

# Corporate Climate Response™

**Practical tips on carbon reduction from leaders in climate change action**

Courtyard Marriott Downtown, Chicago – 25 & 26 September, 2007



## Learn from Climate Change Strategy Experts, Including:



**John Viera,**  
Director of Sustainable Business Strategies,  
**Ford Motor Company**



**Steve DePalo,**  
National Energy Manager  
**McDonald's**



**John Disharoon,**  
Director of Sustainable Development,  
**Caterpillar Inc.**



**James Stanway,**  
Director of Project Development,  
**Wal-mart**



**Debra Shore**  
Commissioner,  
**Metropolitan Water Reclamation  
District of Greater Chicago**



**Paul Vitello,**  
Director of Environmental Programs,  
**United Technologies**



**Doug Scott,**  
Chair of Climate Change Advisory,  
**Illinois EPA**



**Jonathan Lash,**  
President,  
**World Resources Institute**

## How can your company lower its carbon footprint?

- Learn from the experiences of over **20 leading corporations**
- Practical tips on implementing your own carbon reduction strategy
- Latest national climate change policy updates from state and federal regulators
- Practical advice on Green Power and Recs, Carbon Offsetting, Energy Efficiency, Climate Adaptation
- **550+ Executives have already benefited from attending Corporate Climate Response events**

## Including Climate Change Strategy Case Studies from:



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*"The conference was excellent and stimulated many ideas which we can consider to improve our programs"* Advanced Micro Devices

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**Join leading brands and climate change experts to address how your company can lower its carbon footprint and how you can communicate these actions to your customers. Your expert speakers include:**



**John Viera**, Director of Sustainable Business Strategies, **Ford Motor Company**

**John Viera** was appointed director, Sustainable Business Strategies for Ford Motor Company in January, 2007. Mr. Viera is responsible for developing global sustainable business plans and policies, reporting externally on the company's environmental and social performance, and leading the company's engagement and partnerships with non-government organizations (NGOs) and other stakeholders.



**John Disharoon**, Director of Sustainable Development, **Caterpillar Inc.**

John T. Disharoon was appointed manager of Sustainable Development for Caterpillar Inc., in 2006. Mr. Disharoon is responsible for the development and execution of Caterpillar's corporate Sustainable Development strategy. He previously served as director of Public Affairs for Europe, Africa, Middle East and the Commonwealth of Independent States (CIS), based in Brussels Belgium (1999 - 2006) with primary responsibility for Caterpillar's public policy and governmental relations for the region. From 1996 - 1999 Mr. Disharoon managed Caterpillar's Governmental Affairs in Washington, DC and held various managerial roles in Marketing and Public Affairs the company's headquarters for the previous decade.



**James Stanway**, Director of Project Development, **Wal-mart**

Jim Stanway, Senior Director - Global Energy Services, has recently assumed responsibility for Wal-Mart's global climate change initiative. This involves business development activities aimed at profitable greenhouse-gas measures for customers and the supply chain. Stanway also serves on the board of Texas Retail Energy, a wholly owned subsidiary of Wal-Mart that buys wholesale power for use at its stores and distribution centers. He has 17 years of energy industry experience including five years with a deregulated power marketing company, three years with a regulated investor-owned utility and the balance with Wal-Mart Stores managing energy procurement and conservation in all 50 states and internationally.



**Steve DePalo**, National Energy Manager, **McDonald's**

Steve joined McDonald's Corporation in 2004 as National Energy Manager, U. S. Operations. His primary role is the development and implementation of a 10 year strategic plan for energy. Responsibilities include energy procurement for corporate restaurants & leadership in procurement for franchise owners, operational and demand side strategies - energy efficiencies, green energy strategy.



**Paul Vitello**, Director of Environmental Programs, **United Technologies**

**Paul Vitello** is the Director, Environmental Programs for United Technologies Corporation headquartered in Hartford, Connecticut. Paul has responsibility for air, greenhouse gas, water, waste, supplier EH&S, and product goals including materials of concern for UTC's worldwide operations.

Paul has over 22 years of experience leading, developing and implementing programs and projects to maximize organizational efficiency and effectiveness. Prior to UTC Corporate, Paul held engineering and leadership positions at UTC's central Research Center in East Hartford, CT. Paul's broad responsibilities have spanned facilities, operations, quality, communications and competitive intelligence.



