



# WORLD FORUM LILLE

RESPONSIBLE ECONOMY

6<sup>th</sup> ÉDITION



**RESPONSIBLE  
COMPANIES**  
**PROFITABLE  
COMPANIES**



**Philippe VASSEUR**  
President of World Forum Lille

"In 2012, World Forum Lille is entering a new era, opening another horizon and setting a new goal.

For the sixth time, the Forum event is hosting actors from the world over who have successfully proven by their best practices that another path is indeed possible, namely that of a responsible economy, combining performance with a respect for individuals and the environment.

Our approach was introduced before the downturn because, as opposed to the opinions of many experts, this crisis was foreseeable and we were convinced at the time that only a responsible approach could stave it off.

Today, there can be no denying that the structural crisis shaking the world marks the end of a system and will usher in a new model that the sixth World Forum Lille must help see to fruition: the Nord-Pas de Calais Regional Council stands steadfast behind its "third industrial revolution", with Jeremy Rifkin this year's guest of honor. Our region is pursuing its pioneering efforts in serving as a "laboratory"; by broadening this scope, all regions across the globe present in Lille November 14th through 16th, 2012 will be participating in this new movement, leading us into the future with hope."

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## WORLD FORUM LILLE TURNS 6: SAME MISSION, HIGHER AMBITIONS

For the sixth straight year, **World Forum Lille is hosting a 3-day gathering to rally international actors of the responsible economy** (corporate leaders, CSR experts, trade union representatives, NGOs, associations, public authorities and students) around constructive discussions and dialogue on best practices in the area of Corporate Social Responsibility, inventoried from throughout the world. By expanding its platform of CSR networks internationally and through contribution in the regional Master Plan project overseen by Jeremy Rifkin, this Forum lays claim as **THE crucible of a responsible world economy**.

Almost 70 CSR Best Practices of committed companies will be showcased during this 6th edition of the forum.

Presided by Philippe Vasseur, former Minister and President of the Nord-Pas de Calais Regional Chamber of Commerce and Industry, and organized by the Réseau Alliances entity, World Forum Lille has set the ambitious **objective of motivating companies to modify their behavior towards a sustainable incorporation of CSR principles\***. Such is the precondition of any model change for tomorrow's economy.



### WORLD FORUM LILLE'S APPROACH IN 4 STEPS:

- STEPS 1** **Identify responsible best practices initiated by companies** of all sizes, all sectors of activity and all geographic zones, with a demonstrated commitment to a responsible approach;
- STEPS 2** **Inspire and convince other companies of the benefits inherent in a CSR strategy** to ensure they adopt these practices or devise new ones better adapted to their challenges;
- STEPS 3** **Provide participants with a set of tangible tools to facilitate the next steps:** documentation, meetings, feedback sessions held among the companies involved;
- STEPS 4** **Connecting participants with other responsible economy actors:** working together, the joint development of a controlled and responsible value chain will be easier to implement.

### WORLD FORUM LILLE AT A GLANCE

**6** successful sessions

Diversity and equal opportunity in the job market (2007)  
Enrich and protect the planet (2008)  
Responsible money (2009)  
The path towards corporate responsibility (2010)  
and Dare to generate value (2011)  
and Responsible companies, profitable companies (2012)

**18 000** participants  
since its creation

**125** conferences  
and workshops, 358 speakers representing  
61 different nationalities

**650** descriptive fact  
sheets on Best Practices available online  
using a trilingual search engine (French,  
English, Spanish), at  
[www.reseau-alliances.org/bonnes-pratiques](http://www.reseau-alliances.org/bonnes-pratiques)

\* Corporate Social Responsibility: designates for World Forum Lille a company's recognition of the need to pursue a sustainable development orientation, according to which the company agrees to assume responsibility for the social and environmental consequences associated with its activity relative to all stakeholders (employees, clients, suppliers, partners, public authorities, etc.).



**RESPONSIBLE  
COMPANIES  
PROFITABLE  
COMPANIES**

**14-15-16  
NOV. 2012  
LILLE GRAND PALAIS**

## AN INVOLVING TOPIC TO FACE THE ECONOMIC CRISIS

*A committed theme: Finding a response to the current crisis*

### CSR: Luxury or necessary evolution for the corporate sector?

The theme chosen for the 2012 World Forum Lille program, "Responsible companies, profitable companies", motivates us to question: during a crisis period, what is the room for overlap between economic development objectives on the one hand and social and environmental demands on the other? At a time when many companies in difficulty would be tempted to abandon their CSR initiatives, considering them of lower priority compared to the short-term urgency of resolving their economic predicament\*, World Forum Lille demonstrates quite the opposite. Through practical examples, companies electing to perform their activities responsibly are indeed able to generate positive financial results and benefits for society at the same time.

If commitment to a responsible approach provides a source of profitability (through innovation, attractiveness, competitiveness, etc.), as many companies interested in pursuing this path have attested\*, then conversely seeking profitability without responsible accompaniment could, over the long run, create risks to an extent of jeopardizing the company's very survival.

Along these lines, Yves de Laromiguière, President of the Supervisory Board of Plage S.A., a medium-sized regional firm, aptly pointed out when discussing challenges the company he founded had to face: **"In this adversity, pushing businesses to their limit, we never once doubted the basics stemming from our CSR commitment, as quite to the contrary these guidelines seem to be more essential and relevant than ever."**

\*As revealed by a survey conducted jointly by Réseau Alliances and the Nord-Pas de Calais Chamber in October 2012 to assess progress in transforming the region's corporate economic model, on the basis of integrating CSR into their strategies and activities. For more information, consult World Forum Lille 2012 for a comprehensive report on this survey, which generated 800 company responses, or visit the sites: [www.worldforum-lille.org](http://www.worldforum-lille.org) and [www.nordpasdecalsais.cci.fr](http://www.nordpasdecalsais.cci.fr).

