



Green Strategy 2008

Thursday 27th November 2008 at The Royal Institution of Great Britain
<http://www.greenbusinessevents.co.uk/events/greenstrategy2008/>

9:00 Opening Remarks

Vanessa Havard-Williams Head of Environment Group, Linklaters
Francis Sullivan Deputy Head of Group Sustainable Development & Adviser on the Environment, HSBC Holdings
Roger Harrabin Environment Analyst, BBC

9:10 KEYNOTE Battling Green Fatigue: Keep the Green Issue Top of the Agenda

The success of all your climate change strategies depends on whether you manage to engage top management, employees and your customers. What are the easiest and most successful ways to stimulate internal and external engagement?

- How to win advocates in top management
- Becoming a green leader and engaging your staff and customers
- Is being green the new social responsibility: making sustainability personal

Two respected thinkers give the benefit of their very different experiences on the thorny topic of how to maintain the profile of the green agenda at a time when other factors are beginning to fight for priority.

- Jan Muehlfeit Chairman Europe Microsoft Corporation
- John Sauven Executive Director Greenpeace

9:40 PANEL DEBATE Who Is In Charge of the Climate Change Agenda? How can business bring government and individuals further into the climate change fight?

Making the transition to a low carbon economy is going to be a painful business for all stakeholders. But who ultimately should take responsibility - Governments, industry or individuals? This panel debate provides a forum to pin down the interrelating roles of politicians, business leaders and consumers/citizens in taking accountability and eliciting change.

- Whose job is it anyway? How can governments, industry and consumers work together?
- Why business needs to create communication channels to policy makers
- Taking account – understanding the role of business in precipitating change
- How the change drivers are evolving for different stakeholders and the right incentives for behavioural change
- How can we achieve global agreement and what role can business play?
- What do we do while the public majority refuse to change their ways

- Sam Mountford Managing Director Globescan
- Richard Tarboton Energy and Carbon Programme Director BT
- Santiago Gowland Global Head CSR Unilever
- Dr Caroline Lucas Green Party MEP for SE England
- Richard Barrington

10:10 THINK TANK Climate Change in the Developing World: Crisis or Opportunity?

Just as many Western countries begin to get to grips with reducing carbon emissions the carbon footprint of some developing countries is growing at an exponential rate. So what difference can we really make? This think tank brings together 'Green Gurus', politicians and business leaders to discuss the latest thinking on how the west can work with the developing world to curb global warming.



- How will businesses be accountable for the growing emissions of India and China?
- Moral and ethical obligations – what role must developed economies play in engaging the developing world?
- What can business do to work with partners developing economies and making the most of the business opportunities?
- What lessons can the West learn from the developing world?
- How should your energy procurement strategy be affected? Knowledge and technology transfer to and from India, China and the other emerging economies - how participate and benefit

- Jo Da Silva Director ARUP
- David Croft Director of Ethical Sourcing Cadbury Schweppes
- Mike Barry Head of Corporate Social Responsibility Marks and Spencer
- Edward Hanrahan Executive Director Climate Care

10:40 Morning Refreshments

11:00 Climate Change Laws: Seconding guessing tomorrow's regulatory demands

As climate change has raced up the global agenda there has been a proliferation of domestic and international legal measures obliging companies to play various roles in meeting emissions reduction targets. Our expert panel will review the latest and emerging national and international legislation and examine its impact on business in 2009 and beyond.

- The Climate Change Bill/CRC and other UK policies: What will it mean for businesses operating in the UK?
- European and international legislation: what's happening now and is about to happen in the major business sectors Post Kyoto and Bali / pre- Poznan and Copenhagen regulations: What's anticipated - and how to prepare your business?

Presentation:

TBC

- Chair: Vanessa Havard-Williams, Head of Environment Group Linklaters
- Dr Philip Douglas Head of Branch, Carbon Reduction Commitment Defra
- David Short Environmental Counsel GE
- James Wilde Director of Insights The Carbon Trust
- José Davila Head of Strategy and Communications British Gas New Energy
- Emily Farnworth Head of Corporate Leadership The Climate Group

11:50 DUAL PRESENTATION Partnering with NGOs: Strengthen Your Response to Climate Change and Enhance Your Reputation

Working with an NGO can reap benefits for both partners, but only if you choose the correct partner with a shared understanding of the objectives. This presentation co-hosted by both an NGO and corporate in partnership will reveal the trials, tribulations and lessons learnt going forwards.