**Doug Scott**, Chair of Climate Change Advisory, **Illinois EPA**

**Doug Scott** was appointed Director of the Illinois Environmental Protection Agency effective July 1, 2005 by Governor Rod Blagojevich. Amongst the many new progressive programs Scott is responsible for are: a brownfields program that is one of the nation's most successful in cleaning up and redeveloping abandoned industrial and commercial sites; continued clean air progress through enlisting citizens and industry and negotiating for huge reductions in emissions from the State's coal-fired power plants, supporting clean coal technology, wind power and other alternative energy and fuel sources; making Illinois the nation's leader in public notification and community relations activities on environmental concerns; and implementing the Governor's program to clean up more orphaned open dump sites and ensure that all Illinois landfills are properly operated. Director Scott is now chairing the Governor's Greenhouse Gas Advisory Committee, looking at ways to reduce the impacts of global warming.

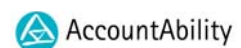


**Jonathan Lash**, President, **World Resources Institute**

**Jonathan Lash** is president of the World Resources Institute (WRI), a global environmental think tank that goes beyond research to provide practical solutions to problems of environment and development. During the past ten years under his leadership, WRI has pioneered the use of digital technologies to solve environmental problems, engaged the business community in helping to foster development that is sustainable, and created new mechanisms to empower civil society groups. Lash served as co-chair of President Clinton's Council on Sustainable Development, a group of U.S. government, business, labor, civil rights, and environmental leaders that developed visionary recommendations for strategies to promote sustainable development. At various times, he served as a member of advisory groups to the administrator of the U.S. Environmental Protection Agency and the U.S. Trade Representative.

**Plus experts from GM, BP America, Time Inc., Dow, Motorola, Sun Microsystems, Walgreens, Anheuser-Busch, NFL, City of Chicago, National Resource Defense Council, Pew Center on Global Climate Change, USCHPA, EPA, Alliance to Save Energy, Energy Star for Industry, EcoSecurities, The Gold Standard, Native Energy, Evolution Markets, PSEG and many more.**

### Supporting Organizations:



**Book Now, call +44 20 7801 6333 or online at: [www.greenpowerconferences.com](http://www.greenpowerconferences.com)**



08.20 Registration & Morning Coffee

Keynote Session

Expert convener: Laura Flanigan, Director, Chicago Sustainable Business Alliance

08.50 Keynote Address Mayor Richard M. Daley \*

09.10 Business leaders seeking regulatory certainty Under USCAP, a coalition of companies and NGOs are urging the Bush administration to enact mandatory carbon caps that will cut CO2 emissions by at least 60% by 2050.

- Chair: Jonathan Lash, President, World Resources Institute; John Disharoon, Director of Sustainable Development, Caterpillar Inc.; Bill Gerwing, Director of Environmental Policy, BP America; Melissa Lavinson, Director for Federal, Governmental and Regulatory Relations, PG&E; Alice LeBlanc, Director of the Office of Environment and Climate Change, AIG

10.00 Illinois' climate initiatives - impact for the corporate community Doug Scott, Chair of Climate Change Advisory, Illinois EPA

National Climate Change Policy Update

10.20 When will national targets for greenhouse gas reduction become a reality? - How will the Supreme Court's decision to enforce the EPA's role in regulating transport emissions affect national policy?

- Chair: Henry Henderson, National Resource Defense Council; Karen Hobbs, First Deputy Commissioner, City of Chicago's Department of Environment; Michelle Manion, Climate & Energy Team Manager, NESCAUM; Jim Sullivan, Director, Climate Leaders Program, EPA; Howard Learner, Director, Environmental Law and Policy Center

11.10 Networking Refreshment Break

Carbon Footprint and Life-cycle Analysis

11.30 Carbon footprint and life-cycle analysis 101 While with the Heinz Centre, Anthony Janetos directed a study to analyse the life-cycle footprints of individual product chains for The Home Depot, Stora Enso, Time Inc., and Canfor Corporation.