### Regional companies to receive accolades:

Located in a region renowned as a pioneer of social innovation, World Forum Lille, whose culture has been strongly shaped by an international focus, has decided to shine the spotlight even more brightly in 2012 on the very best in local CSR initiatives.

Thanks to a program format providing for face-to-face exchanges with their foreign counterparts, the area's most celebrated corporate leaders will be at the dais this year sharing their vision of CSR applied at the company scale, from very small businesses to major groups.

Please consult  
the event program  
and for a complete list  
of this year's lineup  
of speakers  
[www.worldforum-lille.org](http://www.worldforum-lille.org)

## INTERNATIONAL PERSPECTIVE FROM LEADING CSR EXPERTS

Backed by its network of experts built over time, World Forum Lille is able to gather the points of view of analysts from the world over, personally involved in implementing CSR practices.



**Habiba  
AL MARASHI**  
President & CEO,  
CSR Arabia Network

Habiba Al Marashi is the president of the Arabia CSR Network, which is a reference network in the Middle East. This is the first time a Middle East representative is present at the World Forum Lille. She previously founded and continues to chair a professional working group – Emirates Environmental Group, pioneered in the UAE. Apart from this she is one of the founders of the Emirates Green Building Council (EmiratesGBC) and serves as a Treasurer to the council. She held the position of a board member of the UN Global Compact since 2006 and successfully completed her term in December 2011. She is also the President of the UN Global Compact Local Network for the GCC States. She is also a member of the Global Reporting Initiative (GRI) Stakeholder Council.



**Walter  
STAHEL**  
Vice Secretary General & Head  
of Risk Management, the Geneva  
Association Research, Switzerland

Walter Stahel is considered as one of the leading experts in the functional economy field. He founded The Product-Life Institute Geneva, major organization on the subject and also is the co-director of the Geneva Association Research. He is visiting professor at the University of Surrey in the UK and professor at Tohoku University in Japan.



**Günter  
PAULI**  
Founder & Director  
of the ZERI,  
South Africa

The ZERI (Zero Emission Research and Initiatives), founded in 1994 by Gunter Pauli, is a global network of researchers and entrepreneurs who use innovation and design to reduce natural environmental impacts of industrial production and consumption. In 2010, Gunter Pauli published *The Blue Economy*, which presents the theories and references practical cases of ZERI. This book is available in 35 languages around the world. Founder of Ecover, he promoted a pioneer dynamic in this business of environmentally friendly cleaning products.



**Eduardo  
ANINAT**  
General Director,  
UNIAPAC foundation,  
Chile

Eduardo directs the foundation created by UNIAPAC 2010. The UNIAPAC is an international Christian leaders and companies association, with 26,000 members worldwide, mainly in Europe and Latin America. Eduardo Aninat was Minister of Finance of Chile, IMF Deputy Managing Director with Michel Camdessus, Chilean Ambassador to Mexico and served on the board of many international companies. He graduated in law from Harvard University.



**Jiang  
XIN**  
Deputy-Secretary,  
China Federation  
of Industrial Economics\*

\*China Federation of Industrial Economics (CFIE) is the largest and most important national industrial federation in China. CFIE's membership includes 150 national industrial and commercial associations and nearly 400 major state-owned companies and joint ventures covering major industries in China. Jiang Xin is the Deputy-Secretary of this federation.



**Klaus  
NIEDERLANDER**  
Europe Director,  
International Co-operative  
Alliance, Germany

Cooperatives Europe is the European region of the International Cooperative Alliance (ICA). The ICA, founded in 1895, unites together the cooperative movement from 90 countries around the world. Its principal role is to promote the cooperative enterprise model and represent the interests of its members towards the international and regional institutions. With a background in investment banking, management consulting and SME development in Africa, Klaus Niederländer was appointed Director of Cooperatives Europe and Regional Director of the International Co-operative Alliance (ICA) in November 2010.



# A CRITICAL TIME TO COALESCE AROUND BUILDING THE ECONOMY OF TOMORROW



## The 3<sup>rd</sup> industrial revolution is taking shape!

The American essayist Jeremy Rifkin, President of the Washington D.C.-based Foundation on Economic Trends, foresees a radical worldwide shift in his latest essay published by Les Liens qui Libèrent under the title: "The Third Industrial Revolution" or "How lateral power is transforming energy, the economy and the world (+ photo of Jeremy Rifkin).

This special World Forum Lille 2012 guest has recently been commissioned by France's Nord-Pas de Calais Regional Council and the Regional Chamber of Commerce and Industry to oversee **a strategic study effort aimed at deploying this "third industrial revolution"**.

By setting the stage for a "Rifkin-inspired Master Plan" to be applied at the regional scale (which represents a first), **the Nord-Pas de Calais Region is staking its claim as a pioneer**, driven by the desire to offer long-term responses to the social and environmental challenges it currently faces.

**World Forum Lille provides a unique showcase for this project by inviting Mr. Rifkin to inaugurate its 6th annual event, on November 14th 2012 at 9 am, during the opening plenary session.** The morning's program will paint a clearer picture of the key stakes surrounding this revolutionary initiative.



