

Technology-Based Solutions to Global Environmental Challenges

*A World Environment Center Roundtable
Hosted by the IBM Corporation and The Dow Chemical Company*

*Holeman Lounge
The National Press Club
529 14th Street, NW, Washington, D.C.
September 30-October 1, 2008*

AGENDA

September 30: Strategic Foundation

3:00 p.m. Registration

3:15 Welcome and Introduction

Wayne S. Balta, Vice President, Environmental Affairs and
Product Safety, IBM and Chair, Board of Directors, World
Environment Center

Terry F. Yosie, President & CEO
World Environment Center

Self-introduction of participants

3:30 Keynote Addresses and Discussion
Moderator: F. Henry “Hank” Habicht II, Managing Partner, Sail
Venture Partners

***Strategy:** IBM Energy and Environmental Business Strategy—
Innovation That Matters, Martin Fleming, Vice President,
Corporate Strategy, IBM Corporation*

***Application:** “Intelligent Transportation Systems: How
Congestion Pricing Helps Urban Areas Reduce Traffic and
Environment Impact,” Gerry Mooney, General Manager, Global
Government & Education, IBM Corporation*

3:30 *Continued*

Strategy: *Sustainable Solutions to the World's Pressing Global Environmental Challenges*, David E. Kepler, Executive Vice President, Chief Sustainability Officer and Chief Information Officer, The Dow Chemical Company

Application: *Working to Reduce Dow's Energy and Greenhouse Gas Footprint*, Rich Wells, Vice President of Energy, The Dow Chemical Company

5:00 Roundtable Discussion

5:45 Roundtable Reception, National Press Club

6:30 Dinner with Guest Speaker: Dr. Peter Senge, MIT, "*Integrating Organizational Learning Strategies with Sustainable Development*"

8:30 Recess

October 1: **From Strategy to Action**

7:30 a.m. Breakfast Buffet

8:30 Introduction: Wayne S. Balta

8:45 Case Studies of Integrated Solutions for Environmental and Energy Problem Solving

Moderator: Alan Hecht, Director, Sustainable Development, Office of Research and Development, U.S. Environmental Protection Agency

Intelligent Energy Consumption: The GridWise Project
Robert Pratt, U.S. DOE Pacific Northwest National Laboratory

Developing Markets for Green Energy, Jennifer Layke, Deputy Director, Climate and Energy Program, World Resources Institute

10:30 Break

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- 11:00 Case Studies, continued
- Moderator: Gordon Binder, Senior Fellow, WWF-US
- Managing Water Resources with Advanced Information Technology: The Great Rivers Project*, Brian D. Richter, Co-Leader, Global Freshwater Team, The Nature Conservancy
- Assessing the State of Carbon Sequestration Technology*, Victor Der, Office of Fossil Energy, U.S. Department of Energy
- 12:30 p.m. Lunch
- 1:30 Discussion Panel: *Research and Development for Energy and Environmental Solutions*
- Moderator: Peter A. Molinaro, Vice President, Federal and State Government Affairs, The Dow Chemical Company
- Barbara Tyran, Director, Washington Relations, Electric Power Research Institute
 - David A. Dzombak, Faculty Director, Steinbrenner Institute for Environmental Education and Research, Carnegie Mellon University
 - Sharon Nunes, Vice President, Big Green Innovations, IBM Corporation
 - Jane Palmieri, Managing Director, Dow Solar Solutions
- 2:15 Closing Remarks
Terry F. Yosie
- 2:30 Adjournment