

GREENPEACE BUSINESS

7th Annual Conference • Thursday 10 October 2002 • London



Challenging the DNA of Business

Guest Speakers

Patricia Hewitt MP Secretary of State for Trade and Industry

Firoz Rasul Chairman and CEO Ballard Power Systems

Barbara Young Chief Executive The Environment Agency

William McDonough Co-founder McDonough Braungart Design Chemistry

Andy Law Chairman St Luke's

Alan Knight Head of SR Kingfisher

Nicholas You Coordinator UN-HABITAT

Sir Mark Moody-Stuart former Chairman Royal Dutch/Shell

John Passacantando Executive Director Greenpeace USA

Karina Litvack Director Friends Ivory and Sime

Vision - Solutions - Inspiration

Although ExxonMobil and the US government are doing their best to ignore the implications of climate change and derail the Kyoto Protocol, companies and governments are beginning to respond with innovative, practical solutions to combat environmental problems.

Corporate social responsibility (CSR) and sustainable business practices are creeping on to corporate boardroom agendas; and alternatives to our fossil fuel culture, including renewables and fuel cell technology, are making headway.

At the same time, environmental degradation continues apace. The destruction of 70% of the natural world by 2032 and mass extinction of species is forecast in a new UNEP report, *The Global Environment Outlook*, compiled by 1,100 scientists. Ancient forests continue to be destroyed at the rate of one football pitch every two seconds as international companies continue to import illegally and destructively logged wood from the world's remaining ancient forests.

This year's 7th annual *Greenpeace Business* conference will highlight vision, solutions and inspiration - focusing on positive breakthroughs in corporate and government thinking and performance. You will hear from innovative thinkers and doers implementing profitable solutions that will benefit the environment.

Your chair, **Karina Litvack**, is head of Governance and Socially Responsible Investment at Friends Ivory and Sime (FIS), a City investment firm with over £70bn in funds under management (from 30 June). FIS is a leader in leveraging its positions as an institutional shareholder to encourage the adoption of responsible environmental practices by the companies it holds. It has worked actively with retailing, construction and forestry companies to foster sustainable logging practices; addressed palm oil cultivation practices to safeguard Southeast Asian rainforests; worked closely with global oil and gas companies including TotalFinaElf, where it helped persuade the company to work with its Russian pipeline operators to clean up severe contamination. Karina will provide a City insider's view on the growing power of the international financial community to improve environmental standards worldwide.

Challenging Business Thinking

Is it really possible to change cultural thinking and refocus priorities within companies embedded in traditional ways? **Andy Law** is doing just that. As Chairman of communications innovators, St. Luke's, he works with a range of organisations including the NHS, UK Government, BT, Clarks Shoes, Emirates and IKEA seeding new ideas and educating the workforce to become more environmentally responsible – and profitable – organisations. Andy will open the conference with a challenge to delegates to help them overcome internal obstacles along the path to environmental leadership and corporate sustainability.

What does it take to lead a more sustainable corporate life? How can you maintain corporate profitability and reduce the impact of your products? **Alan Knight** will reveal how Kingfisher and its operating companies are planning to reduce their environmental impact and enhance profitability. Its DIY subsidiary, B&Q, was one of the first to require FSC (Forest Stewardship Council) standards for all their wood products. Alan is responsible for coordinating environmental, community and ethical trading policies throughout the £9.5bn Kingfisher Group of 20 companies operating in 16 countries. He is also Chair of ACCPE, which advises DEFRA on environmental issues associated with products and consumption.

Government Leadership

Where are the driving forces for positive change coming from? With insider experience as the former head of the RSPB and English Nature, Environment Agency CEO **Barbara Young** is well placed to critique the environmental agenda – including the roles of government, companies and NGO's. Barbara will also explore issues – and possible solutions – on the horizon; and the lessons we have learned over the last five years.

The Government keynote address will be given by DTI Secretary of State **Patricia Hewitt**. Ms Hewitt will explore government initiatives on business and the environment. The DTI are currently finalising a strategic 50 year UK Energy review which will have profound environmental and business implications.

