

## WEC Executive Roundtable, hosted by Boehringer Ingelheim: “Verifying Green Product Design and Marketing”

**WHEN:** Wednesday, October 7<sup>th</sup>, 2009 15:00 – 17:45 (+ Cultural Program and Dinner)  
Thursday, October 8<sup>th</sup>, 2009 8:30 – 15:00

**WHERE:** Boehringer Ingelheim Headquarters, 55218 Ingelheim/Rhein (near Frankfurt), Germany

### WHAT:

The need for “green products” has been debated for a number of years and an expanding number of companies have demonstrated their ability to produce very comprehensive life cycle assessments and benefit from their product innovations. However, as the term has been misused many times in marketing brochures its value is increasingly questioned. Therefore some scientists and practitioners have ceased to speak of green products but naturally integrate ecological aspects of the life cycle into their expectations to “quality products”. As these products do not pollute or harm and often even contribute to solving environmental and social challenges they are essential drivers for innovation and a competitive business.

The objectives of this Roundtable include:

- Assessing the major factors that are shaping the development of green products – market forces, government policy, consumer purchases, stakeholder pressures, etc.
- Examining the value of green products, ways to identify them within a company’s product portfolio, opportunities to build a business framework around them and ways of bringing them to the customer’s attention.
- Enabling sustainability leaders from global corporations to build additional competencies and perspectives in comparing their green product portfolio and strategies with other global leaders.
- Comparing and activating partnerships between companies, scientific institutions, NGO’s and other organizations to identify opportunities for green products.

The Roundtable is structured to provide a highly interactive process of discussion among approximately 35 global environmental and sustainability leaders. It is an invitation-only event and no media will attend.

### Who:

#### HOST: BOEHRINGER INGELHEIM

Dr. Thomas Zimmer, Corporate Senior Vice President Safety, Quality & Environmental Protection  
Dr. Hartmut Leidig, Corporate Vice President Environment, Health & Safety

#### SPEAKERS

##### *Representatives of*

- |                                |                                     |
|--------------------------------|-------------------------------------|
| - BASF                         | - F. Hoffmann – La Roche            |
| - Boehringer Ingelheim         | - Grüne Köpfe Strategieberatung     |
| - Consumer Focus               | - IBM                               |
| - Deutsche Telekom             | - Metsäliitto Group                 |
| - Dow Chemical                 | - Pitney Bowes                      |
| - DuPont                       | - The Center for Sustainable Design |
| - Erasmus University Rotterdam | - Unilever                          |
| - Five Winds International     |                                     |

■ **Please confirm your participation** at the World Environment Center in Augsburg, Germany  
Frank Werner, Director European Operations. Phone: +49 821 598 3563, Email: fwerner@wec.org  
■ Peggy Zuther, Assistant European Operations. Phone: + 49 821 598 3558. Email: pzuther@wec.org

Wednesday October 7, 2009

## Accommodation and Directions

The event will take place at Boehringer Ingelheim's headquarters in Ingelheim am Rhein (near Frankfurt), Germany – BIC Building, Room K14-16; **ENTRANCE AT GATE 2**

How to get there: [http://www.boehringer-ingelheim.com/corporate/global/maps/way\\_ing.htm](http://www.boehringer-ingelheim.com/corporate/global/maps/way_ing.htm)

By airplane: Airport Frankfurt am Main, 40 minutes by taxi, 60 minutes by train

By train: via Mainz Mainstation – then regional train to Ingelheim station and 5 minutes walk to BI Gate 2

Hotel: A reasonable contingent of hotel rooms has been reserved by Boehringer Ingelheim/WEC at Atrium Hotel, Mainz for EUR 129,- /night including breakfast. <http://www.atrium-mainz.de/>

For further information please contact Frank Werner +49 (0)821-598-3563 (fwerner@wec.org) or Peggy Zuther - 3558 (pzuther@wec.org)

