



9th European Forum For Sustainable Development and Corporate Responsibility

“Committing to sustainable growth”

Monday 22nd & Tuesday 23rd March 2010
Maison de la Chimie- Paris 7^{ème}

Discussions lead by the editorial staff of Les Echos

Monday 22nd March

9.00-10.15

The challenges post Copenhagen:

Questions still to be answered. The impact on the development strategies of businesses and local authorities?

- Action plan for those involved

Chantal JOUANNO, Secretary of State for ecology

Alain JUPPÉ, Former Prime Minister, Mayor of Bordeaux (to be confirmed)

Cécile MOLINIER, Director UNDP office, Geneva

Bernard GUIRKINGER, Deputy Director, Suez Environment

Marion RICHARD, Head of Climate and Territories, Réseau Action Climat France

10.15-11.15

China, growth and sustainable development:

What are the changes in environmental policies? In what ways will they cooperate with others?

Zhang ZHIQIN, Minister and Scientific Advisor to the Chinese Embassy in France

The development potential of China’s “green” markets?

Strategies for industry and investors?

Don YE, President, Tsing Capital

11.15-11.45 **Break**

11.45-13.00

New environmental legislation and green taxes: obstacles and opportunities for business competitiveness

- “Green” companies and competitive advantage
- The efficacy of existing tax structures and their costs to business?
- How to avoid distorting competitiveness in international trading?

Robin MIEGE, Head of the Sustainable Development and Economic Analysis Unit,
Director General for Environment , European Commission
Jesper OLSEN, CEO, Dalum Papir
Ghislaine HIERO, President, Orée; Director of Institutional Relations, Veolia Propreté

13.00 -15h.00

Lunch/debate: Globalisation, free trade and sustainable development

Valentine RUGWABIZA, Deputy Director General, WTO

15.00 - 17.30 Afternoon session: Case studies

15.00 - 16.15: 3 case studies running simultaneously

Business Call to Action : A look at how its principles benefit a company's triple bottom line

Case study proposed by UNDP

Consultation and discussion with the actors involved: an essential element for implementing a sustainable development policy within a business

C case study proposed by Comité 21

The social impact of the use of ICT and new social practices in business

Case study proposed by ORSE

Debates lead by François FATOUX, General delegate, ORSE

Fanny WILHELM, Human Resources Retail Banking Department, Société Générale

Henri ISAAC, Director of Research, Rouen Business School

Jean-Paul BOUCHET, National secretary, CFDT Cadres

16.15-17.30: 2 case studies running simultaneously

How can companies adapt to future climate change (infrastructure, products, processes...)?

Case study proposed by EpE

Debates lead by Séverin FISCHER, Responsible for the energy and climate division, EpE

Jean Noël GUYE, Director Emerging risks, Group Risk Management, AXA

Christian CAYE, Head of sustainable development ,VINCI

Maria MANSANET, Climate Mission, Caisse des Dépôts

Yves ENNESSER, Coordinator of activities related to adaptation to climate change, EGIS

Valéry MASSON, Météo France

Action plan for employing seniors: how can a constraint be transformed into an opportunity to maximise skills management within an organisation?

Case study proposed by IMS

Debates lead by Benjamin BLAVIER, Responsible for the diversity division, IMS-entreprendre pour la Cité

Bruce ROCH, Director Innovation and Diversity, Adecco

Véronique ROUSSELET, Responsible for the division employment policy, SNCF
Jean-Michel MONNOT, Diversity Director for Europe, Sodexo

Tuesday 23rd March

9.00 – 9.30 **Presentation of the Federe Barometer for the Post Office 2010**

9.30 –10.45 **Business and “Sustainable governance”: what progress has been made?**

- Grenelle 2 and new requirements for business
- To what extent are the members of Comex committed to sustainable development strategies within business?
- The role of the unions and motivating employees for sustainable development

Marc FOSSIER, Executive Director, Social Responsibility, French Telecom Orange

Daniel LEBÈGUE, Chairman, IFA

Georges LEFEBVRE, Managing Director, La Poste Group

Jean-Frédéric DREYFUS, National Secretary, CFE-CGC

Farid BADDACHE, Associate Professor UVSQ; European Director, Business for Social Responsibility

10.45 –11.00 **Break**

11.00-12.15 **Sustainable development and financial stability: prospects for new legislation**

- Will there be more financial regulation to reinforce market discipline?
- What new financial tools are needed for better risk management?

Adrian BLUNDELL-WIGNALL, Deputy Director, Financial and Enterprise Affairs, OECD

Edouard VIEILLEFOND, Managing Director in charge of the Regulatory Policy and International Affairs Division, AMF

Bettina LAVILLE, Partner, Landwell & Associates

Antoine de SALINS, Member of the executive board, Fonds de Réserve des Retraites (to be confirmed)

Arnaud de BRESSON, Managing Director, Paris EUROPLACE

Testimony: Anne-Catherine HUSSON-TRAORÉ, Managing Director, Novethic

12.15-2.45 **Global warming and energy in the future**

Jean-Louis ETIENNE, Doctor - Explorer

12.45- 14.45 **Buffet lunch**

14.45- 16.00 **Sustainable consumption and new markets: developments in marketing and industrial strategies. The financial implications.**

- Concept and product innovation, manufacturing methods
- Innovative business models

Marc ALIAS, Director of Sustainable Development, Procter & Gamble Western Europe

Loïc ARMAND, President, L'Oréal France; President of the Consumer Commission, Medef

Alain LIBERGE, Director for the Environment and Social Responsibility, Orange
Operations France
Henry SAINT BRIS, Director for Strategy, Suez Environment

16.00-17.30 **Film - Debate:**

Screening of "The Story of Stuff"(20 minutes) followed by a debate

How to develop a socially responsible economy? Reconciling the performance and the stability of the economic system with social and environmental responsibility.

Maria NOWAK, President, Association for the Right to Economic Initiative
Jean-Christophe CARTERON, Coordinator of Responsible Management Strategy,
Euromed Management

Aziz SENNI, Founder, Chairman of the Board of Governance, Business Angels des Cités

Conclusion