Climate Change Opportunities

At the 5th *Greenpeace Business* conference, Ford Motor Company chairman, Bill Ford Jr. predicted the end of the internal combustion engine within 25 years. Ballard Power Systems is the world leader in the development of fuel cell propulsion for automobiles. They are the exclusive supplier of fuel cell engines to partners Ford and DaimlerChrysler, who will exploit their use as an alternative to petrol engines. Business Keynote Speaker **Firoz Rasul** will reveal the latest information on Ballard's fuel cell product solutions that will assist customers in delivering the next generation of power for cars, buses, trucks, homes, buildings, and portable use.

USA Executive Director **John Passacantando** will discuss current Greenpeace priorities and successes on key campaign issues. John will also focus on the changing environmental climate, government and corporate thinking in the USA and its worldwide implications.

As the head of the G8 Task Force on Renewable Energy and the former Chairman of Shell, **Sir Mark Moody-Stuart** is ideally placed to comment on worldwide plans for increasing renewable energy options and what is stalling companies and governments from moving more swiftly on renewable initiatives.

Inspirational Solutions

From his Nairobi UN base, **Nicholas You** is in charge of a global network of public, private and civil society organisations dedicated to applying lessons learned from success stories in social and economic development and environmental protection. Nicholas will provide leading edge examples of how cities and civil society are implementing more sustainable forms of development. He will also challenge delegates on common misconceptions; and explore worldwide business opportunities for companies becoming more involved in this growing sector.

And finally, **William McDonough**, architect, industrial designer and author, will end the day with a challenge to companies to implement new solutions to nagging environmental problems. Bill's inspirational ideas were well received by delegates at last year's conference - he received the highest rating of all speakers - and he will explore a range of new ideas and solutions that make practical and profitable sense.

The annual Greenpeace Business conference is recognised as a must attend event where you will be energised by committed speakers extolling vision, solutions and inspiration; network with your peers and talk more informally with Greenpeace campaigners. This year's conference highlights bold – and profitable – actions by progressive companies and communities; and challenges traditional government thinking. If you are involved in the strategic future of your organisation, attending this ideas-packed one day conference will help you take strategic and practical steps to improve the environmental performance of your organisation. Previous events have been fully booked. Register now to ensure your place.

Steve Warshal, **Editor**, Greenpeace Business

Programme

08:30 Registration and coffee

09:30 Chair Introduction:
The impact of the financial community in setting the corporate environmental agenda

09:45 Challenging corporate thinking:
Instilling environmental leadership to achieve your company's full potential

- Recognising corporate power and potential for change
- Seeding the "sustainable" idea: Focusing on mentoring and leadership to build environmentally sound businesses
- Capturing and channeling positive cultural instincts

Andy Law, Chairman, St. Luke's

10:10 What's holding your company back – "you can do it if you B&Q it"

- If your products could talk – would their story make you embarrassed or proud?
- Engagement at a global and local level – managing the risks and creating opportunities
- Satisfying customers, employees and shareholders – the business case for greener products

Alan Knight, Head of Social Responsibility, Kingfisher; Chairman, ACCPE (Advisory Committee on Consumer Products and the Environment)

10:35 Panel Discussion

10:45 Coffee

11:15 Effective environmental change - are we losing momentum?

- How the environmental agenda (govt, NGO's and companies) is progressing
- Blockages to progress
- Issues on the horizon
- Lessons to be drawn - implications for companies

Barbara Young, Chief Executive, The Environment Agency

11:45 The government view on business and the environment
Patricia Hewitt MP, Secretary of State for Trade and Industry, Minister for Women

12:15 Panel Discussion – (including Stephen Tindale, Executive Director, Greenpeace UK)

12:50 Lunch

14:15 Fuel Cells: Power to change the world?

- Fuel cells - a realistic and practical alternative to petrol engines

- Partnerships with Ford and DaimlerChrysler – will relationships help accelerate the path to commercialisation?
- Other uses for fuel cells – anywhere power is needed

Firoz Rasul, Chairman and CEO, Ballard Power Systems, Canada

14:45 The Bush Administration and corporate America: International campaigning implications

- Greenpeace priorities and solutions initiatives
- The changing environmental climate
- Government and corporate thinking in the USA

John Passacantando, Executive Director Greenpeace USA

15:10 Making the case for expanding renewable energy

- What is stopping companies and countries from taking a more proactive stance?