Jeremy RIFKIN

### SPOTLIGHT ON THE FORUM PROGRAM

Understanding applications of the "3<sup>rd</sup> industrial revolution": A journey laid out over 3 days  
TURNING THEORY INTO PRACTICE

A series of conferences providing Forum attendees with a close-up of solutions already up and running:

- NOV. 14<sup>TH</sup> 2:30 pm Conference 2D: Transforming transportation services
- NOV. 14<sup>TH</sup> 5 pm Conference 3D: Transitioning to renewable energies
- NOV. 15<sup>TH</sup> 11:30 am Conference 5D: Constructing positive-energy buildings
- NOV. 15<sup>TH</sup> 5 pm Conference 7D: Developing networked energy
- NOV. 16<sup>TH</sup> 11:30 am Conference 9D: Storing energy thanks to hydrogen



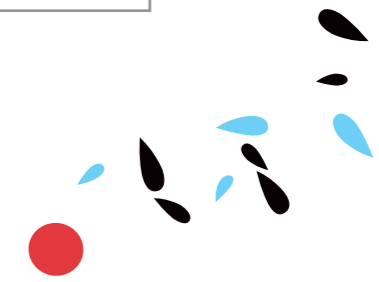
### MILESTONES LEADING TO "THE THIRD INDUSTRIAL REVOLUTION"

#### The Third Industrial Revolution as seen by Jeremy Rifkin

"The overlap of communication using the Internet with renewable energies has sparked a third industrial revolution (TRI). During the 21st century, hundreds of millions of people will be producing their own green energy inside their homes, offices and factories, with the ability to share output amongst themselves over smart distributed energy networks - on the inter-network - in the exact same way that today they're creating their own information and sharing it on the Internet."

Each of the first two economic revolutions were stimulated by new communication technologies and innovative energy systems. The Internet and renewable energies have now converged to lay the groundwork for the third industrial revolution, that of the 21st century.

- 1 Renewable energies as a new economic and environmental solution
- 2 Intelligent architecture: Each building transformed into a miniature energy-producing power plant
- 3 Storing energy inside infrastructure and buildings
- 4 The "Smart Grid": Energy networks styled after the model of the Internet, with energy surpluses capable of being purchased or sold over a network.
- 5 Development of hybrid cars also connected to the Smart Grid network.



## A CRITICAL TIME

# TO COALESCE AROUND BUILDING THE ECONOMY OF TOMORROW

European launching of the G.U.S.:  
the sustainable development in action !

### Definition and objectives

The Global Union for Sustainability is a "union of companies, organizations and individuals who have publicly committed themselves to conduct basic, practical and measurable actions, complete with a set of relevant indicators, for the purpose of advancing sustainable development themes."

The underlying objective is to compile the greatest number of commitments possible, in order to wield a power of influence over economic actors, organizations and public authorities.

A collaborative platform is currently being assembled; the first version will be released during the World Forum Lille gathering to collect initial commitments.

### The G.U.S. was developed in the World Forum Lille and was born in Rio+20...

The Global Union for Sustainability was officially launched on June 22nd, 2012 as part of the Rio Earth Summit proceedings and sponsored by the Ethos Institute, an important CSR network in Brazil, with the support of numerous organizations, including World Forum Lille and the Global Compact.

After thought, the GUS idea was conceived during the World Forum Lille in 2011 and then we realized that the business industry sensitization and accompaniment are not enough in the CSR.

In addition, the Ethos difficulties are making pressure to Brazilian government to push for some reforms in favor to a responsibly economy.

The establishment of common commitments could allow the pickup of the process and play an important role of lobbying. The Alliances Network, with the World Forum Lille, is committed to promoting this initiative throughout its networks. The 2012 World Forum Lille event will attract considerable attention, especially during the closing session, which will feature many statements of deep and powerful commitments.

### Historical closing session

In the first rang we found the commitments expected for this occasion. The World Forum count with a lot regional actors, like public and private partners and some others very important personalities of the regional territory:

Christophe BONDUELLE, Président Directeur Général, Bonduelle,  
Hervé BORGOLTZ, Président Directeur Général, DBT,  
Christophe CAPPE, Président du Directoire, Groupe SIA,  
René CARPENTIER, Délégué Régional, GDF-Suez,  
Myriam CAU, Vice-Présidente Développement Durable, Région Nord Pas de Calais,  
Etienne CORTEEL, Délégué Régional EDF,  
Alain DENIZOT, Président du Directoire, Caisse d'Epargne Nord France Europe,  
Fabien DERVILLE, Directeur Général Nouvelles Mobilités, Mobivia Groupe,  
Jean DUFOREST, Président Directeur Général, idgroup,  
Jean-François DUTILLEUL, Président du Directoire, Rabot Dutilleul,  
Pierre GIORGINI, Président Recteur de l'Université Catholique de Lille,  
Denis GUIBARD, Vice-Président du C3D, Directeur Développement Durable,  
Groupe Orange,

Jacques GOUNON, Président Directeur Général, Eurotunnel,  
Hervé KNECHT, Président Directeur Général, Altereos,  
Hervé LANCO, Directeur Général, Transpole,  
Jean Michel LEHEMBRE, Président Directeur Général, CVP France,  
Thierry NOESEN, Président Directeur Général, Belvas, Belgique,  
Olivier OGER, Directeur Général, EDHEC Business School,  
Hubert VAN ROBAIS, Président Directeur Général, Publicis Activ Lille,  
Alain Van VYVE, Vice-Président, TOYOTA Motor Manufacturing France,  
Stéphane WILMOTTE, Directeur des Ressources Humaines,  
Electrodepot...

And many others...

## GO TO GUS:

# INSTRUCTIONS ON USING

### PARTICIPATION DETAILS

To become a member, it's simply necessary to adopt the GUS principles and announce a commitment, which describes the actions, measurement indicators and timeline for achieving the announced commitments (not to exceed four years).

These commitments are published on the GUS Website.

The governance of the Global Union for Sustainability is hold by a global steering committee and an executive secretariat, opened to any organization seeking to exercise greater involvement.

#### Further information on:

[www.globalunionforsustainability.org](http://www.globalunionforsustainability.org)

The official Website to announce a commitment  
or to consult all the Launching on November, 14!

### Why participate?

Because it has become urgent to act and transform our current economic models

Because GUS offers all participants, regardless of responsibilities, resources and power of influence, the possibility to contribute at one's own level yet benefit from the momentum generated by the other members.