11.45 Case study: Greener miles: Helping customers track their emissions John Viera, Director of Sustainable Business Strategies, Ford Motor Company

12.00 Case study: The next step: Product life cycle analysis David Refkin, Director of Sustainability, Time Inc.

12.15 Interactive Q&A

12.40 Networking Lunch sponsored by FLEISHMAN HILLARD

Expert convener: Audra Jones, Senior Director of Partnership Development, UN Foundation

Energy Efficiency

1.30 Case study: Corporate-wide energy and GHG reduction strategies Paul Vitello, Director of Environmental Programs, United Technologies

1.50 Case study: Using energy saving technologies Gary Rancourt, Business Development Executive, IBM Big Green Innovations

2.10 Case study: Saving energy across various locations Steve DePalo, Energy Manager, McDonald's

2.30 Discussion with expert panel - What are the most practical solutions to reduce electricity consumption? - How much energy can an organization hope to save? - How can you cut energy use across various locations? - What is the key to getting employees involved in cutting energy use?

- Chair: Kara Saul Rinaldi, Director of Government and Public Affairs, Owens Corning; Betsy Dutrow, Program Manager, Energy Star for Industry; Peter Garforth, Principal, Garforth International; Todd Brady, Corporate Environmental Manager, Intel Corporation

Climate Change Problem Solving

As companies and organisations include environmental impact within business strategy they are frequently faced with specific challenges that require innovative solutions. In this session, we hear about three problems and three solutions and gain insight into the smart thinking and enthusiastic responses.

3.10 Case study: Waste management issues - How to make waste management and recycling cost effective and even profitable while reducing GHG Tom Costantino, Asset Management and Resource Recovery Manager, PSEG

3.30 Case study: Big footprint events - How to go carbon neutral Jack Groh, Environmental Manager, NFL

3.50 Case study: Fleet-related GHG - reducing emissions and fuel consumption Bob Accarino, Director of Global Environmental affairs, Abbott

4.10 Networking Refreshment Break

Climate Change Innovators

In this session, we will hear from some of the nominated companies of this year's Metafore Innovation Awards. These awards recognize product and service innovations that reduce or offset climate change through new methods and processes.

4.30 Chair: David Ford, CEO, Metafore; Lyn Brown, Vice President Corporate Relations & Social Responsibility, Catalyst Paper Corporation; David Quigg, Director of Marketing/Owner, Grays Harbor Paper; James T. McDonald III, Environmental Health & Safety Operations Manager, International Paper Company; Michael Luehrs, Director of Operations, Doubletree Hotel and Executive Meeting Center; Lucia Delfina Ruiz Ostoic, Executive Director, Center for Research, Conservation and Management of Natural Areas; Glen Johnson, Environmental and Technical Department Manager & Steven C. Smith, VP Operations/ Resident Manager, Madison Paper Company

5.30-7.00 Drinks reception and Metafore Innovation Awards All participants are invited to socialize at a reception hosted by Metafore. The two winners of Metafore's 2007 Annual Innovation Awards will be announced and recognized in a presentation.



\*(awaiting final confirmation)



08.30 Morning Coffee

Expert convener:  
**Emily Barton**, Corporate EHS Manager, **Motorola** & President, **NAEM Lake Michigan Chapter**

### Choosing Green Power Sources

9.30 **Green Power and RECs 101**

All you need to know about choosing renewable energy sources and purchasing renewable energy certificates (RECs)

**Steve Fine**, Vice President, **ICF International**

9.50 Case study: **Investing in green electricity and onsite generation**  
**Menno Enters**, Manager of Utilities, **Walgreens**

10.10 Case study: **Innovative green power solutions**  
**Dean Pusch**, Manager of Environmental Affairs, **Anheuser-Busch**

10.30 Discussion with expert panel

- What are the feasible and cost effective green energy options?
- Does it matter where your green energy comes from?
- Does it always cost more than non-renewable sources?
- How can you ensure RECs are not double sold?
- How can you verify the carbon reduction impact of RECs?

**Jessica Bridges**, Executive Director, **USCHPA**  
**Helen Howes**, Vice President, Corporate Environment Health & Safety, **Exelon**  
**Rob Threlkeld**, Manager of Supply Contracts and Green Initiatives, **GM**

11.00 Networking Refreshment Break

### Offsetting and Emissions Trading

11.30 **Everything you wanted to know about offsetting but were afraid to ask**

- Is offsetting just a "get out of jail free card" - does it count?
- How can you be certain your offsets are removing GHGs from the atmosphere?
- What is additionality and do I need to worry about it?
- Why do offsetting costs vary so much across suppliers?
- What are the merits of different kinds of offsets?
- What questions should I ask my offset provider?
- Are offset standards converging?

