



**Business  
for the  
Environment**  
Global Summit 2009

## **The Green Imperative: Leadership, Innovation and Technology**

*22 – 23 April 2009, Palais des Congres, Paris*

B4E, the Business for the Environment Global Summit, is the leading international conference focusing on business and the environment. Now in its third year, B4E 2009 will highlight the most urgent environmental challenges facing the world today and discuss business-driven solutions for mitigating and adapting to climate change. Important topics addressed will include resource efficiencies, renewable energies, new business models and climate strategies. Delegates will learn best practices for identifying and managing the risks posed by climate change and uncover opportunities for developing competitive advantages.

CEOs and senior executives from leading global companies will join leaders from government, international agencies, NGOs, and other organizations to discuss the issues, forge partnerships and explore solutions for a greener future.

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**MEDEF**



**Business for Social Responsibility**

**BSCONSEIL**

**DRAFT AGENDA - Day One – Wednesday, 22 April 2009**

0730 – 0855 Registration

Host - *Charles Emmerson, Associate Director, World Economic Forum*

0900 – 0915 Guest of Honour Opening Address

*H.E. Christine Lagarde, Minister for the Economy, Industry and Employment, France*

0915 – 0930 Welcome Address

*H.E. Ban Ki-moon, United Nations Secretary-General*

0930 – 0945 Opening Address

Achim Steiner, Executive Director, United Nations Environment Programme

0945 – 1000 Opening Address II

Georg Kell, Executive Director, UN Global Compact

1000 – 1100 **The Green Imperative: Leadership, innovation and technology**

Chair: Charles Hodson, Anchor, CNN International

Aron Cramer, President & CEO, Business for Social Responsibility (BSR)

Jean-Cyril Spinetta, Chairman and CEO, Air France – KLM Group

R Gopalakrishnan, Executive Director, Tata & Sons

Shi Zhengrong, Chairman & CEO, Suntech Power Holding

*Pierre Gadonneix, Chairman & CEO, Electricite de France SA*

1100 – 1130 Networking coffee break & environmental exhibition

Venue: Hall Bordeaux, Palais des Congres

1130 – 1230 Panel Discussion with audience Q&A

**Building the green economy: Policy for a changing planet**

Chair: Achim Steiner, Executive Director, United Nations Environment Programme

Brice Lalonde, Special Ambassador for Climate Change, France

Kevin Conrad, Executive Director for the Coalition for Rainforest Nations and Special Envoy on Climate Change, Papua New Guinea

Erik Solheim, Minister of the Environment and International Development, Norway

*Han Seung-soo, Prime Minister, Republic of Korea*

*Juan Rafael Quesada, Secretary of the Environment and Natural Resources, Mexico*

*Bjorn Stigson, CEO, World Business Council for Sustainable Development*

- 1230 – 1345 Lunch hosted by Dow  
Venue: Salon Monceau-Bagatelle-Auteuil, Hotel Concorde Lafayette
- 1345 – 1355 Afternoon opening address  
Jean-Pierre Clamadieu, Chairman, Sustainable Development Commission, MEDEF
- 1355 – 1410 Leadership Perspective – *Anders Fogh Rasmussen, Prime Minister, Denmark*
- 1410 – 1500 Panel discussion & audience Q&A  
**Resource efficiency and the green transformation of business**  
Chair: Sylvie Lemmet, Director, UNEP DTIE  
Amory Lovins, Chairman, The Rocky Mountain Institute  
Philippe Carli, Chairman and CEO, Siemens France  
Pavan Sukhdev, Managing Director, Global Markets, Deutsche Bank AG  
Toshio Arima, Executive Corporate Advisor, Fuji Xerox  
Steffen Frankenberg, VP Corporate Development, Deutsche Post WorldNet  
Neil Hawkins, Vice President & Chief Sustainability Strategist, Dow
- 1500 – 1600 Panel discussion & audience Q&A  
**Solving environmental challenges through innovation and technology**  
Chair: Bryan Walsh, Editor, Time Magazine  
Bunker Roy, Founder, Barefoot College India  
Chul Ki Ju, Secretary General, UN Global Compact Korea Network, former Ambassador to France and UN  
Graeme Sweeney, Executive Vice President, Future Fuels & CO2, Shell International  
James Leape, Director General, WWF International  
Sultan Ahmed Al Jaber, Chief Executive Officer, Masdar, Abu Dhabi Future Energy Company  
Janine Benyus, President, Biomimicry Institute
- 1600 – 1630 Networking coffee break & environmental exhibition  
Venue: Hall Bordeaux, Palais des Congres
- 1630 – 1730 Panel discussion & audience Q&A  
**Changing mindset, changing behaviour: Consumers advancing the green agenda**  
Chair: Aron Cramer, President & CEO, Business for Social Responsibility  
Harish Manwani, President & CEO, Unilever Asia, Africa and the Middle East  
Helio Mattar, President, Akatu Institute, Brazil  
Joost Martens, Director General, Consumers International  
Yann Arthus-Bertrand, International Photographer  
*Lars Olofsson, CEO, Carrefour*

