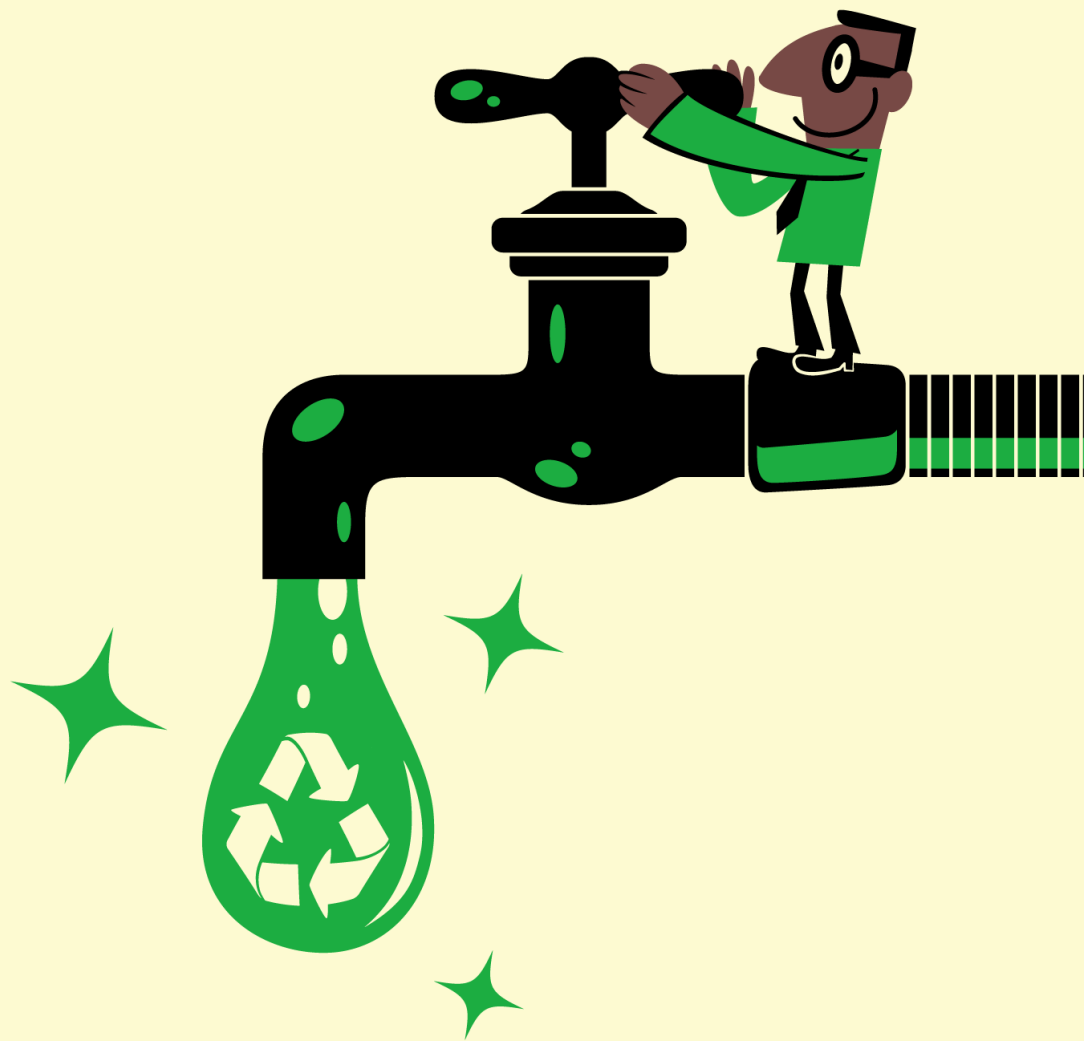


November

22-23, 2023

Berlin, Germany



2023 ESG CONGRESS

REGISTER ONLINE

www.esgcongress.com

Hello & Welcome

Welcome to IFS EVENTS, where we bring together world-class experts and thought leaders to share their knowledge and insights with our delegates. For the past 6 years, we have been hosting events that are known for their family-like atmosphere, where delegates can network, engage, and learn from each other.