Chair: **Laura H. Kosloff**, Senior Counsel, **EcoSecurities**  
**Michael Schlup**, Director, **The Gold Standard**  
**Anne Hambleton**, Managing Director, **Native Energy**  
**Jim Sullivan**, Director, Climate Leaders Program, **EPA**  
**George Milner**, SVP Energy/Environmental, **Mohawk Fine Papers**

12.20 **Emissions trading for the corporate community**

- How useful are the carbon markets for corporates responding to climate change?
- Is the voluntary (or potential legislative) approach the best method to obtain large emissions reduction?
- How will the regional markets develop and what is the likely involvement or impact for mid-west firms?
- What options are available for the corporate community?
- What do you need to consider before getting involved in emissions markets?

Chair: **Andrew Kruger**, Vice President, Greenhouse Gas Markets, **Evolution Markets**  
**Thomas M. Cushing**, Vice President, **Chicago Climate Exchange**  
**Rick Adcock**, Senior Vice President of Environmental Markets, **World Green Exchange**  
**Michael Loreman**, Vice President, **DTE Energy**  
**Dr Ronald E. Meissen**, Senior Director of Corporate Environment, Health and Safety, **Baxter Healthcare Corporation**

1.10 Networking Lunch

### Climate pioneers: Why sustainability is strategic

2.00 Case study: **Executing a business sustainability strategy**  
**James Stanway**, Director of Project Development, **Wal-mart**

2.20 Case study: **urning climate risk into a business opportunity**  
**Rich Wells**, Vice President of Energy, **Dow**

2.40 Discussion with expert panel

- What works and what doesn't when companies go 'green'?
- Top ten tips for turning a green strategy to gold
- How reducing your carbon footprint can lead to higher revenues, lower operational costs and a boost in customer loyalty
- What are these climate pioneers doing to take their response to the next level?
- How can you identify the best 'next step' for your business?

Chair: **Peter Knight**, Managing Director, **Context**  
**Lori Duvall**, Eco Responsibility Program Manager, **Sun Microsystems**  
**Victoria Mills**, Project Manager, Corporate Partnerships, **Environmental Defense**  
**Dick Marklein**, Energy Services Director, **Kimberly Clark**  
**Matthew Banks**, Senior Program Officer, Climate Change Program, **WWF**

3.10 Networking Refreshment Break

### Climate Adaptation

3.40 As well as taking care of issues relating to efficiency, renewables and offsetting organizations and companies need to examine how corporate strategy must adapt to the likely impacts of climate change. Increasingly unusual weather patterns, disruption in the supply of natural resources and changing consumer behavior provide opportunities and barriers for the forward thinking organization. In this session we will hear how organizations and companies are adapting to climate change and what lessons can be learnt by the wider community from these early adopters.

Chair: **Andrew J. Hoffman**, Holcim (US) Professor of Sustainable Enterprise, **The University of Michigan**  
**Debra Shore**, Commissioner, **Metropolitan Water Reclamation District of Greater Chicago**  
**Brad Warren**, Manager of Climate Projects and Communications, **Sustainable Fisheries Partnership**

### Engaging with the public on climate change

Today, 54% of consumers say they're willing to make personal sacrifices to prevent global warming. But only 10% trust the guidance they receive from companies and government on this issue. In this panel discussion, we will hear from companies and organizations that are developing the latest tools to communicate climate change issues directly to consumers and the broader public. We will get direct insight from members of the public on this topic to answer the fundamental question: **Which climate change messages resonate with the public?**

Chair: **Jeannette Oelschlaegel**, Research Manager, **AccountAbility**  
**Wood Turner**, Project Director, **Climate Counts**  
**Don Carli**, Research Fellow, **Institute for Sustainable Communication**  
**Iciar Vaquero**, Project Director, Carbon Footprinting and Labelling initiative, **The Carbon Trust**

5.10 Discussion with expert panel

5.30 Close of conference



## Sponsor Corporate Climate Response and Benefit from:

- ▶ **1st class lead generation:** meet companies actively looking for solutions to reduce their impact on climate change
- ▶ **Enhanced brand profile:** pre-event promotional campaign plus extensive on site branding
- ▶ **Excellent publicity:** gain an incredible amount of presence from on site promotion and exhibition stand
- ▶ **A cost effective marketing solution:** customised packages for a cost effective marketing channel to generate new sales leads

For details contact: **Ben Leighton** on Tel: 44 207 801 6333, Fax: 44 207 900 1853 Ben.leighton@greenpowerconferences.com

