

TRUE PRICING: PRICING FOR SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Join this unique learning program before the 16th Global EPP Pricing Forum in Amsterdam.

True pricing is a new practice that gets more and more traction as many companies are starting to use monetization for innovative products that improve externalities.

This training brings you the framework, business cases and above all a practical roadmap to start your true pricing journey!

- *How to implement 'True pricing' in your pricing strategy.*
- *Actionable tools and insights from B2B and B2C companies who have already to implement 'True Pricing'*

TRUE PRICING: PRICING FOR SUSTAINABILITY AND SOCIAL RESPONSIBILITY

Programme details

- This is an intensive, interactive 1-day training, combining interactive lectures and exercises in small groups, followed by group discussions.
- With business cases from Nestlé and Solvay - and a practical roadmap to start your True Pricing journey.
- Though based on solid theory, the training is based around sharing plenty of real case examples, incorporating the pricing situation and issues of the participants
- You learn all the in-and-outs of pricing research techniques to set value based prices !

Reasons to attend the training:

At the end of the training you will:

- Better understand the core principles of value based price setting, using customer data, including current practices and future trends
- Learn about practical techniques and tools useful for pricing setting
- Learn to identify which techniques and tools are most relevant for your business case
- Feel confident about the necessary scope of pricing research you may need

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THIS IS YOUR OPPORTUNITY TO LEARN, DISCUSS AND REFLECT ON THE MOST USED PRICING OR SUSTAINABILITY, BUSINESS GROWTH AND SOCIAL RESPONSIBILITY – PRACTICAL APPROACH.

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For Whom?

True pricing is a new practice that gets more and more traction as many companies are starting to use monetization for innovative products that improve externalities.

There are still many challenges to adopting true value pricing principles, but despite the barriers inherent to adoption of true value pricing principles, there is a proven methodology. And some companies have made important progress.

**This training brings you
the framework, business cases
and above all
a practical roadmap
to start your true pricing journey !**

**APPLY NOW!!!
PLEASE VISIT**

**WWW.PRICING
PLATFORM.COM**



PROGRAMME

9 AM - 10 AM | PRICING FOR SUSTAINABILITY

- Sustainability Typology
- VBP and Environmental sustainability
- VBP Social sustainability

10 AM - 11.30 AM | BUSINESS CASE FOR TRUE PRICING

- Key players: Truepricing.org, leading accounting firms, Oxfam, slavefreetrade, WBCSD, etc.
- Key tools: EPL, TEEB, TIMM, EPS, hotspots, etc
- Key definitions: externalities, internalization, monetization, etc
- Key strategies: enhance decision-making process, mitigate externality risks, spur innovation, enhance reputation, optimize strategy.

11.30 AM - 1 PM | TRUE PRICING ROADMAP

- Product, company, customer segmentations
- True Pricing and True Cost Accounting
- Finance and True Pricing - expressed in the same financial unit, single metric.

1 PM - 2 PM | Lunch break

2 PM - 3.30 PM

B2B company case studies: How does Solvay use monetization for investment decisions? How does packaging industry use true pricing for identifying product innovations and to mitigate externality risks?

3.30 PM - 5 PM

FMCG company case study and IT consulting company case study: How does Nestle use EPL to integrate environmental impact in strategic decision-making? How does Infosys integrate human capital into its balance sheet to enhance reputation?

5PM - 6PM

ESG strategy to lead to higher value creation - conclusions and next steps.

MEET YOUR FACULTY

DR. LARISA KRYACHKOVA

CPA, Sustainability advisory,
Chief Human Rights Office
SLAVEFREETRADE



Dr. Larisa Kryachkova, CPA, has 25 years of experience in the packaging (metal and glass) manufacturing industry with a focus on commercial excellence, pricing, finance, sustainability, and digitalization globally.

She has been residing in the Lausanne area since 2009 with her family. She earned her Doctorate degree from SBS Swiss Business School in Zurich with the focal topic of research in Value-based pricing in the manufacturing sector, true cost accounting (environmental sustainability), and pricing challenges in the FMCG sector through mapping out externalities of a business (Nestlé).

Currently, she is the Chief Human Rights Officer at slavefreetrade, a Swiss NGO aiming to bring consumers and businesses together to overturn modern slavery and to build a global economy founded on goods and services that have harmed nobody in their making (social sustainability).

APPLY NOW!!!
PLEASE VISIT

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PRACTICAL INFORMATION

Registration

- Duration: 1 day
- Fee: € 1100 (non-member rate)

Group rates

EPP Prime ? Log-in to get your member discount.

Find all your benefits in the EPP Prime area on the website:
www.pricingplatform.com/epp-prime

The training fee includes :

- Course material - print and digital
- Coffee, tea & refreshments during the course
- Lunches during the course

It does not cover travel, accommodation or other incidentals.
We recommend you to book your flights/travel/accommodation in advance to avoid last rates.

We try to negotiate special hotel rates if possible - please ask the hotel for the best rates.

Questions? We help!

Please contact our EPP Pricing Academy Team!



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MORE INFORMATION ON WWW.PRICINGPLATFORM.COM

Online registration: Quick and Easy!

REGISTER ONLINE VIA

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In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact
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Contact EPP

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