



Powering growth
for the global green economy



**Business
for the
Environment**

Global Summit 2010

21-23 April 2010
COEX, World Trade Center
Seoul, Korea

www.b4esummit.com



United Nations Global Compact



globalinitiatives

B4E

**Business
for the
Environment**

Global Summit 2010

"Today's crises are a once-in-a-lifetime opportunity to make a transition to a low carbon, resource efficient society. Business has a key role to play in this transformational process, and the B4E summit is a crucial opportunity to bring together key decision-makers to sharpen and discuss their role in delivering a Green Economy."

Achim Steiner, UN Under-Secretary-General and Executive Director, UNEP



As world leaders struggle to negotiate a new global climate deal, businesses across the globe are already addressing climate change, turning crises into opportunity through leadership and innovation.



Companies are transforming the way they operate by developing new products and services to solve the world's environmental challenges and reduce greenhouse gas emissions. Powering growth for a global green economy. But there's still much to be done.

B4E, the Business for Environment Global Summit, is the leading international conference for dialogue and business-driven action for the environment. The 4th annual summit will be held in Seoul, South Korea, in April 2010. CEOs and senior executives

from some of the world's largest multinational corporations will join leaders from governments, international agencies and NGOs to discuss resource and energy efficiency, green growth strategies, clean tech innovations and partnerships.

Over three days of presentations, seminars and debate, B4E 2010 will galvanize the international business community into further action, highlighting the vital role that companies can play and inspiring them to become low-carbon leaders.

Agenda

Day One

Wednesday, 21 April 2010

1000 – 1300

Registration

1300 – 1700

Pre-Summit Programmes

- NGO Meeting
- Launch - GEO5 report

Day Two

Thursday, 22 April 2010

0730 – 0855

Registration

Facilitator: **Charles Emmerson**

0900 – 0910

Opening Address

- **Ban Ki-moon**, Secretary-General, United Nations (via video)

0910 – 0920

Keynote Address

- **Lee Myung-bak**, President, Republic of Korea

0920 – 0950

Opening Statements

- **Achim Steiner**, Executive Director, United Nations Environment Programme (UNEP)
- **Georg Kell**, Executive Director, UN Global Compact
- **James Leape**, Director-General, WWF International

0950 – 1050

Opening plenary discussion panel

- **Powering growth for the global green economy**

Chaired by: **Achim Steiner**, Executive Director, United Nations Environment Programme

Panelists: **James Leape**, Director-General, WWF

- **Georg Kell**, Executive Director, UN Global Compact
- **Jeremy Oppenheim**, Senior Partner, McKinsey & Co.
- **Juan Elvira Quesada**, Secretary of Environment and Natural Resources, Mexico

1050 – 1100

Leadership Perspective - **Bharrat Jagdeo**, President, Republic of Guyana

1100 – 1110

Leadership Perspective - **Nam Yong**, Vice Chairman, Chief Executive Officer, LG Electronics

1110 – 1140

Networking coffee break and green growth exhibition

1140 – 1220

Keynote presentation and Q&A (via hologram)

- **Our Choice: A plan to solve the climate crisis**
- **Al Gore**, Former Vice President and Nobel Peace Prize Winner

Day Three

Friday, 23 April 2010

0745 – 0845

UN Global Compact Korea Network Breakfast

0900 – 0910

Opening Address

- **Choi Kyunghwan**, Minister for Knowledge Economy, Republic of Korea

0910 – 0920

Video presentation

- **Pavan Sukhdev**, Economist and Study Leader, The Economics of Ecosystems and Biodiversity, TEEB

0920 – 0935

Presentation – Inspired by Nature: The Businesses of the Future

- **Gunter Pauli**, Founder, Zero Emissions Research & Initiatives, Author of The Blue Economy

0935 – 1020

Discussion Panel

Green entrepreneurship and innovation in emerging countries

Chaired by: **Sylvie Lemmet**, Director, UNEP Division of Technology, Industry and Economics (DTIE)