Our conferences and trainings are designed to bring you the best possible experience, where you can maximize your time out of work. Our events typically host 100-250 delegates, but we are equally adept at hosting smaller conferences and trainings too. We ensure that our events are interactive, engaging, and thought-provoking.

One of the things that set us apart is the quality of our presentations and keynotes. Our speakers are chosen carefully, ensuring that only the best and the brightest in their field are invited to share their knowledge and experience with our delegates. They present for 30 minutes jam-packed with content and knowledge nuggets that will leave you inspired and informed.

Our panel debates are incredibly interactive, with personal Q&As where delegates get to pick the brains of our experts. The breakout workshops are designed to be hands-on and highly engaging, allowing you to dig deeper into each subject and come away with a deep understanding of the topic.

But it's not all about learning at our events. We make sure that delegates have plenty of opportunities to network and connect with each other. Our dinners on Day 1 night are always a blast, with lots of delegates

with lots of delegates making lasting connections that have resulted in successful initiatives and collaborations. In fact, one of our VPs at our event started working on an initiative with a colleague during dinner and has since launched it successfully, all because of that one, single conversation.

We know that meeting like-minded folks is more important than ever, and that's why we take great care to create an environment where delegates can connect and collaborate. So come join us at IFS EVENTS, where you'll learn from the best, connect with like-minded folks, and have a great time while doing it.

IFS Team Events & Conferences



Why Attend & Theme



TBA
Chairperson

Our mission is to provide a platform for sharing innovative ideas, best practices, and emerging trends across various industries.

In addition to learning from world-class speakers, you will also have the opportunity to network with fellow professionals from around the world. Our events attract delegates from a wide range of industries and backgrounds, providing you with a unique opportunity to make meaningful connections and build lasting relationships.

Whether you are looking to stay on top of emerging trends, expand your professional network, or gain new insights and ideas, our event has something for everyone. With a focus on interactive learning and networking, our event is the perfect opportunity to learn, connect, and grow. Join us in 2023 as well and discover new perspectives, ideas, and solutions that can help you get a head-start in your career.



Resilient Supply Chain



Carbon Neutrality



Climate Action

2023 Highlights



Workshops

Workshops are designed to bring together experts and thought leaders, providing you with the perfect platform to open up new opportunities for growth and success. Unlock your potential: experience the excitement of our high-energy workshops.



Hotspot Panel Discussions

Listen to the crème de la crème of Europe's Industry leaders, discussing the hot topics of today's challenges through interactive panel sessions. Ask your questions directly to the panel to see how they would deal with your challenge.



Networking Opportunities

What better way to see how others are solving the same challenges you are facing than talking to them? Overall 10+ hours of networking is built into the program, excluding the interactive ask & answer during our hotspot panel discussions and presentations.



Brain Food

During coffee breaks, you'll have the choice of opting for healthy, light foods, smoothies and drinks that result in an immediate and sharp increase in blood sugar levels. As a result, you'll have an extended feel of satiation and an over-the-top efficiency rate!