### PRINCIPLES

Commitment  
Effectiveness  
Pluralism  
Autonomy  
Convergence  
Exemplary  
Transformation  
Solidarity

### THE GUS AT WORLD FORUM LILLE 2012

Every day, a lunch with GUS members to fully understand how and why engage in this movement.

During the 3 days, come and ask your questions at the Réseau Alliances Corner at the heart of the Village and capture your spontaneous commitments!

## A GLIMPSE AT THE PROGRAM

From « Success Stories » to tomorrow's best practices

Through reliance on a variety of formats to meet all expectations\*, World Forum Lille is intent on providing the keys to a viable strategy along with successful applications of CSR by focusing on 4 topics, each occupying a half-day session spread over the Forum's 3-day program. Here are the details of the sequence selection and round tables proposed for participants to better understand new concepts and promote CSR within a company setting.

A complete list of round tables and thematic lunches is available both in the event catalogue and on [www.worldforum-lille.org/en](http://www.worldforum-lille.org/en)

### Half-day session: SUSTAINABLE MARKETING

Wednesday: November 14<sup>th</sup>, 2012 - Afternoon

Focus on:

#### path leading to an Economy of Functionality (1 - 6:30 pm)

Drawing from one of the Réseau Alliances' areas of expertise, this sequence serves to grasp the fundamental challenges inherent in an economy based on the sale of a service or use of a product, and no longer on just product sales. Such a focus allows understanding the tangible opportunities made available thanks to this very robust and appealing new concept: conservation of resources, raw materials and energy; a novel approach to collaborating with stakeholders; targeted responses to better match client expectations; refined localization of employment; and renewed regional impetus.

#### PROGRAM

2:30 - 4 pm

**Understanding of the concept** during the conference on: "Optimizing the use of goods and services, while reducing resource and energy consumption".

4:15 - 4:45 pm

**"Meeting with" Nicolas DURAN**, Manager of Audio Vidéo Nord (AVN). Opportunities and obstacles in transitioning to an economy of functionality.

5 - 6:30 pm

**Best Practices session:** "Economy of functionality: Practical cases".

### COMPANY CASE STUDIES

2:30 pm

**2B - Consumers: follow or anticipate them? And how to convince them?** **Matthieu LAMBEAUX**, CEO President, FINDUS South of Europe, France

The Findus Group is a multinational food business based in the UK and with operations around Europe. Brands are Findus, Young's Seafood and The Seafood Company, which products are estimated to be consumed by 20 million people on average every week. Active commitment is given to good nutrition and sustainability. Since almost 2 years, Matthieu Lambeaux leads Findus business in Southern Europe and has great experience in consumer goods for leading brands.

5 pm

**3A - Functional Economy II: case studies**  
**Ruben VAN DOORN**, Manager Operations, Turntoo, Netherlands  
Turntoo is a revolutionary project in terms of functional economy, refocusing the design and offers development work of the architect according to building performance level desired by the client, and involving suppliers which have changed their products to suit the project. Ruben recently joint Turntoo to manage operations.

### THEMATIC LUNCHES, with topics including:

1 pm

**Topic: May the force of "Co"** (as in Collaboration) be with you! Organized and hosted by Anne-Sophie Novel and Stéphane Riot, co-authors of "Living the 'co-revolution': Heading towards a more collaborative society". With the attendance of Edwin Mootoosamy, Co-founder of OuiShare - Creative community of the collaborative economy. A discussion on how to reinvent society through a new sharing dynamic: collaborative consumption, economy of functionality, NGO - corporation co-creation, radical collaboration, etc. A great opportunity to learn more about the "co-lab" and its impact on the world.

1 pm

Lunch / SME challenge: **Making the transition to an economy of functionality.** Organized among company directors, experts and students; hosted by Réseau Alliances and France's Center for Young Managers.

### Half-day session: CORPORATE MODELS

Thursday: November 15<sup>th</sup>, 2011 - Morning

Which model transformations must today's company anticipate in order to efficiently integrate CSR practices into its activity? From cooperative ventures, showcased by the U.N. as the international theme for year 2012, to the latest types of corporate charters and bylaws, as illustrated by Benefit Corporations, this year's World Forum Lille proposes a detailed examination.

### CAS D'ENTREPRISES

9 am

**4C - Companies and the BoP (Base of the Pyramid) market: creating value for the poorest segment of the world's population**

**Yukoh SATAKE**, CEO of Grameen Yukiguni Maitake Ltd, Japan  
Yukiguni Maitake Co. is a leading agro-company in Japan. Thanks to a joint venture agreement with Grameen Krishi Foundation (GKF) they produce high quality mung beans in Bangladesh as a social business policy. Yukoh Satake is Senior Managing Director of Yukiguni Maitake Co and co-CEO of Grameen Yukiguni Maitake Co. Prior Yukiguni Maitake, Mr. Satake worked 19 years in the securities business and in addition he co-founded a successful parking lots management company.

11:30 am

**5C - Co-operatives, attractive corporate models: Spotlight for the International Year of Co-operatives**

**Mariano GLAS**, Supermarkets Deputy Director, Cooperativa Obrera (Argentina)  
Cooperativa Obrera is a non-profit institution established to lend economic, social and cultural services to his partners. Today it is the second most important Co-operative society in Latin America with more than three thousand employees and more than a million partners.

### THEMATIC LUNCHES,

including:

1 pm

**Restore the ethics more ludic and hard-hitting for your collaborators**

Organized and presented in cooperation with Nicomak  
The ethics is defined like the practice of the values of an organization by the members who compose it. It is an instrument of risk and quality management, the attraction and the retention of talents and even marketing. Ethics isn't a philosophy object anymore but a practical tool for a better management and for a stronger competitiveness.