Panelists: **John Elkington**, Founder & Director, Volans Ventures Ltd & SustainAbility

Changhua Wu, Director, Greater China, The Climate Group

- **Chido Govero**, Founder, Orphans Train Orphans, Zimbabwe
- **Edward S. Ayensu**, Chairman, Council for Scientific and Industrial Research, Ghana
- **Neil Hawkins**, Senior Vice President, Sustainability & EH&S, The Dow Chemical Company

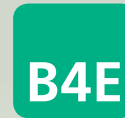
1030 – 1300

Working group sessions: Presentations & discussions

1. Business innovation

Chair: **Kim Carstensen**, Leader, WWF Global Climate Initiatives

- **John Elkington**, Founding Director, Volans Ventures & SustainAbility
- **Monika Weber-Fahr**, Manager, Sustainability Business Innovation, IFC
- **Ram Nidumolu**, Founder & CEO, InnovaStrat
- **Scott Bolick**, VP Sustainability, SAP
- **GBS Bindra**, Global Director of Innovation, Logica



- Launch - AccountAbility, Country Climate Competitiveness Index

- Launch - Business & Biodiversity Report, UNEP DTIE
- Meeting - UNEP Climate Neutral Network

- 1220 – 1230 Leadership Perspective - **Mohamad Nasheed**, President, Republic of Maldives
- 1230 – 1340 Lunch Hosted by Dow – Speaker, John Elkington - Sustainability: Business Visions and Market Blind-Spots
- 1340 – 1350 Afternoon Opening Address - **Maanee Lee**, Minister for Environment, Republic of Korea
- 1350 – 1400 Leadership perspective
- **Sohn Kyung-shik**, Chairman, Korean Chamber of Commerce and Industry
- 1400 – 1450 Discussion Panel
Green business – a new growth engine for the planet
Chair: Aron Cramer, President and CEO, Business for Social Responsibility
Panelists: **Charlie Brown**, President & CEO, Office Depot International
• **Jochen Zeitz**, Chairman & CEO, Puma AG

1450 – 1550

Parallel sessions: Discussions

1. Breakthrough consumer change: In search of the green tipping point

- Chair: **Sylvie Lemmet**, Director, UNEP Division of Technology, Industry and Economics (DTIE)
- **Chris Deri**, EVP and Global Leader, Corporate Social Responsibility & Sustainability, Edelman
 - **Jane Hoban**, Marketing Director Asia Pacific, The Body Shop
 - **Harry Verhaar**, Senior Director Energy & Climate Change, Philips Lighting
 - **Helio Mattar**, President, Akatu Institute for Conscious Consumption
 - **Matt Kistler**, Senior Vice President, Sustainability, Walmart Stores, Inc.

- ##### 2. ICT and the green revolution
- Chair: **Ron Nicol**, Global Leader, Technology, Media & Telecom Practice, Boston Consulting Group
- **Engelina Jaspers**, VP Environmental Sustainability, HP
 - **Carrie Freeman**, Director, Sustainable Business Innovation, Intel
 - **Rohan Richards**, Network Strategy and Consultant, Ericsson
 - **Bill Wehl**, Green Energy Czar, Google
 - **Anne Larilahti**, Head of Environmentally Sustainable Business, Nokia Siemens Networks
 - **Speaker**, Eco-Sustainability, Tata Consultancy Services
- ##### 3. Sustainable Urban Development: Low carbon smart cities
- Chair: **Arab Hoballah**, Chief, Sustainable Consumption & Production, UNEP DTIE
- **Willfried Wienholt**, Head of Urban Development Siemens AG
 - **Chen Dongmei**, Director Climate and Energy Programme, WWF China

- **Dominique Heron**, VP for Partnerships, Veolia Environment
- **Brent Constantz**, Chief Executive Officer, Founder, Calera
- **Jie Yu**, Director of City Leadership, China, The Climate Group

