



Sustainable agenda-setting in uncertain times: Collective action and new alliances



HOSS FORUM 2026 SPEAKERS



Prof. Julie Battilana
Harvard Business
School



Prof. John Hassler
Stockholm University



Prof. Michael Power
London School of
Economics



Fredrik Ekström
Alfa Laval



Thomas Hörnfeldt
SSAB



Isabella Lövin
Member of European
Parliament

HOSS FORUM 2026 KEY THEMES

Making sustainability change happen – and last

Professor Julie Battilana's keynote, "From sustainability agenda to lasting change: Power and collective capacity in uncertain times," explored how organizations can achieve lasting sustainability change despite societal pressures. She emphasized that change is rarely linear. It requires companies to not only look beyond profits, but also seriously consider their impact.

Battilana identified three drivers of change: challenging the status quo, developing innovative solutions, and bringing actors together. Drawing on her research on organizations balancing financial and social goals, she stressed the importance of aligning incentives, leadership, and practices. She also highlighted the role of power dynamics and collective support in making change last.

Ultimately, Battilana argued that sustainability requires both organizational innovation and systemic reforms, including changes to taxation and investor incentives, as well as collective action and persistence despite setbacks.

Using the green transition to reduce uncertainty

Professor John Hassler's academic address, "The green transition – a way to reduce uncertainty," examined why moving toward climate neutrality is less risky than continuing with business as usual. He highlighted the uncertainty surrounding climate change and its economic and social consequences, arguing that delaying action could have severe and irreversible effects.

Hassler emphasized that a gradual green transition can reduce these risks without excessive economic costs. Drawing on EU climate policies, he stressed the importance of credible commitments to phase out fossil fuels, support green industries, and provide businesses and investors with the confidence to invest in the transition.

Rethinking accounting for a sustainable future

Professor Michael Power's academic address, "Accounting, temporality and sustainability," explored how accounting can support sustainability beyond financial performance and short-term results. He questioned whether standardized reporting alone can drive change, arguing that measuring sustainability is not enough unless it leads to action.

Power stressed the importance of recognizing future sustainability risks before their consequences become unavoidable, even when predictions are uncertain. He advocated for diverse approaches reflecting different perspectives and time horizons. By allowing for more actors and greater flexibility, accounting can better guide decisions and encourage earlier action.

Advancing sustainability amid uncertainty

The panel discussion "Navigating transformation: Business, policy and science in the age of uncertainty" brought together Fredrik Ekström (Alfa Laval), Thomas Hörnfeldt (SSAB), Isabella Lövin (European Parliament), and Professor John Hassler (Stockholm University).

The panelists emphasized the need for stable, long-term policies that encourage investment in green technologies while addressing challenges facing industries and households. They highlighted the importance of acting now, strengthening collaboration, and reducing polarization around climate action. The discussion underscored how technological innovation and clear political commitments can help sustain momentum in the green transition.

HOSS FORUM 2026 KEY TAKEAWAYS

- **Lasting change requires collective action.** Sustainability depends on innovation, collaboration, and the ability to mobilize support across organizations and society.
- **The green transition reduces uncertainty.** Acting now is less risky than delaying climate action, particularly when supported by stable, long-term policies.
- **Sustainability reporting must lead to action.** Accounting needs to look beyond short-term financial results, recognize future risks, and support better decisions.
- **Progress depends on policy and business working together.** Clear political commitments, technological innovation, and cooperation are essential to maintaining momentum amid uncertainty.

HOSS FORUM 2026 PARTICIPANT OVERVIEW

Checked-in participants: 217

- **Academia: 75** (The Beijer Institute of Ecological Economics, London School of Economics, Stockholm School of Economics, Tampere University, and more)
- **Private sector: 65** (Atlas Copco, Ericsson, EY, Skanska, Telia, Vattenfall, and more)
- **Finance: 27** (AP7, Klarna, Morningstar, Nordea, SEB, and more)
- **NGO/Civil sector: 17** (Pratham, Red Cross, UNICEF, and more)
- **Public sector: 14** (Ministry of Climate and Enterprise, Sida, and more)
- **Other: 19**

Participant sectors