1 pm

**Company creation, driven by international ambitions and CSR**

Organized and hosted in partnership with the Réseau Entreprendre Nord regional business network. Intended for company founders and corporate leaders and devoted to the following questions: "Creating abroad by encompassing CSR principles: A realistic blend? Can a future SME overlook CSR?"

\*Plenary, Conference, BP Session, Workshop, Meeting with, Thematic lunch (see details of the various formats proposed in the World Forum Lille 2012 Visitor's Guide)

## A GLIMPSE AT THE PROGRAM

From « Success Stories » to tomorrow's best practices

### Half-day session: GOVERNANCE AND MANAGEMENT

Thursday, November 15<sup>th</sup> - Afternoon

Focus on:

#### The company and its human resources sequence

Changing the company's workplace organization can help improve the quality of life among employees, raise their level of company loyalty and enhance overall performance. A path dedicated for next-generation executives and truly human resource managers.

#### PROGRAM

2:30 - 4 pm

International Best Practices session "**6C - Management 2.0**". Current management practices are not adapted to cope with the next generation's economic challenges and expectations! How to function in a networked environment in a spirit of trust to ensure that each individual talent can be expressed to benefit the collective intelligence?

4:15 - 4:45 pm

**Meeting With Stéphane Brabant**, from idgroup. A company shares its experience in **telecommuting**: solutions for reconciling employees' professional careers with their personal lives?

4:45 - 6:30 pm

**Workshop on remote working arrangements.** Experience-sharing with Flexineo and Réseau Alliances, experts on the latest innovations in workplace organization.

#### CLOSE-UP

From 2:30 to 7 pm, a Performance Diversity Forum reserved for professionals, organized by the Exchange Network and hosted by Réseau Alliances. What's the aim? Rally the various actors in a fight against discrimination, as a means of streamlining companies' commitment to diversity.

### COMPANY CASE STUDIES

2:30 pm

**6A - Diversity measurements.** Serge FORTIN, Chief of Global Compensation, Société de transport de Montréal, Canada. Leader of the Public transportation sector, the STM provides 85% of all public transit trips in Québec and plays a key role in structuring Montreal's economic and social development. Serge joined the group in 2007 and is considered by his peers as a pioneer in diversity promotion.

2:30 pm

**6C - Management 2.0 : combining collective intelligence and collaborative efforts on behalf of teams' well-being and company performance.** Ron CAOUIA, Director Business Intelligence, Morning Star Company, US. Created in 1970, Morningstar is a world-leading food processing company that produces tomato products and services. It has developed a fully self-managed process based on the Colleague Letter of Understanding. Since 2007, Ron CAOUIA is the director of Business intelligence department and developed the CLOU software.

5 pm

**7C - The Media and CSR: stakeholders relationships** Riikka POUKKA, CR Manager, Alma Media, Finland. Alma Media is the leading Nordic media company in the field of corporate responsibility and sustainability, indicated by, for example, the company's success in Carbon Disclosure Project, the global climate initiative. Riikka Poukka is its Corporate Responsibility Manager. Since 2009, she has been responsible for developing Alma Media's sustainability and later for creating and managing its Sustainable media program. She has also been actively involved in promoting the sustainability of the Finnish and Nordic media through different networks and industry organizations.

#### Thematic lunches, including:

1 pm

**Thematic lunch "Outside-the-box management practices":** Exchanges held on the inspiring "Employees first" management practice and its implementation by HCL Technologies in favor of stimulating autonomy, responsibility and employee recognition initiatives.

16<sup>th</sup> 1 pm

As an extension to management discussions, **on Friday the 16th**, from 1 to 2 pm: Thematic lunch hosted by the ORSE observatory on **SME managers handling their parental responsibilities**: round table among SME managers on solutions for balancing the roles of father and boss.

### Half-day session: RESPONSIBLE PURCHASING

Friday, November 16<sup>th</sup> - morning

Focus on:

#### "Responsible Purchasing" sequence (9 am - 2:30 pm)

The inclusion of CSR in the Procurement process offers the possibility of strengthening risk management approaches, consolidate client-supplier relations and beat the competition. Structured around many testimonials as a guide along this path, companies are given the opportunity to enter into a sustainable and joint collaboration with their suppliers, thus involving buyers and all ancillary departments in their adopted strategy.

### COMPANY CASE STUDIES

9 am

**8C - Responsible purchasing: optimizing the supply chain.** Jef PEETERS, Director External Supply Integration EH&S<sup>2</sup>, Janssen Pharmaceutica NV, Belgium

Janssen Pharmaceuticals Inc., a pharmaceutical company of Johnson & Johnson, provides medicines for an array of health concerns in several therapeutic areas. Jef Peeters manages processes and assurance programs to support External Manufacturing sites and suppliers worldwide and to assure environment, health and safety and sustainability (EH&S<sup>2</sup>) standards are achieved and maintained at third-party manufacturers. Jef joined Janssen in 2005 as senior manager.

9 am

**8B - Responsible purchasing: promoting local purchasing policy.** Alexandre BRUNET, Founder & Director, Alimentation 5 sens, Canada. Alexandre Brunet came in 2010 at the World Forum Lille to present Alimentation 5 sense for which he is president. The company is specialized in organic pizza made with local ingredients. This young 35 year old entrepreneur wants to become the Quebec reference, if not North American, for thin crust frozen pizzas. He comes back two years later to present the success of the project and to prove that responsibility rhymes with profitability.

11h30

**8D - Integrated reporting : explaining the value creation process over the long run.** William HUGHES, CEO, Impala Clothing, South Africa. William Hughes founded and manages Impahla clothing, a medium-sized textile 190 employees and supplier of Puma with which he developed a relationship of trust based on the values CSR. Impahla is one of the first SME to publish an integrated report (combining financial data with those of sustainable development).

