Draft Agenda

"21st Century Megatrends and their Impacts on Business Strategy and Innovation Opportunities"

WHEN: November 13-14, 2012

WHERE: Hotel Pullman, Helenenstrasse 14 , 50667 Cologne, GERMANY

WHAT: The complexity of the world we are living in is growing at a pace unseen before and it is becoming increasingly unpredictable and volatile. There are severe challenges ahead of us caused by megatrends such as population growth, climate change and resource scarcity. This creates a new framework for business calling for long-term thinking and planning. How can companies help society come up with solutions to improve life for all, including future generations, and preserve the planet's resources at the same time?

The objectives of this roundtable include:

- Understanding how global megatrends interact and the challenges they present
- Understanding the business potential
- Discussing ways to solve global sustainability challenges

Who: **WEC IN COOPERATION WITH BAYER**

SPEAKERS AND MODERATORS ARE REPRESENTATIVES OF:

- Bayer **(confirmed)**
- Boehringer Ingelheim **(confirmed)**
- BMW (invited)
- Dow Chemical Company **(confirmed)**
- Germanwatch **(confirmed)**
- F. Hoffman-La Roche **(confirmed)**
- Iglo Foods Group (invited)
- KPMG **(confirmed)**
- Merck KGaA **(confirmed)**
- Nestlé **(confirmed)**
- Nokia **(confirmed)**
- Novartis **(confirmed)**
- Open Society Foundation (invited)
- Rio Tinto **(confirmed)**
- Shell (invited)
- Siemens **(confirmed)**
- University of Augsburg **(confirmed)**
- Volans Ventures **(confirmed)**
- World Environment Center **(confirmed)**

Please confirm your participation *at the World Environment Center in Munich, Germany*
Frank Werner, Director European Operations. Phone: + 49 89 1892-0563, Email: fwerner@wec.org

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Accommodation and Directions

The event will take place at the Pullman Hotel Cologne, 25 minutes from Koeln/Bonn Airport, Germany.
Address: Pullman Hotel, Helenenstrasse 14, 50667 Cologne, conference room

By airplane:
Airport Frankfurt am Main, about 60 minutes by ICE (Intercity-Express): Frankfurt Flughafen Fernbf to Koeln Hbf;
Airport Koeln/Bonn, about 15 minutes by city train line S13 (towards Horrem): Koeln/Bonn Flughafen to Koeln Hbf
By train:
Cologne train station. Then take taxi to Pullman Hotel (5 minutes). You can also take a city train. There are several possibilities. The most convenient is: city train line U5 (towards Leyendeckerstr.):Dom/Hbf to Friesenplatz
Hotel:
A contingent of hotel rooms has been reserved by Bayer AG/WEC at the Pullman Hotel Cologne for €171/night (+ €22 breakfast). For further information please contact Frank Werner at +49 (0) 89-1892-0563 (fwerner@wec.org) or Sabrina Pieruschka at +49 (0) 89-1892-0564 (spieruschka@wec.org)

DAY 1 **November 13th, 2012**

14:30 – 16:00 **WEC MEMBERS MEETING**
Founding Session to Register WEC as an Official NGO in Europe

17:30 **EVENING CEREMONY "10 YEARS WEC IN EUROPE" – REGISTRATION**

18:00 **WELCOME**

10 min **Prof. Dr. Wolfgang Plischke**, Member of the Group Board of Management, responsible for Technology, Innovation and Sustainability, **Bayer AG (confirmed)**

5 min **Dr. Terry F. Yosie**, President & CEO, **World Environment Center (WEC) (confirmed)**

18:15 – 18:45 **PANEL DISCUSSION**
"Sustainability Then and Now: A 10 Year Evolution of Sustainability Through World Environment Center Initiatives"
Moderator: Dr. Terry F. Yosie, President & CEO, World Environment Center **(confirmed)**

30 min **Dr. Bernard Tramier** (retired, former TOTAL executive) **(confirmed)**
Dr. Kaspar Eigenmann (retired, former Novartis executive) **(confirmed)**
Prof. Dr. Armin Reller, Chairman Environment Science Center (ESC), **University of Augsburg) (confirmed)**
Peter Schnurrenberger, Roche Group Chief SHE Officer, **F. Hoffmann-La Roche (confirmed)**

