



SUSTAINABILITY MASTERCLASS

Practical leadership insights for the fertilizer
industry's next phase

5 June 2026 | Budapest | following the IFA Cultivating Tomorrow Conference

ABOUT THIS MASTERCLASS

A one-day, in-person working session bringing together fertilizer industry leaders to explore how evolving regulation, market expectations, technology, and sustainability pressures are reshaping competitiveness. Through carefully selected real-world case studies from within and beyond the fertilizer sector, participants examine how companies have navigated complex decisions, the trade-offs they faced, what worked, what didn't, and how they translated ambition into action. Sessions are interactive and discussion-led, creating space for open dialogue, peer exchange, and joint problem-solving.



FACILITATORS AND SUBJECT-MATTER EXPERTS

The Masterclass is developed in close collaboration with IFA and a leading global management consulting firm, ensuring the content reflects fertilizer-industry realities, recognizes progress already achieved, and focuses on practical, forward-looking solutions. This partnership brings together deep industry knowledge and world-class expertise in sustainability strategy and business transformation.

WHY PARTICIPATE

The fertilizer industry is shaped by regulatory change, new market dynamics, shifting expectations, and increasing pressure for transparency and resilience. Yet turning strategy into practical implementation remains a key challenge.

This Masterclass offers a rare opportunity to step and engage in focused discussion on what is actually working and what continues to hold companies back. Participants will gain perspectives not typically heard in conference sessions, learn from adjacent industries facing similar challenges, and contribute to shaping practical pathways forward for the sector.

Beyond sustainability teams, many decisions now sit within finance, operations, innovation, commercial, and strategy functions. This Masterclass reflects that reality by approaching sustainability as a business transformation challenge rather than a standalone topic.

WHO SHOULD ATTEND

Designed for professionals involved in shaping strategic direction, operational performance, investment decisions, regulatory readiness, innovation, or market positioning within fertilizer companies and closely related industry partners. While sustainability leaders are a natural part of the conversation, the content is equally relevant for those working across strategy, operations, R&D, digital and data, public affairs, finance, and commercial functions. What brings participants together is a shared responsibility: turning sustainability ambition into concrete business decisions.

WHAT THE MASTERCLASS COVERS

Each theme is explored through real-world case studies highlighting practical challenges, lessons learned, and concrete next steps companies have taken.

The day is organized around four strategic themes that are reshaping competitiveness in the fertilizer industry:



Decarbonization

Exploring transition pathways, technology choices, operational implications, and investment trade-offs.



Data & Transparency

Addressing data management, reporting expectations, traceability, measurement challenges, and data-driven decision-making.



Governance & Regulatory Readiness

Understanding evolving policy frameworks, compliance requirements, and how companies manage regulatory uncertainty and market access risks.



Circularity & Resource Efficiency

Examining circular business models, waste reduction strategies, nutrient efficiency approaches, and operational optimization.

HOW THE DAY IS STRUCTURED

The programme combines short, focused insights with concrete case studies and highly interactive discussion. Participants will work through practical examples, explore implementation challenges and business trade-offs, and engage in small-group discussions designed to encourage open dialogue and cross-company learning.

9:00 - 12:45

CASE STUDY 1&2
+ PEER DISCUSSION

12:45 - 13:45

LUNCH BREAK

13:45 - 16:15

CASE STUDY 3&4
+ PEER DISCUSSION

16:15 - 17:30

FROM LEARNING TO ACTION
+ IMPLEMENTATION ENABLERS
+ SUCCESS FACTORS
+ PEER ACCOUNTABILITY & NEXT STEPS

WHAT YOU WILL TAKE AWAY

By the end of the Masterclass, participants will leave with:

- Practical examples from fertilizer peers and adjacent industries, what worked, what didn't, and why
- A clearer understanding of how sustainability links to strategy, operations, finance, and market positioning
- Insight into common barriers to implementation and how leading organizations overcome them
- Practical tools and decision frameworks applicable immediately within your team
- Greater confidence navigating internal discussions, investment decisions, and strategic trade-offs
- New perspectives through open exchange with industry peers
- Access to optional quarterly follow-up exchanges to continue sharing progress with the cohort

Participants will also be invited to take part in optional, quarterly follow-up exchanges to continue sharing progress and learnings with the cohort.



SUSTAINABILITY MASTERCLASS

The next phase of the fertilizer industry will be shaped by those who act now.

The Sustainability Masterclass brings together industry professionals in Budapest on 5 June 2026 for a day of open conversation, shared learning, and forward-looking discussion. Come ready to exchange ideas, explore what's working, and leave better equipped to turn sustainability ambition into business reality.

JOIN THE CONVERSATION

Registration for the Masterclass is available as an optional add-on during the Cultivating Tomorrow Conference registration process.



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