#### THEMATIC LUNCHES, including:

1 pm

##### Solidarity-driven and humane purchasing

Organized and hosted in partnership with the regional APES (Actors for a Solidarity-based Economy) network, comprising goods and services suppliers respectful of the principles of solidarity.

1 pm

##### User's guide for value-added purchases with providers

Organized and hosted by Réseau Alliances and RSE and Development. How to collaborate with my providers for them to contribute to global company performance? An occasion for professionals to exchange notes on Best Practices in Responsible Purchasing.

A complete list of round tables and thematic lunches is available both in the event catalogue and on [www.worldforum-lille.org/en](http://www.worldforum-lille.org/en)

## A NETWORKED FORUM NOW BETTER CONNECTED THAN EVER

### An international networking platform in order to work with companies

Since its origin, World Forum Lille\* has relied on a vast network of CSR organizations and experts assembled over the course of the various Forum events, giving rise to the possibility of:

- identifying best CSR practices from across the world and, consequently, enrich the Forum's database intended for professionals (for consultation at: <http://www.reseau-alliances.org/bonnes-pratiques>); entries are catalogued according to the 7 key questions listed in the ISO 26000 reference standard for international CSR application;
- jointly developing the annual event's program with a selection of partner networks;
- adding to the research topics addressed by the think tank (World Forum Lille Institute);
- participating in exchanges on the global state of CSR and proposing comprehensive solutions.

\*recently member of CSR Europe network



### PROGRAM

Given this network's expanding popularity and pursuit of new opportunities for cooperation among its members, World Forum Lille has planned a special gathering.

On November 16th from 11:30 am to 1 pm, a session open to the public will set the stage to introduce **the new networks World Forum Lille** has for the 1st time brought to Lille, such as the **Arabia CSR Network, Global Compact Indonesia and "Kilimanjaro"**, an African network for managers of initiatives involving CSR and sustainable development (to be launched this November 21st and 22nd in Tunis by Thierry Téné, founder of the African CSR Institute). 30 international networks will be present. This session will be followed by a private lunch reserved for the event's partner CSR networks and intended to create new synergies and stimulate productive collaborative ventures.

A number of **unique sessions, e.g. a status check of CSR in China** (on Nov. 14th at 5 pm) will benefit from the presence of a more extensive Chinese delegation than in 2011 featuring this country's leading economic actors, including the Chinese National Federation of Industries, representing the captains of Chinese industry.

Among the range of possible action paths chosen this year, World Forum Lille will be proposing to the organizations in attendance:

- **membership of each network in the Global Union for Sustainability** (see page 8);
- **an evaluation of the merits of extending the initiative sponsored by the Group of Friends of Paragraph 47 to non-governmental members**, with the date of November 15th set for this Group to meet in preparation of the upcoming exchange (see press release included in the Appendices, page 22). This past June 20th, upon conclusion of the Rio+20 Conference on Sustainable Development, South Africa, Brazil, Denmark and France formed the Group of Friends of Paragraph 47 in favor of adopting a protocol for corporate reporting on the issue of sustainable development.

As an illustration of this opening onto the international stage, a **special lunch based on the theme "Around the World Forum Lille"** will offer a CSR discovery tour covering the globe: highly advised for companies looking to develop their activities in the targeted geographic zones.

### DES DÉJEUNERS THÉMATIQUES

1 pm

#### CSR in the Arab world

(Middle East and Eastern Africa)  
Organized and hosted in exclusive partnership with Habiba AL MARASHI, President of the Arabia CSR Network.

1 pm

#### CSR in Russia (and in other former Warsaw Pact countries)

Organized and hosted in partnership with the CSR Russian Center.

1 pm

#### CSR across the African continent

Organized and hosted in partnership with Thierry Téné, co-founder of the African CSR Institute  
With the participation of Alexandre WONG, Head of the " Francophone RSO" project LES JARDINS DE LA CITE ("Inner city gardens").

1 pm

#### CSR in India: The Diwali Celebration

Organized and moderated in partnership with Rajendra Shende, founder of the Terre Policy Center  
This year's World Forum Lille event coincides with the Indian festival of lights known as "Diwali", which celebrates the victory of Good over Evil and light over darkness. India's CSR movement is currently transitioning from "Good" to "Better". The proliferation of CSR-dedicated approaches highlights the movement's social transformation and shared values. A festive occasion to reflect upon...



### "ALSO HAPPENING AT THE WORLD FORUM LILLE..."

In addition, World Forum Lille 2012 serves as the backdrop for proposing **some special round tables and a few side events running parallel to the Forum's program.**

**The Forum will also provide the venue for dedicated workshops organized by topic area.**

The world-renowned consultant Utopies, founded and presided by Elisabeth Laville, will lead the workshop explaining **how to rely upon stakeholders in order to bolster CSR strategy. In a support capacity, the online resource platform "Critical Friends International"**, created with Accountability (Nov. 14<sup>th</sup>, afternoon session).

**APDC (the Association of Professionals and Managers in Accounting) and the auditing firm KPMG will jointly host a workshop for experts entitled: "Article 225 of the Grenelle II Law: An opportunity for companies - Impacts on their environmental, social and societal reporting"** (Nov. 15<sup>th</sup> at 5 pm).







## A PATHWAY FOR YOUNG ENTREPRENEURS



As the future of our economy, today's youth - students or young entrepreneurs - plays a very special role at World Forum Lille 2012. A dedicated Youth Day program, space set aside just for them, their seat at the debates and workshops, followed by a write-up of session summaries, will provide our young attendees with the opportunity to be an integral part of the proceedings to reflect on new orientations for tomorrow's economy.