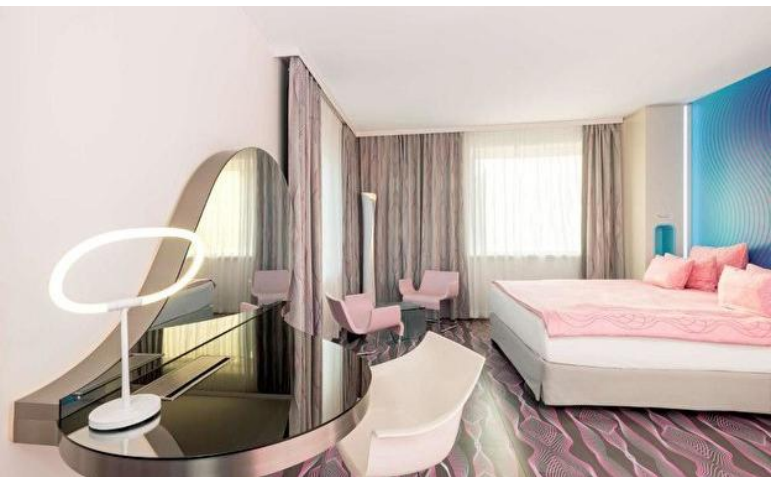
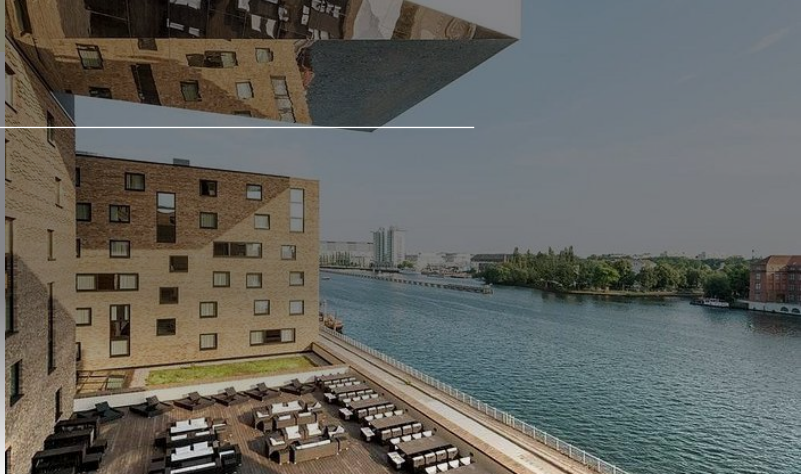


Dinner

All attendees are cordially invited to a conference dinner hosted by the organizers. Delegates can further follow up conversations with their fellow attendees in an informal atmosphere with house wines, beers and delicious courses on Day 1 night.

nHow Hotel Berlin

2023 Venue



2023 Speaker Panel



Peter Paul van de Wijs
Chief External Affairs Officer,
Global Reporting Initiative
(GRI)



Marian D'Auria
Global Head of Risk &
Sustainability at GFG
Alliance



Gustavo Brianza
Managing Director at
NatWest



Daniel Schmid
Chief Sustainability Officer
at SAP



Stefan Grafenhorst
Vice President People &
Sustainability at Greiner



Tom Higgs
Head of Tax Strategy,
Policy & Reporting at
LafargeHolcim



Kim Dabbs
Global VP, ESG + Social
Innovation at Steelcase



Andrea Goeman
Senior Vice President
Sustainability at JAS



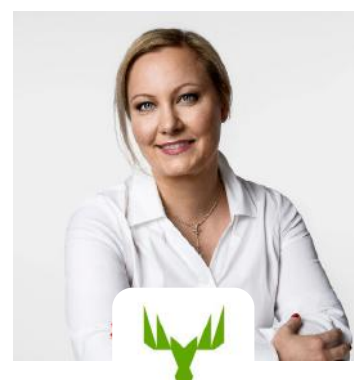
Ioannis Ioannou
Professor at London
Business School