18:45 – 19:15 **[MUSIC/THEATRE PERFORMANCE] / DINNER 1ST COURSE**

19:30 – 20:00 **KEY NOTE SPEECH:**

30 min **John Elkington**, Founding Director, **Volans Ventures and SustainAbility, (confirmed)**
"Breaking the Sustainability Barrier. From Change-as-Usual to Breakthrough"

20:15 **DINNER**

DAY 2 **November 14th, 2012**

8:30 – 9:00 **RECEPTION AND MORNING COFFEE**

9:00 – 9:10 **WELCOME**

Jochen Rother, Head of Environment & Sustainability Strategy, **Bayer AG (confirmed)**

9:10 – 09:30 **(1) GLOBAL SUSTAINABILITY MEGATRENDS AND HOW THEY INTERACT**

20 min **Prof. Dr. Jochen R. Pampel**, Head of Sustainability Services, **KPMG (confirmed)**

Group discussion

9:30 – 10:30 **(2) TURNING GLOBAL SUSTAINABILITY CHALLENGES INTO BUSINESS OPPORTUNITIES**
Moderator: Dr. F. Terry Yosie, CEO and President, World Environment Center (WEC) **(confirmed)**

45 min ***A conversation on how companies find value in assisting society to manage some of the world's major challenges through their core business***

Dr. Roslyn Sayers, VP Sustainability (Customer and Business Models), **Siemens (confirmed)**
Dr. Anne Wallin, Director EH&S and Sustainability, **The Dow Chemical Company Europe (confirmed)**
Ursula Mathar, Head of Sustainable Development, **BMW (invited)**

10 min *Group discussion*

10:30 – 11:00 **COFFEE BREAK**

11:00 – 12:00 **(3) EMERGING PUBLIC HEALTH RISKS – HOW CAN BUSINESS CONTRIBUTE BEST?**
Moderator: Aileen Ionescu-Somers, Director Center for Sustainability Management, IMD Lausanne **(inv.)**

45 min ***A conversation on emerging health challenges such as e.g. new pandemics, spreading of allergies and diabetes and risks from a growing world population***

Dorje Mundle, Global Head of Corporate Citizenship, **Novartis (confirmed)**
Dr. Thomas Zimmer, Senior Vice President Sustainability, **Boehringer Ingelheim (confirmed)**
Marine Buissoniere, Director, Public Health Programme, **Open Society Foundations (invited)**

10 min *Group discussion*

12:00 – 13:15 **GROUP PHOTO AND LUNCH**

13:15 – 14:15 **(4) ECOSYSTEMS IN DECLINE – HOW DOES IT AFFECT BUSINESS?**
Moderator: Gerald Washausen, Director EQ-Corp. Environment, Health & Safety, Merck KGaA **(confirm.)**

45 min ***A conversation on the risks and opportunities for business connected to biodiversity and ecosystem health***

Claus Conzelmann, Vice President for Safety, Health & Environmental Sustainability, **Nestlé (confirmed)**
Paola Kistler, Global practice leader Product Stewardship**, Rio Tinto (confirmed)**
Allard Castelein, Vice President of Environmental affairs, **Shell (invited)**

10 min *Group discussion*

14:15 – 15:15 **(5) HOW TO PREPARE FOR RESOURCE SCARCITY?**
Moderator: Prof. Dr. Armin Reller, Chairman, Environm. Science Center (ESC), Univ. of Augsburg **(conf.)**

45 min ***A conversation on how companies meet the challenge of scarce key resources and price volatility***

Markus Terho, Director of Sustainability Operations, **Nokia (confirmed)**
Christoph Bals, Executive Director, **Germanwatch (confirmed)**
Peter Hajipieris, Chief Technical, Sustainability & External Affairs Officer, **Iglo Foods Group (invited)**

10 min *Group discussion*

15:15 – 15:30 **CLOSING REMARKS**

Dr. Terry F. Yosie, President & CEO, **WEC (confirmed)**
Jochen Rother, Head of Environment & Sustainability Strategy, **Bayer AG (confirmed)**

15:30 **ADJOURNMENT**