- Choosing the right partner and making sure you both understand your objectives
 - The dos and don'ts of negotiating with an NGO
 - Making sure your partnerships create value and not problems
- Thomas Bergmark Head of Social & Environmental Affairs, IKEA Group
 - Dax Lovegrove, Head of Business & Industry Relations, WWF



12:20 FINANCE ROUND TABLE How Investors are driving the green agenda & judging your response

Intangible assets such as brand and CSR are of growing importance in the realm of financial reporting and investing. Indeed more than half of finance executives believe their companies are very likely to increase revenue, reduce operating costs, improve investor returns and shareholder value through sustainability programmes. As green credentials grow in importance what does this mean for those responsible for conceiving and implementing a successful CSR or sustainability programme?

- Should CFOs take a seat at the sustainability table? Understanding the relationship between finance and climate change
 - What matters to investors and how can being green boost your shareholder value?
 - How can you communicate your response to climate change to investors?
 - Carbon reporting: how will you need to advance your understanding of your impact and ensure transparency
- Jeremy Leggett CEO Solarcentury
 - Mark Campanale
 - Matthew Hale Head of Sustainable Banking, EMEA Merrill Lynch
 - Coos Battjes Energy Trading – Environmental Markets Credit Suisse
 - Francis Sullivan Deputy Head of Group Sustainable Development and Adviser on the Environment HSBC

12:50 Lunch

14:00 CASE STUDIES Making your green revenue streams flow

The global market for environmentally sustainable products and services is huge and greening your offering will be a necessary challenge for the coming months and years. There are many pitfalls and it is essential to put together a good deal for your customers. Our case study presentations provide leading edge examples of how to construct and roll out your green offers.

Case Study One: DPWN's Approach to Improving Customers' Green Logistics Choices

- The GOGREEN service portfolio
 - How these services work and how they plan to further extend them within their Express, Mail, Parcel and Logistics business
 - The GoGreen climate protection program as the fundament for any green choice they offer to customers.
- Dr Winfried Haeser Environmental Specialist Deutsche Post World Net

Case Study Two: Tesla Motors: Who Cooled the Electric Car?

The electric car is not new, but Tesla Motors have spotted the growing need for a car that is less dependent on oil and more environmentally friendly. This presentation will explain how they have gone about creating a car people want and their strategy and marketing plan.

- Selling the right message to the right people: not everyone wants green
 - Changing perceptions: How we get people to desire electric cars
 - The Tesla model: From Sports Car to Family Car
 - Feedback from our customers: The more surprising customers responses to the Tesla Roadster
- Darryl Siry VP Marketing Tesla Motors



15:00 PANEL DEBATE Innovative Low Carbon Strategies: Cutting through the hype to develop new, credible and achievable reductions in your organisation's carbon impact

If the world is to meet reduction targets on carbon emissions by mid century then many businesses will to dramatically cut their emissions. But how is that impact defined and how can your organisation make a wider contribution and be credited for its actions?

- Who are the carbon champions and how did they achieve it?
 - The myth of zero carbon and carbon negativity?
 - Off-setting: how off-setting might evolve
- Murray Coleman CEO Bovis Lend Lease
 - Rob Challis Head of Corporate Responsibility MAN Group
 - Peter Martin Director & Head of Research CarbonSense
 - Nick Coad Group Environment Director National Express
 - Edward Hanrahan Executive Director Climate Care

15:40 Afternoon refreshments

16:00 PANEL DEBATE Communicating Your Green Agenda: Make sure your stakeholders know 'and believe' your green credentials

Why should consumers and investors believe what you say about your environmental impact and what assures them? With so many companies jumping on the green band wagon it is essential to the success of any climate change related programme not only that you effectively communicate your climate friendly journey, but that it is credible. How do they perceive your climate change message and how can you use this knowledge to drive sales and improve your company's reputation?

- What do your customers really think about climate change
 - What works? What must be avoided at all costs?
 - How can you incorporate consumer feedback into subsequent climate change campaigns?
 - Winning the hearts and minds of even your most sceptical customers
- Mick Bremans Managing Director Ecover
 - Mark Gough Head of Environment, Health & Safety Reed Elsevier
 - Robert Phillips CEO Edelman
 - Luis Neves Head Sustainable Development and Environment Deutsche Telekom (awaiting final confirmation)
 - Peter Madden CEO Forum for the Future
 - CHAIR - Martin Chilcott CEO, Meltwater Ventures & 2degrees

16:40 KEYNOTE Climate Change Risks: How the weather will affect your business

An update on the latest scientific developments, how the models affect policy and what it all means for your business and our need to adapt.

- Latest developments: What is the latest science telling us about the scale and rapidity of change?
- Regional Analyses: What are the worst hit areas and the most important outcomes for business?
- Advising government: How is government strategy being affected by the weather?
- Affected markets and supply lines: Where are the big disconnects for business in the next decade?

Rob Varley, Government Services Director, Met Office

17:20 Closing Remarks