Pierre-Yves Massille
Chief Transformation Officer
at Egis



Anne Larilahti
VP ESG, Amer Sports



Katja Tuomola
VP, Sustainability
Management at Metsä
Group

2023 Speaker Panel



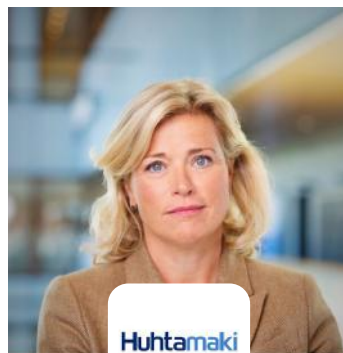
Belinda Ellington

MD, General Counsel,
Global Commodities, ESG
for Global Markets at Citi



Garrett Quinn

Chief Sustainability Officer
at Smurfit Kappa



Thomasine Kamerling

Executive Vice President
Sustainability at Huhtamaki



Andreas Mündel

Head of Strategic Planning
& Performance at
DeutschePost DHL



Gwennael Guillen

VP sustainability at
Endeavour Mining
Corporation



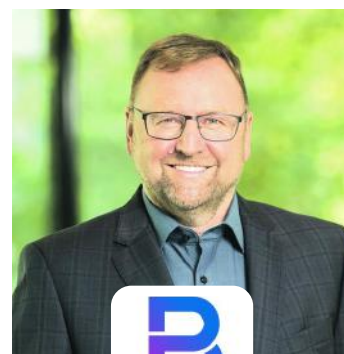
Jenny Wassenaar

Chief Sustainability Officer
at Trivium Packaging



Vicky Bullivant

SVP Group Sustainability at
NTT



Andreas Kicherer

Vice President Sustainability
bei Brenntag



Jessica Cavalletto

Senior Vice President at Citi



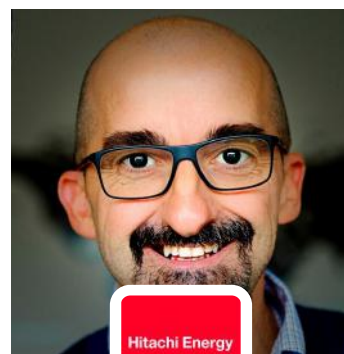
Cristina Alonso Alija

SVP, Head of Sustainability,
Health and Environment at
Bayer



Lamé Verre

Head of Strategy,
Innovation & Sustainability
at SSE



Andrea Bionda

VP - Global Head of HSE
and Sustainability at Hitachi

Day 1

7:00 - 8:00

Morning coffee and registration

Wake up and perk up with a sizzling cup of morning coffee, fueling you with energy and excitement for the day ahead.

8:00 - 8:10

Welcome Address by the Chair

Get ready to be swept off your feet as our dynamic chairman kickstarts the event with a mesmerizing opening address.

8:10 - 8:20

Speed networking

Seize the opportunity to network: this is a great chance to build connections, chairman will ring a bell and then it's time find a new connection around you!

8:20 - 8:50

How AECOM Achieved Its ESG Goals

Learn from the experience of AECOM, a global infrastructure consulting firm that received the Terra Carta Seal for its leading position in sustainability. How did AECOM set and measure its ESG targets? How did it reduce its carbon emissions by 50% and increase its female leadership by 40%? What are the benefits and challenges of pursuing ESG excellence?

8:50 - 9:20

EY's Framework for Addressing Sustainability Issues

Discover how EY, a global professional services firm, helps organizations address sustainability issues, investor concerns, support ESG reporting and disclosures, and improve ESG performance. What are the key elements of EY's framework? How can you apply it to your own organization? What are the best practices and tools for ESG management?

9:20 - 10:00

Panel Discussion: The Business Case for ESG

How to Create Value through Sustainability: Understand how ESG factors can drive cash flow and long-term value creation for your business. According to McKinsey, companies with high ESG ratings can generate up to 4.8% higher operating margins than their peers. What are the key mechanisms that link ESG performance to financial performance? Find out in this panel

10:00 - 10:40

Morning coffee and Networking Break



Day 1

10:40 - 11:00

The Power of Renewables: The Key to Sustainable Business Practices

As organizations strive to become more sustainable, the importance of renewables in reducing carbon emissions cannot be ignored. According to a recent survey, over 80% of companies are now procuring or investing in renewable energy. Join us at the ESG Congress to hear from leading industry experts on how they have successfully incorporated renewables into their business operations, and how you can do the same.

11:00 - 11:20

Beyond the Bottom Line: The Business Case for Gender Equality in the Workplace

Gender equality is a key pillar of ESG, with companies who prioritize gender diversity and equality performing better financially. A recent study found that companies with at least one woman on their board outperformed those with all-male boards by 26%. In this session, we'll explore the benefits of a gender-equal workplace, as well as practical strategies for achieving it.

11:20 - 11:40

The Future of Sustainability: Trends and Opportunities

Explore the latest trends and opportunities in the sustainability space. What are the emerging themes and challenges that will shape the future of sustainability? How can you leverage technology and digital transformation to enhance your sustainability efforts? Get insights from experts and practitioners in this session.

11:40 - 12:00

Best Practices for Sustainability Reporting and Disclosure

Learn how to communicate your sustainability achievements and impacts to your stakeholders. What are the standards and frameworks for sustainability reporting and disclosure? How can you ensure transparency, accuracy, and credibility in your reports? What are the benefits of reporting on your ESG performance?