4. Finance and investment:

- Chair: **Abyd Karmali**, Managing Director & Global Head of Carbon Emissions, Bank of America Merrill Lynch
- **Takejiro Sueyoshi**, Special Advisor, UNEP Finance Initiative, Member, Council on Global Warming, Japan
 - **Rod Parsley**, Partner, Perella Weinberg Partners LP
 - **Andrew Howard**, Executive Director, Goldman Sachs
 - **Seiji Kawazoe**, Associate General Manager, Sumitomo Trust & Banking Co., Ltd.
 - **Ziad Al-Refai**, CEO, Tamweelcom

5. Energy: Speeding up the global transition to renewable energy

- Chair: **Dominic Waughray**, Senior Director and Head of Environmental Initiatives, World Economic Forum



1900 – 2130

Welcome Reception & Dinner sponsored by Korean Tourism Organisation
National Museum of Korea

2. Food and agriculture: The impact of climate change on food stability and poverty

Chair: **Tony Simons**, Deputy Director General, World Agroforestry Centre

- **Cynthia Jones**, Head of Private Partnerships for Asia, World Food Programme
- **Navin Sharma**, Chief Scientist, ITC India
- **Howard-Yana Shapiro**, Global Director of Plant Science and External Research, Mars Inc
- **Robert Berendes**, Global Head of Business Development, Syngenta
- **Sumalee Khosla**, Principal Consultant, EcoSecurities

3. Sustainable tourism: Partnerships driving change

Chair: **Young-shim Dho**, Chair, UNWTO, STEP Foundation (Sustainable Tourism Eliminating Poverty)

- **Sung Woock Cho**, Vice President, Green Tourism, Korea Tourism Organization
- **Eric Lee**, Senior Vice President, Corporate Responsibility, Intercontinental Hotels Group

- **Willy Boulter**, Vice President, IATA Asia Pacific
- **Arab Hoballah**, Chief, Sustainable Consumption & Production, UNEP DTIE

4. Climate positive solutions to deliver transformative change

Chair: **Dennis Pamlin**, Senior Associate, Chinese Academy of Social Sciences, Senior Advisor, B4E

- **Bradley A. Gambill**, Executive Vice President and Chief Strategy Officer, LG Electronics
- **Yuri Ito**, Manager, Environmental Strategy Office, Hitachi
- **John Kornerup Bang**, Director, Corporate Sustainability, AP Moeller Maersk
- **Ricardo Young**, President, Ethos Institute
- **Sundeep Khisty**, Green Practice General Lead, EDS/HP Asia Pacific

5. Sustainable procurement and expanding the green supply chain

Chair: **Jonathan Wright**, Senior Executive, Global Supply Chain Practices, Accenture

Mohamed El-Ashry, Chair, REN21 Steering Committee

Remi Eriksen, Chief Operating Officer, DNV Energy

Li Junfeng, Secretary General, China Renewable Energy Industries Association

Thomas Jostmann, VP Environment, Evonik

Angelina Galiteva, Executive Director, World Council for Renewable Energy, Renewables 100 Policy Institute

Stefan Gsanger, Secretary General, World Wind Energy Association

6. Water: Innovation and partnership for sustainable water management

Chair: **Gavin Power**, Deputy Director, UN Global Compact

- **Manian Ramesh**, Chief Technology Officer, Nalco
- **Greg Koch**, Director of Global Water Stewardship, The Coca-Cola Company
- **Jonathan C. Kaledin**, Director, Blue Water Certification Program, The Nature Conservancy
- **Margaret Batty**, Director of Policy and Campaigns, WaterAid

- **Puvan Selvanathan**, Chief Sustainability Officer, Sime Darby Holdings Malaysia

