter Craddock, Partner*

- ◆ Litigation
- ◆ Legislation/Regulations
- ◆ Market Pressures/Market Benefits
- ◆ What Does "Sustainability" Mean?
- ◆ Social Compliance Considerations

12:30 p.m. – 1:30 p.m. **Lunch, provided by Keller and Heckman LLP**

1:30 p.m. – 2:45 p.m. **Panel Discussion: How Do Advertising Principles Inform ESG Claims and Commitments?**

*Sheila A. Millar, Partner, JC Walker, Partner, Hazel O'Keeffe, Partner, and Rohit A. Sabnis, Partner*

- ◆ How Relevant Rules and Standards Apply in the U.S. and EU
  - Federal Laws and Programs
  - States
  - Self-Regulation
  - Litigation
  - EU Regulations/Directives (UCPD, CSRD, etc.)
  - National Legislation
  - Substantiation Obligations

2:45 p.m. – 3:15 p.m. **Coffee Break**

3:15 p.m. – 4:30 p.m. **Panel Discussion: ESG Science and Substantiation**

*Sheila A. Millar, Partner, JC Walker, Partner, Hazel O'Keeffe, Partner, Rohit A. Sabnis, Partner, and Matthew B. Harney, Ph.D., Scientist*

- ◆ Role of Certifications, Supplier Assurances and Other Data in Supporting ESG Claims
- ◆ What and How to Test
- ◆ Climate and Carbon Claims
- ◆ Social Compliance Projects
- ◆ Consumer Perception
- ◆ Defending and Challenging Substantiation

4:30 p.m. – 5:15 p.m.

**ESG Governance**

*Sheila A. Millar, Partner, JC Walker, Partner, Rohit A. Sabnis, Partner, and Peter Craddock, Partner*

- ◆ Who Owns the Data?
- ◆ Who's Responsible for Managing and Updating the Data?
- ◆ Maintaining Data Relevance and Leveraging Value
- ◆ Supply Chain and Business Relationship Considerations
- ◆ Attorney/Client and Work Product Considerations
- ◆ Retention and Deletion

5:15 p.m. – 5:30 p.m.

**Q&A Session**

5:30 p.m. – 7:30 p.m.

**Networking Reception**

Join the presenters and your colleagues for cocktails and hors d'oeuvres at the hotel, immediately following the first day of the program.

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## DAY TWO: APRIL 18, 2024

- 8:00 a.m. – 8:30 a.m.      **Continental Breakfast**
- 8:30 a.m. – 8:45 a.m.      **Day Two Welcome and Introduction**  
*Sheila A. Millar, Partner, and JC Walker, Partner*
- 8:45 a.m. – 9:15 a.m.      **Review of Hypothetical ESG Claims and Statements**  
*Sheila A. Millar, Partner, Antonia Stamenova-Dancheva, Counsel, Anushka N. Rahman, Associate, and Alexa M. Pecht, Associate*
- 9:15 a.m. – 10:15 a.m.      **Roundtable Discussions: Substantiating and Managing ESG Claims**  
*Interactive Session with Speakers and Attendees – Hypotheticals*
  - ◆ *Attendees will participate in moderated discussions on ESG claims and statements centered on some hypotheticals with Keller and Heckman attorneys. Discussions will center on issues such as claims language, goals, legal requirements, target audience, substantiation, qualifiers, data governance, reporting obligations, and risk considerations.*
- 10:15 a.m. – 10:45 a.m.      **Break**
- 10:45 a.m. – 12:00 p.m.      **Roundtable Discussions: Substantiating and Managing ESG Claims**  
*Interactive Session with Speakers and Attendees – Hypotheticals*
  - ◆ *Continuing Roundtable discussions focused on the ESG hypothetical claims, statements and related legal considerations.*
- 12:00 p.m. – 12:15 p.m.      **Wrap-Up**
- 12:15 p.m. – 1:00 p.m.      **Lunch, provided by Keller and Heckman LLP**

*\* Topics and issues are subject to change based on relevancy and importance at the time of presentation.*