12:00 - 13:00

Lunch

Enjoy a nourishing lunch while networking with your fellow attendees and building valuable relationships.



Day 1

13:00 - 13:30

Speed networking

Another round of fun and interactive speed networking.

13:30 - 14:00

Decarbonizing the Supply Chain: Challenges and Opportunities

Supply chains are a significant source of carbon emissions, with some estimates suggesting that they account for up to 90% of a company's carbon footprint. To achieve meaningful emissions reductions, companies need to work closely with their suppliers to decarbonize the supply chain. Join us to hear from leading experts on the challenges and opportunities in decarbonizing the supply chain, as well as strategies for achieving this goal.

14:00 - 14:30

Measuring Your Impact: The Importance of Environmental Reporting

Transparency and accountability are crucial to ESG, and environmental reporting is a key tool for measuring and communicating the impact of sustainability initiatives. According to a recent survey, 91% of companies now report on their sustainability performance. In this session, we'll explore best practices for environmental reporting, including frameworks such as the Global Reporting Initiative and the Task Force on Climate-related Financial Disclosures.

14:30 - 15:00

The Role of Innovation in Advancing Sustainability

Discover how innovation can help you solve some of the most pressing sustainability challenges. How can you foster a culture of innovation in your organization? What are some of the emerging technologies and solutions that can enhance your sustainability performance? How can you collaborate with other stakeholders to scale up innovation?

15:00 - 15:30

Afternoon Coffee and Networking Break

Energize yourself at the summit with an invigorating afternoon coffee break.



15:30 - 15:50

Building a Resilient Supply Chain through ESG Integration

Understand how ESG integration can help you manage risks and opportunities in your supply chain. How can you assess and monitor your suppliers' ESG performance? How can you engage with them to improve their ESG practices? How can you leverage ESG data and analytics to optimize your supply chain efficiency and effectiveness?

Day 1

15:50 - 16:10

The Future of Work: How to Attract and Retain Talent through ESG

Explore how ESG factors can influence your talent strategy in a changing world of work. How can you attract and retain diverse, skilled, and motivated employees who share your sustainability vision? How can you create a positive work environment that fosters well-being, engagement, and productivity? How can you develop your employees' skills and competencies for sustainability?

16:10 - 16:30

Stakeholder Engagement

How to Build Trust and Reputation through ESG: Learn how to communicate and interact with your stakeholders on ESG issues. Who are your key stakeholders and what are their expectations? How can you establish dialogue and feedback mechanisms with them? How can you demonstrate your commitment and accountability on ESG matters?

16:30 - 16:50

Greening the Workplace: Sustainable Strategies for ESG Managers

As ESG managers and sustainability leaders, you are tasked with reducing the carbon footprint of your organization. According to a recent survey, more than 80% of consumers prefer sustainable products and are willing to pay more for them. So, how can you effectively green your workplace while keeping your budget in mind? Join our session to learn practical, sustainable strategies for reducing your carbon footprint, reducing water usage, and implementing renewables in your workplace.

16:50

Closing Remarks by the Chair

Our esteemed chairman is taking the stage to deliver the closing remarks. Get your notepads ready (if you haven't already done so!) to scribble down the key highlights and knowledge nuggets of Day 1 of the event.

18:00 -

Dinner

It's time to come together and savor the flavors of the conference dinner in an informal setting. This is your chance to unwind, make lasting connections AND have fun!



Day 2

7:00 - 7:50

Welcome Coffee and Registration



7:50 - 8:00

Welcome Address by the Chair

8:00 - 8:10

Speed networking

8:10 - 8:40

ESG and Equal Opportunity: Creating a More Inclusive Workplace

As ESG and sustainability leaders, we know that a diverse and inclusive workplace is not only the right thing to do, but it's also good for business. In fact, companies with diverse executive teams are 33% more likely to be profitable. But how can we effectively promote diversity and inclusion in our organizations? Join us to learn about best practices for creating an equal opportunity workplace and fostering an inclusive culture that promotes the success of all employees.