Michiyo Morisawa, Director, Carbon Disclosure Project Japan

1130 – 1230

UNEP Champions of the Earth Youth Dialogue with CNN

Chair: **Ellana Lee**, Managing Editor, CNN Asia Pacific

Speakers: **Achim Steiner**, Executive Director, United Nations Environment Programme (UNEP)
Winners of the 2010 UNEP Champions of the Earth Award
Audience: 200 international students of business, economics and the environment

1300 – 1410

Networking Lunch – Presentations:

Sustainable Solutions to Eradicate Poverty

Speakers: **Young-shim Dho**, Chair, UNWTO, STEP Foundation (Sustainable Tourism Eliminating Poverty)

- **Chido Govero**, Green entrepreneur, Founder, Orphans Train Orphans, Zimbabwe



- **Thomas K. Linton**, Vice President & Chief Procurement Officer, LG Electronics
- **Jeremy Prepisci**, Managing Director, Asia, BSR
- **Terry F. Yosie**, President & CEO, World Environment Center
- **Gary Veale, Leader**, Global Sustainable Supply Chain Initiative, KPMG
- **Paul Graham**, CEO Asia Pacific, DHL Exel Supply Chain

6. **Building the next-generation smart grid**

Chair: **Bryan Walsh**, Editor, Time Magazine

- **Norbert Karl**, Global Sales and Business Development Smart Grid, Siemens
- **James Pace**, Senior Director, Global Business Development, Silver Spring Networks
- **Brad Gammons**, Vice-President, Global Energy & Utilities Industry, IBM
- **Ahmad Faruqi**, Principal, Brattle Group
- **Kim Junggwan**, Deputy Minister, Energy & Resource Policy, Ministry of Knowledge Economy, Korea

1550 – 1620

Networking coffee break and green growth exhibition

1620 – 1750

Discussion Panel

Leading the world towards a low carbon future

Chaired by: CNN Anchor

- **James Cameron**, Academy Award-winning Film Director
- **Mohamed Nasheed**, President, Republic of Maldives
- **Professor Tim Flannery**, Climate scientist, conservationist and author
- **Nobuo Tanaka**, Executive Director, International Energy Agency

1750

Day Closing

1830

UNEP Champions of the Earth Cocktail Reception, Awards & Gala Dinner (by invitation)

1410 – 1510

Discussion Panel

The role of business in protecting and conserving nature

biodiversity

Chair: **Bryan Walsh**, Editor, Time Magazine
Video introduction: **Wangari Maathai**, Nobel Prize-winner, Founder, Greenbelt Movement

- Panelists:
- **Ahmed Djoghla**, Executive Secretary, Convention on Biological Diversity (CBD)
 - **Ashok Khosla**, President, Club of Rome & International Union of the Conservation of Nature (IUCN)
 - **Christian Courtin-Clarins**, Chairman, Clarins Group
 - **Abyd Karmali**, MD & Global Head Carbon Emissions, Bank of America Merrill Lynch
 - **Armando J. Garcia**, EVP Technology, Energy & Sustainability, CEMEX

1510 – 1520

Leadership perspective

- **Pan Gang**, Chairman & President, Yili Group China

1520 – 1610

Plenary session: Report on outcome from working groups

1610 – 1640

Networking coffee break and green growth exhibition

1640 – 1700

Leadership perspective

Sir Richard Branson, Chairman, Virgin Group and Founder, Virgin Unite

1700 - 1730

B4E 2010 outcome statement and closing remarks
The Way Forward

- **James Leape**, Director-General, WWF International
- **Georg Kell**, Executive Director, UN Global Compact
- **Achim Steiner**, Executive Director, United Nations Environment Programme



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Registration:

Michelle Ko
Global Initiatives
T +65 6534 8683
F +65 6534 8690
E michelle.ko@globalinitiatives.com

Partnerships:

Benjamin Tan
Global Initiatives
T +65 6534 7625
F +65 6534 8690
E benjamin.tan@globalinitiatives.com

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