- 1730 – 1745 Leadership Perspectives –*Dr. Jeffrey D. Sachs, Director, The Earth Institute, Columbia University*
- 1745 – 1755 NGO Call to action – Short film  
Carl Pope, Executive Director, Sierra Club USA ~ Elisea ‘Bebet’ Gozun, Former Environment & Natural Resources Secretary, Philippines & UNEP Champions of the Earth ~ Marina Silva, former Environment Minister, Brazil & UNEP Champion of the Earth ~ Nicolas Hulot, Environmental activist, NGO leader, France ~ Vandana Shiva, World-renowned environmental leader and author, India ~ Wangari Maathai, Founder, The Green Belt Movement & Nobel Peace Prize Laureate
- 1755 – 1800 Day One Closing Remarks - Charles Emmerson, Associate Director, World Economic Forum
- 1900 – 2200 UNEP Champions of the Earth Gala Dinner and Awards

**Day Two – Thursday, 23 April 2009**

- 0730 – 0845 Caring for Climate Breakfast Meeting (for invited signatories only)  
Chair: Claude Fussler, Programme Director, Caring for Climate, UN Global Compact

Host - *Charles Emmerson, Associate Director, World Economic Forum*

- 0900 – 0915 Day Two Opening - Nathalie Kosciusko-Morizet, State Minister, Digital Economy & Strategic Studies, France
- 0915 - 0945 Keynote Address – H.R.H Prince El Hassan bin Talal, Crown Prince, Hashemite Kingdom of Jordan
- 0945 - 1245 Parallel sessions: **Presentations, discussions and working groups**

**1. Leading the way – Innovating new business models for a changing world**

Anders Wijkman, EU Parliament Member

Len Sauers, Vice President, Global Sustainability, The Procter & Gamble Co.

Ron Gonen, Co-Founder and CEO, RecycleBank

Janine Benyus, President, Biomimicry Institute

Barend van Bergen, Director, KPMG Sustainability Services

*John Elkington, Founding Partner & Director, Volans Ventures*

*David Cook, CEO, The Natural Step*

## **2. Environmental leadership in the ICT sector – What more can be done?**

Molly Webb, ICT Programme Director, The Climate Change Group

Barbara Dalibard, Executive Senior Vice President, Orange

Bernard Spitz, Chairman, BS Conseil

Bruno Berthon Global Sustainability Lead, Accenture

Dennis Pamlin, Global Policy Advisor, WWF

*Chris Tuppen, Head of Sustainable Development and Corporate Accountability, British Telecom*

*John Frey, Senior Sustainability Executive, HP*

## **3. Sustainable Urban Development – Expertise and technology transfer**

Arab Hoballah, Chief, Sustainable Consumption and Production UNEP DTIE

Francoise Helene Jourda, Author, Professor and Principal, Jourda Architects

Stefan Denig, Vice President, Siemens AG

Werner Jager, Head of Technology Hydro Building Systems & Managing Director Buildtec

Sheri Liao, Founder & President, Global Village of Beijing

*Barbara Dubach, Head of Sustainability, Holcim*

*Mathis Wackernagel, Executive Director, Global Ecological Footprint Network*

## **4. Delivering environmental solutions through finance and investment**

Anne-Catherine Husson-Traore, CEO, Novethic

Chen Ying, Deputy Director General, China Enterprise Confederation, Board Member, UN Global Compact