8:40 - 9:10

ESG and Stakeholder Engagement: Working with Partners for Sustainable Success

As ESG managers, we know that sustainability is not a solo endeavor, but rather a collaborative effort with stakeholders. According to a recent survey, 92% of executives believe that long-term success depends on improving stakeholder relationships. So, how can we effectively engage stakeholders in our sustainability efforts? Join our session to learn about effective stakeholder engagement strategies and how to work with partners to achieve sustainable success.

9:10 - 9:50

Panel Discussion: Achieving Net-Zero: Strategies for ESG Managers

Net-zero emissions have become a popular buzzword for organizations committed to sustainability, but what does it really mean and how can we achieve it? According to a recent survey, more than 80% of organizations have set net-zero targets, but only 20% have a clear roadmap for achieving them. Join us to learn about practical strategies for achieving net-zero emissions, reducing your carbon footprint.

9:50 - 10:30

Morning Coffee and Networking Break

This is your chance to fuel up and set the tone for a day packed with inspiring discussions and cutting-edge insights.

Day 2

10:30 - 10:50

How to Measure and Manage Your Carbon Footprint

Learn how to calculate and reduce your carbon footprint across your operations and value chain. What are the tools and methods for measuring your greenhouse gas emissions? How can you set science-based targets and implement emission reduction strategies? How can you offset or compensate your remaining emissions?

10:50 - 11:10

Circular Economy

How to Design Out Waste and Pollution: Understand how circular economy principles can help you transform your business model and create value from waste. What are the benefits of adopting a circular economy approach? How can you design products and services that minimize waste and pollution? How can you reuse, repair, refurbish, or recycle materials and resources?

11:10 - 11:30

Climate Action: How to Mitigate Risks and Seize Opportunities in a Changing World

Learn how climate change affects your business and what actions you can take to mitigate risks and seize opportunities. What are the physical, transitional, regulatory, reputational, and financial risks of climate change? How can you adapt to changing climate conditions? How can you capitalize on new markets, technologies, or innovations related to climate action?

11:30 - 11:50

Human Rights: How to Respect and Protect Them in Your Business:

Learn how human rights are relevant for your business and what actions you can take to respect and protect them. What are the international standards and frameworks for human rights? How can you identify and address your human rights impacts? How can you engage with your stakeholders on human rights issues?

11:50 - 12:50

Lunch

Enjoy a nourishing lunch while networking with your fellow attendees and building valuable relationships.



Day 2

12:50 - 13:10

Water Stewardship

How to Manage Water Risks and Opportunities: Understand how water stewardship can help you secure water resources for your business and society. What are the water-related risks and opportunities for your business? How can you measure and reduce your water footprint? How can you collaborate with other actors to improve water governance and management?

13:10 - 13:30

Renewable Energy: How to Transition to a Low-Carbon Future

Discover how renewable energy can help you reduce your greenhouse gas emissions and save costs. What are the different types of renewable energy sources and technologies? How can you assess the feasibility and benefits of switching to renewable energy? How can you access financing and incentives for renewable energy projects?

13:30 - 13:50

Supply Chain Transparency

How to Enhance Visibility and Traceability: Learn how supply chain transparency can help you improve your sustainability performance and reputation. Why is supply chain transparency important for your business? How can you collect, verify, and disclose information about your suppliers' practices? How can you use digital tools such as blockchain or QR codes to enhance visibility and traceability?

13:50 - 14:10

Materiality Assessment

How to Identify Your Key Sustainability Issues: Learn how materiality assessment can help you prioritize your sustainability issues based on their importance for your business and stakeholders. What are the steps and methods for conducting a materiality assessment? How can you use the results to inform your strategy, goals, reporting, etc.? How can you update your materiality assessment over time?

14:10 - 14:40

Afternoon Coffee and Networking Break



14:40 - 15:30

Roundtables

Let's recap and summarize the highlights of the summit by pooling together the top learnings we've gained and give a thrilling summary in roundtable tasks.

Day 2

15:30

Concluding Remarks by the Chair

Final concluding remarks of the chair and a (sad) farewell to all our attendees.