- 15:00**                    **REGISTRATION** (Bus shuttle from hotel available at 14:30)
- 15:30**                    **WELCOME**  
Dr. Thomas Zimmer, Corp. Senior Vice President Safety, Quality & Env. Protection, BI GmbH  
Dr. Hartmut Leidig, Corporate Vice President Environment, Health & Safety, BI GmbH  
Dr. Terry F. Yosie, President and CEO, World Environment Center
- 15:45-16:30**            **(1) GREEN PRODUCTS FOR THE MARKETPLACE**  
**Moderator:** Frank Werner, Director Global Capacity Building and European Operations, WEC
- 30 min            **Keynote: Consumer Focus**  
    Lucy Yates, Principal Policy Advocate - Sustainability  
    *"Green Claims in Marketing: A consumer perspective"*
- 15 min            *Discussion*
- 16:30-16:45**            **COFFEE BREAK**
- 16:45-17:45**            **(2) LIFE CYCLE ASSESSMENTS AS A TOOL IN PRODUCT INNOVATION**  
**Moderator:** Dr. Detlef Wiswe, Vice President, Corporate EHS, Beiersdorf AG
- 20 min            **BASF**  
    Dr. Eckhard Koch, Director Sustainability Center  
    *"Criteria and tools to evaluate sustainability of products and processes"*
- 20 min            **Erasmus University Rotterdam**  
    Prof. Dr. Michael Braungart, Professor Cradle to Cradle Chair at the Dutch Research  
    Institute for Transitions (DRIFT)  
    *"Cradle to Cradle as a strategy beyond sustainability"*
- 15 min            *Time for further discussion*
- 17:45-19:15**            **Cultural program: visiting the heritage of Charlemagne in Ingelheim**
- 19:30-22:00**            **COCKTAIL AND DINNER** (Bus to hotel at 22:00)

# Agenda, cont.



Thursday, October 8, 2009

- 8:15** Bus from hotel to Boehringer Ingelheim site
- 8:30** RECEPTION AND MORNING COFFEE
- 9:00 – 11:00** **(3) APPROACHES TO DEFINING AND VERIFYING A “GREEN PRODUCT”**  
**Moderator:** Dr. Martin Hostalek, Senior Vice President EHSQ, Merck KGaA
- 20 min **Five Winds International**  
Dr. James Fava, Managing Director  
*“The use of life cycle analysis for strategic advantage of your business”*
- 20 min **Boehringer Ingelheim**  
Dr. Hartmut Leidig, Corporate Vice President Environment, Health & Safety  
*“Ecopharmacostewardship”*
- 20 min *Time for further discussion*
- 10:00-10:30** **COFFEE BREAK AND GROUP PHOTO**
- 20 min **Unilever**  
Lettemieke Mulder, Director - External Affairs – Corp. Resp. & NGO Stakeholder Management  
*“Unilever’s approach to building a sustainable product portfolio”*
- 10 min *Discussion*
- 11:00-12:00** **(4) GROUP DISCUSSION: “WHAT IS A GREEN PRODUCT AND WHO CAN TRULY CLAIM ITS PROVISION?”**  
**Moderator:** Dr. Thomas Zimmer, Corporate Senior Vice President Safety, Quality & Environmental Protection, Boehringer Ingelheim GmbH
- Open Discussion facilitated by  
Dow Chemical, F. Hoffmann – La Roche, IBM, Metsäliitto Group, Pitney Bowes*
- 12:00 – 13:00** LUNCH
- 13:00 – 14:45** **(5) STRATEGIES TO STIMULATE DECISION MAKING FOR GREEN PRODUCTS**  
**Moderator:** Guido Axmann, Managing Director Thema 1 GmbH
- 20 min **Grüne Köpfe Strategieberatung**  
Manuela Rehn, Co-Managing Director  
*“How to create green profit with consumer-oriented strategies?”*
- 60 min **PODIUM DISCUSSION**  
**Grüne Köpfe Strategieberatung:** Manuela Rehn, Co-Managing Director  
**The Center for Sustainable Design:** Prof. Martin Charter, Director  
**Deutsche Telekom:** Dr. Heinz-Gerd Peters, Head of Sustainability and Environment  
**DuPont:** Hans-Jürgen Huber, Managing Director DuPont de Nemours Germany
- 15 min *Panel Discussion*
- 14:45** **CLOSING REMARKS**  
Dr. Terry Yosie, President & CEO, WEC  
Dr. Hartmut Leidig, Corporate Vice President Environment, Health & Safety, BI GmbH
- 15:00** **ADJOURNMENT**