### Young people: Active participants at the World Forum Lille 2012 event

#### A contribution to Forum resources prior to the actual gathering

- Throughout the year, best corporate practices fact sheets have been written in collaboration with IAE students and those following the Humanity Label ("Label Humanité") track.
- Beginning in September, a close working relationship was initiated with professors from our partner professional schools and universities on the topics of World Forum Lille 2012 workshops. In this manner, advance preparation was completed for the Media CSR workshop in collaboration with the Students' Junior Council at Sciences Po-Lille.
- 3rd-year students at Lille's EDHEC Business School, trained by a professional journalist, will be responsible for writing and posting summaries of all workshop and conference proceedings.
- Brief recaps of the thematic lunches will be provided by Sciences Po-Lille Junior Enterprise association's student members.

#### Full participation at the event

- Once again this year, many young volunteers will be making valuable contributions at the venue over the 3-day Forum: reception, accompaniment of guests and speakers, working the social network, etc.
- The IESEG school's GreenPhone association is organizing, in conjunction with the operator Orange, a "Cell phone recycling" campaign.
- Students with the School of Second Chances are on hand to assist visitors sort their waste thanks to special waste bins furnished by Elise.
- Village decoration has been commissioned to 6 architecture students from the St Luc School.

Thursday, November 15<sup>th</sup>

### Special day dedicated to Young Entrepreneurs

A tailored program and a space reserved for exchanges "The Young Entrepreneurs' Space", a regular setting for speeches by various student associations and projects. Between two workshops, the Forum's younger attendees will have a place to meet, share notes, converse, network and find inspiration in advancing their personal projects.

#### From 10:30 am to 5 pm, student associations will be making presentations, featuring:

- **The "Hold-Up Make Sense" Workshop (9 - 10:30)**  
Led by 5 coordinators from the Make Sense worldwide network of "gangsters" collaborating to resolve challenges facing social media entrepreneurs.
- **Entrepreneurial spirit (10:30 - 11:15)**  
The Esprits d'Entreprises association of corporate shareholders-directors committed to promoting business and business values.
- **Entrepreneurs' Planet (HEC) (4 - 4:45)**  
Measuring one's impact: A critical consideration for all social entrepreneurs. This project was launched in 2009 based on the desire of a business school's student body to advance an alternative vision of the company and its performance.



## THE FORUM VILLAGE, A SPACE DEDICATED TO NETWORKING AMONG RESPONSIBLE ACTORS

The Forum's heart and soul, this Village is THE PLACE for engaging in exchanges!

At each break in the day's program, the opportunity is offered to: further discussions with session speakers, meet local actors of the responsible economy, expand one's network, purchase books signed by their authors participating at the event.

The Village is the setting for lunches planned around a selected topic or spontaneously decided among participants.

### NEW AT THE 2012 FORUM

#### • The "Meeting with" series

Upon completion of each Best Practices conference and session, speakers follow up their presentations by hosting a dialogue at the Village space identified by the letter in their session title (e.g. 4A conference speakers will be pleased to greet auditors at the Village space marked "A"). Participants are invited to join the speaker for face-to-face meetings. During each program break, regional companies stage their CSR Best Practices using various 30-minute formats as a means of exposing their innovative projects.

#### • Series of thematic lunches (reservations required)

Hosted by an expert and devoted to a specific topic, 8 thematic lunches are held every day, allowing professionals to pursue their discussions in a more intimate setting. A bar-restaurant serving organic fare, called the "Meeting Café", is also available in the middle of the Village, a perfect spot for informal networking lunches.

### THE "MUST-SEES"

- **The Tirloy Bookstore stand** in the main section of the Village proposes a selection of books as well as signing sessions, providing the occasion to meet the authors (Jeremy Rifkin, Günter Pauli, Emmanuel Druon, among others). The signing schedule is posted onsite.
- **The stand hosted by Réseau Alliances** welcomes entrepreneurs, to accompany them in their various CSR-related steps: tests, training, evaluations, application of Best Practices.
- Interactive discovery of Best Practices: **A tactile table demonstration** available to all participants allows getting acquainted with our Best Practices search engine.

### THE VILLAGE EXTRAS

- Orange, a World Forum Lille partner, is committed to recycling cell phones. Dispose of used phones at the station set up in the partner company display area.
- **Waste sorting** is a critical component to any responsible event! Coaches from the School of Second Chances specially trained by Elise, World Forum Lille's selective sorting partner, are on hand to guide participants in managing their waste.

## RÉSEAU ALLIANCES : TAKING THE CSR APPROACH TO THE NEXT LEVEL WITH RÉSEAU ALLIANCES

Created in 1993, Réseau Alliances supports companies in their CSR efforts, from strategy-building to action plans:

- Identification of activity-related impacts with respect to Sustainable Development
- Integration and supervision of the responsible approach
- Effective communication regarding CSR commitments.

Working in close collaboration with the main regional actors from both the public and private sector, Réseau Alliances proposes: diagnoses, training sessions, CSR action plan coordination, Best Practices feedback workshops, and thematic forums dedicated to key CSR issues.

At this year's event, in order to illustrate the Best Practices inventoried throughout the year among businesses operating in the region, World Forum Lille 2012 has fully incorporated the 4 areas of expertise championed by Réseau Alliances into its event program, i.e.: **Diversity and insertion**  
**Mobility**  
**Sustainable marketing**  
**Responsible purchasing.**

### An expertise built over time to benefit local corporations, for the purpose of:

- 1 Informing, inspiring:** Thanks to the Responsible Economy Trophy awards, World Forum Lille, CSR Best Practice fact sheets, partnerships among Sustainable Development actors
- 2 Deciding, getting involved and acting:** Diagnostic assessments provided with the I Nove You innovation tool, CSR strategy evaluation, membership in the Global Union for Sustainability (GUS), a methodology accessible for very small to medium-sized companies.
- 3 Gaining skills:** Integration of CSR principles into the Purchasing process, Sustainable strategic marketing, Sustainable mobility, Diversity and Professional insertion.
- 4 Energizing the CSR approach:** By mobilizing stakeholders, the workforce integration of troubled youth (sponsored by Dynamic Hiring Groups), staff accompaniment.
- 5 Showcasing and sharing:** Spotlight on the Responsible Economy Trophies, forums and workshops of Best Practice exchanges, generation of a Sustainable Development report.

