



**COLLOQUIUM ON:**

***“Sustainable Consumption: Strategies and Practices of Business,  
Expectations and Behavior of Consumers”***

***7:30 a.m.—1:45 p.m.***

***Friday, May 14, 2010***

***Washington, D.C.***

**AGENDA**

7:30 a.m. Registration

8:00 Welcome and Introduction

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

8:10 What Do Consumers Want and What Are They Prepared to Buy? An Assessment of  
Consumer Attitudes and Values and How They Impact Product Purchases

*Moderator: Wayne Balta, IBM Corporation*

*Speaker: Gavin Neath, Senior Vice President, Communications, Unilever PLC*

8:45 Business Strategies and Practices: Consumer Products and Food & Beverage Companies

*Moderator, Jeff Seabright, Vice President for Environment and Water Resources,  
The Coca-Cola Company and Vice-Chair, World Environment Center*

- *Diane B. Holdorf, Vice President, Environmental Stewardship, Health & Safety,  
Kellogg Company*
- *LaRaye M. Osborne, Vice President, Environment, Health & Safety, Cargill*
- *Audra Karalius, Vice President, Sustainability, Environment and Safety, Sara Lee  
Corporation*

9:45 Coffee, Tea and Conversation Break



- 10:00 Business Strategies and Practices, continued: Retail Companies
- Moderator: Jane Nelson, Director of Corporate Social Responsibility Initiative, Kennedy School of Government, Harvard University
- Mike Hagood, Senior Director of Operations Development and Instore Logistics, Walmart
  - Mike Barry, Head of Sustainable Business, Marks & Spencer
  - Leo Raudys, Senior Director of Environment Affairs, Best Buy
- 11:00 Implications for Future Planning in Other Business Sectors
- Moderator: Mary K. Armstrong, Vice President, Corporate Environment, Health and Safety, The Boeing Company
- Mari Snyder, Vice President, Social Responsibility & Community Engagement, Marriott International
  - Neil Hawkins, Vice President, EHS & Sustainability, The Dow Chemical Company
  - Chuck Bennett, Vice President, Earth and Community Care, Aveda
- 11:45 a.m. DuPont, Sustainability and the Customer: A Conversation with Ellen J. Kullman, Chair of the Board and Chief Executive Officer
- Moderator: Terry F. Yosie, President & CEO, World Environment Center*
- 12:45 p.m. Lunch
- 1:45 Adjourn