15:45 -

Farewell Coffee & Tea



Workshops



Carbon Neutrality: How to Achieve Zero Emissions in Your Company

According to a recent survey, 60% of consumers are willing to pay more for sustainable products and services. With carbon emissions being a leading cause of climate change, it is crucial for companies to take action to reduce their carbon footprint. In this session, we will explore practical steps that ESG managers can take to achieve carbon neutrality in their organization. We'll discuss strategies for measuring and tracking emissions, implementing renewable energy sources, and engaging employees and stakeholders in the process.

The Role of Water Conservation in ESG Management

As water scarcity becomes an increasingly pressing issue, companies must prioritize water conservation as part of their ESG initiatives. In this session, we'll explore the impact of water usage on the environment and society, and strategies for reducing water usage in your company. We'll discuss best practices for tracking water usage, implementing water-efficient technologies, and engaging employees and partners in sustainable water management.



Partnering for Impact: Collaborating with Suppliers and Other Stakeholders

Achieving sustainability goals cannot be done alone. In this session, we'll explore the importance of collaboration and partnerships in ESG management. We'll discuss strategies for engaging suppliers and other stakeholders in sustainability initiatives, and share best practices for building sustainable supply chains. We'll also explore the benefits of cross-industry collaboration and highlight successful case studies.



F.A.Q.

A brief snippet below on what gets asked the most often from our team. Hope it helps! Any questions feel free to reach out on the below contacts and we'll be happy to help!

?

Is accommodation included in the delegate fee?

No, everything is included but the accommodation. We do however have discounted rooms available for event participants. The producer of the event shares the link to all registrants upon confirming their seats!

?

Is the lunch, dinner, coffee included in the pass?

Yes, all the above,

?

Is it possible to sponsor/exhibit at the event?

Yes, please send us an email at info@ifs-group.org

?

If I won't make it, can I use my ticket for a colleague?

Yes it is possible to exchange delegate passes last minute, we have on-site printing available as well. Please send the new delegate details over and we'll make the change.

?

Are the workshops included in the delegate pass?

Yes the delegate pass includes all plenary sessions including presentations, panel debates, QAs, roundtables as well as the breakout workshops happening in separate rooms.

?

Will the presentations be shared post-event?

Yes we send out all presentations in PDF format after the event usually within 1-2 weeks along with the official delegate list.



BE PART OF IFS EVENTS

Join today at the following
delegate rates - seats are limited!



REGISTRATION FORM

IFS GROUP KFT.
2681, Galgagyork, Beke 14, Hungary
VAT: HU25843033, +36 70 702 0432, info@ifs-group.org

COMPANY DETAILS

Company Name

VAT number

Address

1 DELEGATE

Industry Professional

€ 599

2 DELEGATES

Industry Professional
- Group Discount

€ 998

3 DELEGATES

Industry Professional
- Group Discount

€ 1499

SOLUTION PROVIDER

€ 1200

Method of Payment

Please issue invoice for wire transfer.

Credit Card - please complete payment online: <http://esg-congress.com/register>

I hereby declare I am authorised to sign this contract on behalf of my company and agree to below T&C and Privacy Policy for our delegates:

Print Name

Signature

In the name of IFS GROUP LTD, I hereby declare IFS GROUP LTD. will adhere to this contract, T&C and Privacy Policy:

Print Name

Signature

Alex Jones

IFS Group Ltd.
HU-1068 Budapest, Benczúr Street 43.
VAT HU25843033; ICO/REG: 13-09-184804

Date

Terms and Conditions:

1. **PAYMENT TERMS.** IFS Group Ltd. (hereinafter as "IFS") requires the full payment of the invoiced amount within 30 working days from the issue date of the invoice. IFS reserves the right to refuse entry to any client who does not pay the invoice in full and on time. The registration fee includes: conference documentation, admission to all conference sessions, lunches and refreshments, admission to networking social breaks during the event. The registration fee does not include: travel, hotel accommodation, transfers or insurance.
2. **HOTEL ACCOMMODATION.** Overnight accommodation is not included in the registration fee. A reduced rate may be available for IFS clients at the hotel hosting the event. The reservation form will be sent to the client after the venue has been confirmed, but no later than one month before the event begins.
3. **CANCELLATION BY CLIENT.** The client has the right to cancel his/her participation in the event. Cancellation must be received by IFS in writing, either by mail or email. If the client cancels with more than one month's advance notice before the start of the event, IFS shall be entitled to retain and charge 50% of the total invoiced amount. If the client cancels with one month's (or less) advance notice, or fails to attend the event, then the client shall not be entitled to any refund nor any discount. Client's failure to attend the event does not cancel, decrease or in any matter waive the client's obligation to fully pay the fee invoiced to the client by IFS.
4. **CANCELLATION BY IFS.** While every reasonable effort is made to adhere to the advertised program, circumstances out of the control of IFS can arise, which may cause changes in the program, including but not limited to changes in the content, date(s), location or venue, or special features of the planned event. Such circumstances include but are not limited to acts of terrorism, war, extreme weather conditions, compliance with government requests, orders and legal requirements, failure of third party suppliers to timely deliver, and failure to register the minimum targeted amount of attendees for a given event. IFS reserves the right to change the content, date(s), location or venue and/or special features of an event, to merge the event with another event, or to postpone it or cancel it entirely as appropriate under the circumstances. Client agrees that IFS shall not be liable for any cost, damage or expense which may be incurred by client as a consequence of the event being changed, merged with another event, postponed or cancelled.
5. **CANCELLATION OF THE EVENT.** In case IFS cancels the event, IFS offers the client a full credit up to the amount actually paid by the client to IFS. This credit shall be valid for up to one year from the issue date of the invoice to attend any of IFS' events.

6. **CLIENTS IDENTIFICATION INFORMATION.** By signing of this contract and these terms and conditions the client gives full right to IFS to share the client's identification information such as, but not limited to, client's name and email address with third parties, which participated on the same event as the client (post-show delegate list).
7. **GOVERNING LAW.** This contract shall be governed and construed in accordance with the laws of Hungary (not including its conflict of laws and provisions). Any disputes arising out of this contract shall be brought before the courts of Hungary situated in the city of Budapest in Hungary.
8. **INDEMNIFICATION.** To the fullest extent permitted by the law, you agree to protect, defend and hold harmless IFS, its owners, managers, partners, subsidiaries, affiliates, officers, directors, employees and agents, from and against any and all claims, losses or damages to persons or property, governmental charges or fines, penalties, and costs (including reasonable attorney's fees) (collectively "the Claims"), in any way arising out of or relating to the event that is the subject of this contract, and regardless of negligence, included but not limited to, Claims arising out of the negligence, gross negligence or intentional misconduct of IFS employees, agents, contractors, and attendees; provided, however, that nothing in this indemnification shall require you to indemnify IFS, indemnified parties for that portion of any Claim arising out of the sole negligence, gross negligence or intentional misconduct of the IFS parties.

Privacy Policy

At IFS EVENT, accessible from www.ifs-group.org, one of our main priorities is the privacy of our visitors. If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us through email at support@ifs-group.org or our General Data Protection Regulation (GDPR). We are a Data Controller of your information. IFS Group Kft. legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Information we collect and the specific context in which we collect the information: IFS Group Kft. shares the final delegate list with all attendees, including sponsors 1 week prior to any conference. By agreeing to aforementioned privacy policy you are agreeing with your email address, name, job title and company being on this final delegate list and share with sponsors and other delegates. IFS Group Kft. will also contact delegates for the subsequent conferences related to the series only e.g. the next annual event(s). You have given IFS Group Kft. permission to do so. Processing your personal information is in IFS Group Kft. legitimate interests. IFS Group Kft. needs to comply with the law. IFS Group Kft. will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies. If you are a resident of the European Economic Area (EEA), you have certain data protection rights. If you wish to be informed what Personal Information we hold about you and if you want it to be removed from our systems, please contact us. In certain circumstances, you have the following data protection rights: The right to access, update or to delete the information we have on you. The right of rectification. The right to object. The right of restriction. The right to data portability. The right to withdraw consent. Log Files - IFS EVENT follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information.