Sir Mark Moody-Stuart, Chairman, G8 Task Force on Renewable Energy; former Chairman, Royal Dutch/Shell Group

15:30 Panel Discussion

15:40 Tea

16:00 Making cities sustainable – an international perspective

- Challenging misconceptions: What it takes to succeed in social and economic development and environment protection
- Positive examples worldwide
- Opportunities in energy, transport, construction and property related industries

Nicholas You, Coordinator, Best Practices and Local Leadership Programme, UN-HABITAT, Kenya

16:20 Good Growth - The Triple Top Line

- William McDonough will describe a design protocol which uses energy, matter and human ingenuity to create ecologically and socially intelligent profits and prosperity. Bill will refer to specific regulation-free business case examples from his work with Ford Motor Company, Gap, Nike, Herman Miller, Steelcase and BASF.

William McDonough, Architect and Co-founder, McDonough Braungart Design Chemistry, USA/Germany

17:00 Panel Discussion

17:20 Chair Conclusion – End of Conference

Drinks Reception hosted by:



7th Annual GREENPEACE BUSINESS Conference

In a Nutshell

- Friends Ivory and Sime – City CSR pressures
- St. Luke's – challenging business thinking
- Kingfisher – doing good and making money
- Environment Agency – maintaining momentum
- DTI – government, environment and business vision
- Ballard Systems – fuel cell opportunities
- Greenpeace – campaign priorities and targets
- Moody Stuart – future for renewable expansion
- UN-HABITAT – making sustainable cities work
- McDonough – achieving the triple top line

GREENPEACE BUSINESS

FREE ISSUE

Greenpeace Business is a bi-monthly newsletter which reveals current and future Greenpeace campaigning strategies and tactics - and focuses on new commercial solutions which will help solve difficult environmental problems.

Greenpeace Business publishes articles providing new insights into the philosophy behind Greenpeace campaigns, internal thinking on new issues and developing alliances with the international business community.

Subscribers include international corporations, government offices and consultants world-wide. To many readers, the newsletter acts as an early warning system ensuring they are fully informed of activities that may affect their company's public profile and future profitability.

☐ **I cannot attend the conference, but please send me a FREE sample copy of Greenpeace Business. My business card is enclosed.**

Please send to: Sammy Daniel, Greenpeace Business, Canonbury Villas, London N1 2PN. Tel: 020 7865 8269 Fax: 020 7865 8203.

How to book

- **Telephone** on 020 7865 8269 to reserve your place.
- **Fax** the completed form to 020 7865 8203 to secure your place and then post a copy of the form together with your payment.
- **Email:** sammy.daniel@uk.greenpeace.org
- **Post** the completed form together with your payment to: Sammy Daniel, Greenpeace Business, Canonbury Villas, London N1 2PN
- If sending a cheque under separate cover, please mark clearly the delegate/s name/s and conference.

Booking Conditions

Confirmation letters will be sent on receipt of booking and receipted invoices will be sent on receipt of payment - which must be made before the conference date. If payment is not received before the conference, delegates will be asked to guarantee payment at registration with a personal credit card. Your fee includes documentation, lunch and refreshments. If you are unable to attend, a substitute delegate is always welcome. If you cancel your place more than one month before the event, we shall charge £75 + VAT admin charge, no refunds can be made if you cancel within one month of the event. Cancellation must be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. Greenpeace Business will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

You may from time to time receive business information relevant to your work. If you do not wish to receive this information, please tick ☐

Please photocopy for additional delegates

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Payment by BACS: For details contact sammy.daniel@uk.greenpeace.org

Prices and Venue Information

Fee: £475 + VAT (£558.13)

Charities and Non Governmental Organisations:

A special rate of £250.00 plus VAT (£293.75) will be available to registered charities and NGO's

Conference: *Challenging the DNA of Business*
Date: Thursday 10 October 2002
Venue: The London Marriott Hotel
Duke St, London W1
Tel: 020 7493 1232
Nearest Tube: Bond Street