### Gold Sponsor:

#### IBM Big Green Innovations



IBM always has been an innovation company focused on creating new technology and business capabilities that tackle important problems. There are few, if any, areas where the key IBM value, "Innovation that matters -- for our company and for the world," is more relevant or timely than it is with the environment. IBM recognizes that solutions to global warming and climate change represent both an opportunity for innovation and an imperative for corporate action. "Big Green Innovations" is a portfolio of environmentally-focused initiatives created to act on this passion. Through collaboration with our business partners and clients we will use information technology, system integration, and business consulting experience to optimize the use of energy and water at the local, regional, state, and national level for communities, enterprises, industries and countries. Leveraging our deep computational, scientific and technological expertise, initial offerings from Big Green Innovations will focus in four principle areas: (1) Advanced Water Management; (2) Green Operations & Supply Chain; (3) Alternative Energy, and (4) Computational Modeling.

### Silver Sponsor:



**The UN Foundation** advances UN leadership and activities by supporting emerging climate change policies and promoting public-private partnerships with UN agencies that advance innovative sustainable energy programs, both in developed and developing countries. Through partnership building and advocacy, the UN Foundation supports strategic UN activities that expand energy access for the poor, promote economic development, and develop catalytic partnerships both within and outside the UN system. These activities support national clean energy policies and regulatory programs, promote clean energy technologies and energy efficiency standards, design innovative financing mechanisms, and build capacity to expand clean energy enterprise development.

### Media Partners:



CSRwire is the leading source of corporate social responsibility ("CSR") press releases, reports, news, and information. "CSR" is defined as the integration of business operations and values whereby the interests of all stakeholders—including investors, customers, employees, the community, and the environment—are reflected in the company's policies and actions. The company distributes full-text news releases through its syndication network, News Alerts, Web site, RSS feeds, news aggregators, "send to friend" feature, and search engines. CSRwire reaches a global audience of journalists, corporate executives, analysts, investors, public relations professionals, academics, and activists and more in over 200 countries. Material carried via CSRwire covers such issues as corporate governance, socially responsible investing (SRI), business ethics, diversity, philanthropy, the environment, human rights, and community development. [www.csrwire.com](http://www.csrwire.com)

**CSRwire is pleased to offer Corporate Climate Response delegates a 15% discount on press releases** - \$435 for corporate delegates and \$350 for non-profit attendees. Please contact Green Power conferences at [info@greenpowerconferences.com](mailto:info@greenpowerconferences.com) to receive more information or to take advantage of a special offer. Also, please visit <http://www.csrwire.com/news-alerts>, if you are interested in receiving CSRwire free weekly News Alerts.



**Who is Metafore?** Metafore is a source of tools, information and innovative thinking for businesspeople focused on evaluating, selecting and manufacturing environmentally preferable products. **What does Metafore do?** Metafore works with business, government and other leaders to meet environmental goals. Metafore specializes in teaming with brand-name businesses because the power of their market influence can be mobilized to encourage better stewardship of the global environment. Using diverse sources of funding since its inception in 1997 as a non-profit 501(c)(3) organization, Metafore develops ideas, insights and credible information to create solutions.

## Over 550 people have attended the Corporate Climate Response Event Series

*"I took away some great ideas and information"* Ben & Jerry's

*"I came away with concrete steps and concepts with regard to climate communications"* Fleischman Hillard

*"The conference was excellent and stimulated many ideas which we can consider to improve our programs"* Advanced Micro Devices, Inc,

*"Your conferences were one of the easiest to sign up for and participate in and you delivered exactly as you promised"* Amson Technologies

### Who will you meet?

- ▶ Public Policy Directors
- ▶ Government Affairs Directors
- ▶ Sustainability Directors
- ▶ Energy Managers
- ▶ Supply Chain Managers
- ▶ Environment Health and Safety Managers
- ▶ Risk Managers
- ▶ Environment Managers
- ▶ Climate Change Directors
- ▶ Corporate Social Responsibility Executives
- ▶ Corporate Affairs Directors
- ▶ Corporate Communications Directors



Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts. We have since welcomed over 4000 delegates from 76 countries, built a global database of 110,000+ contacts and gained an unparalleled reputation in the industry. Our events provide high quality information, interactivity and networking to accelerate the uptake of sustainable energy and climate friendly technologies. Green Power Conferences offsets the impact of its commercial activities towards renewable energy projects.