Dipal Chandra Barua, Managing Director, Grameen Shakti

Rod Parsley, Partner, Perella Weinberg Partners

*Bill Wilder, Chief Investment Officer, Nikko Asset Management*

*Clara Gaymard, President, GE Europe*

*Wanda Kim, Head of Environmental Risk Group, UBS Investment Bank*

## **5. Advancing the extractives industry in reducing environmental impact**

Abdulai Darimani, Environment Program Officer, Third World Network Africa

Catherine Tissot Colle, Executive Vice President, Sustainable Development, Eramet

Gearoid Lane, Managing Director, British Gas New Energy, Centrica plc

Tom Burke CBE, Environmental Policy Adviser, Rio Tinto

*Tony Hodges, President, International Council on Mining and Metals*

*John Bethancourt, Executive Vice President, Technology and Services, Chevron*

## 6. Tackling the global water crisis: Innovative solutions for business and society

Gavin Powers, Deputy Director, UN Global Compact

Habiba Al Marashi, Chair, Emirates Environment Group

Ian Walsh, Global Head of Environment, Cadbury

J. Erik Fyrwald, Chairman & CEO, Nalco

Neil Hawkins, Vice President and Corporate Sustainability Strategist, Dow Chemical Company

Will Swope, Vice President and Director of Corporate Sustainability, Intel

1245 – 1345

Networking Lunch

Venue: Hall Bordeaux, Palais des Congres

1345 – 1415

Keynote address with audience Q&A

David Suzuki, Scientist, Broadcaster and Environmental Activist, **Solutions are in our nature**

1415 – 1430

Leadership Perspective – *Sir Michael Rake, Chairman, BT Group*

1430 – 1530

Leadership perspectives

### **The Green Imperative: Making it happen**

Chair: Claude Fussler, Programme Director, Caring for Climate, UN Global Compact

John Carrington, Executive Vice President, First Solar

Pierre Tapie, Dean and President, ESSEC Business School

Habiba Al Marashi, Chair, Emirates Environmental Group

Laurent Corbier, Chair, ICC Commission on Environment and Energy & Vice-President of Sustainable Development and Continuous Improvement, AREVA

Ricardo Young, Founder & President, Ethos Institute, Brazil

*Sir Michael Rake, Chairman, BT Group*

1530 – 1550

Networking coffee break & environmental exhibition

Venue: Hall Bordeaux, Palais des Congres

1550 – 1630

Plenary session: **Feedback from 6 working group chairs**

Pamela Hartigan, Co-Founder, Volans Ventures, Co-Founder, Schwab Foundation for Social Entrepreneurship

Molly Webb, ICT Programme Director, The Climate Change Group

Arab Hoballah, Chief, Sustainable Consumption and Production UNEP DTIE

Rod Parsley, Partner, Perella Weinberg Partners

*Charles Emmerson, Associate Director, World Economic Forum*

*Partner, McKinsey, Speaker to be confirmed*

1630 - 1745 Live video link to the United States Senate Building in Washington for Dialogue on  
**'Business and policy: Towards a More Sustainable, Green Economy'** in conjunction with  
**'B4E Global Summit 2009 Summary Remarks: The Way Forward'**

**Paris Chair:** Charles Hodson, Anchor, CNN International  
Achim Steiner, Executive Director, UN Environment Programme  
Georg Kell, Executive Director, UN Global Compact  
Aron Cramer, President & CEO, BSR

**Washington Chair:** Frank Sesno, Special Correspondent, CNN  
Senator John F. Kerry, Chair, U.S. Senate Committee on Foreign Relations  
Josh Boger, President and CEO, Vertex Pharmaceuticals  
Paul Sagan, President and CEO, Akamai Technologies  
*Steven Chu, Secretary for Energy, USA*  
*Nancy Pelosi, Speaker, House of Representatives, USA*  
*Arnold Schwarzenegger, Governor of California*

1745 - 1800 Closing remarks  
Chair: Charles Hodson, Anchor, CNN International  
Achim Steiner, Executive Director, UN Environment Programme  
Georg Kell, Executive Director, UN Global Compact  
Aron Cramer, President & CEO, BSR

*Note: This is a provisional agenda indicative of both confirmed and invited speakers for the purpose of review. The agenda is subject to change at the discretion of the organisers.*