### The Réseau Alliances stand placed in the Village proposes to its visitors:

- documentation on the Réseau Alliances network association
- operational solutions aimed at producing sustainable growth adapted to the challenges, size and sector of activity of each participating company
- referencing of experts in all 4 of the association's fields of CSR expertise
- a multi-touch table featuring a trilingual Best Practices search engine, accessible without restriction at: <http://www.reseau-alliances.org/bonnes-pratiques/moteur-de-recherche.html>



Réseau Alliances, the Nord-Pas de Calais' key CSR player

- Committed to the cause since 1993, with over 200 members
- Enjoys close ties with the region's major public and private-sector actors
- Sponsor of a Think Tank on CSR organized through the World Forum Lille Institute
- Organizer of the Responsible Economy Trophy ceremony and World Forum Lille event

## CSR BEST PRACTICES IDENTIFIED ALL OVER THE YEAR IN FRANCE AND IN THE WORLD

### WHAT DO WE CALL A «BEST PRACTICE»?

A Best Practice is a corporate voluntary and sustainable action which goes beyond legal obligations and both:

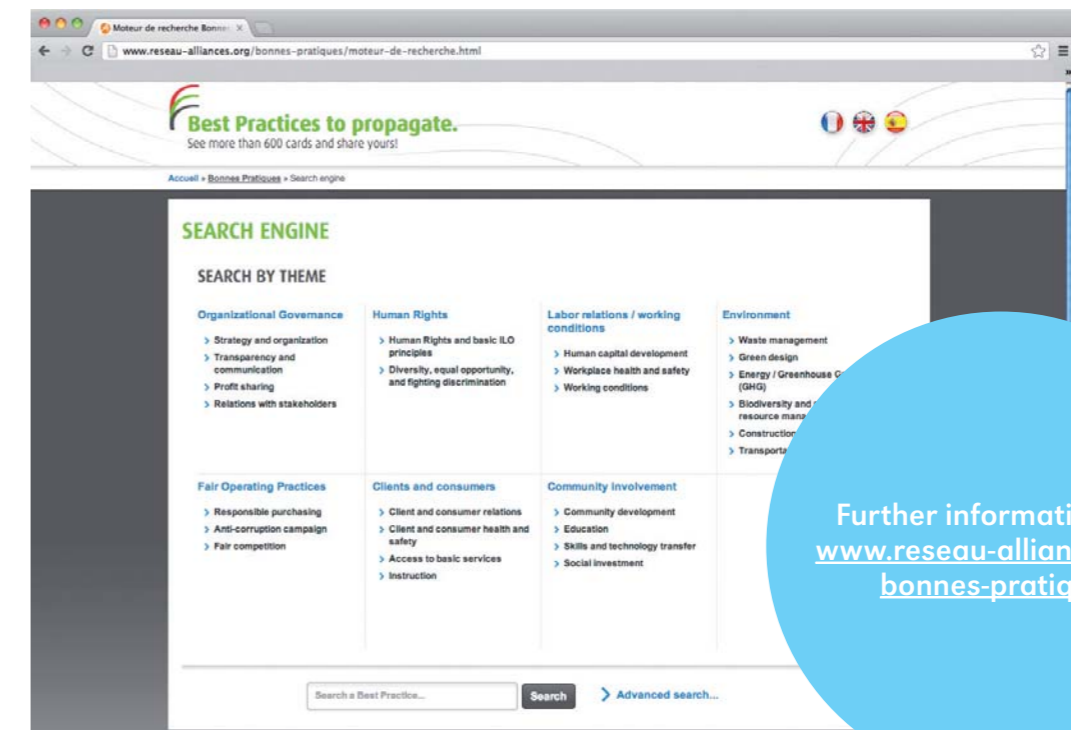
- Contributes to the economic performance of the company
- Generates social, environmental and governance benefits.

World Forum Lille aims to highlight practical examples of Good Practices carried out worldwide to encourage the transmission by example. By spreading these actions which are beneficial for the whole society and profitable for companies, World Forum Lille seeks to exhort all economic actors to be inspired and work toward a more responsible economy.

### WHERE TO FIND THEM?

During the three days of World Forum Lille:

- Live with the testimony of economic actors of Best Practices, during conferences, Best Practices sessions, and "Meeting with" local stakeholders who will be speaking during the breaks in the Village.
- On the dedicated interactive terminal in the heart of the Village. Throughout the year on the international online search engine of Best Practices: 650 Best Practices are classified according to the Réseau Alliances' framework inspired by the seven core issues of ISO 26000, the international reference for Corporate Social Responsibility. A trilingual tool available in French, English, Spanish (since 2012, thanks to a partnership with Forum Empresa).



Further information on :  
[www.reseau-alliances.org/bonnes-pratiques](http://www.reseau-alliances.org/bonnes-pratiques)

## MEETING WITH COMMITTED PARTNERS

Meet the World Forum Lille' partners will during 3 days in The Forum Village, conferences, BP sessions and workshops to exchange about their CSR commitments and best practices.



### NEW

In 2012, the Alliances Network accompanied its event partners with the formalization of their detailed CSR approach (that was done thanks to seven questions done by ISO 26000) and at the same time identified their best practices.

#### Organized by



#### Public Partners



#### Great Partners



#### Partners



## THE SAID IT...

### Damien DELEPLANQUE Groupe ADEO Chief Executive Officer

"In addition to economic criteria, a company's performance includes a set of social and environmental performance criteria. Our profitability depends on the credibility we've been able to generate through matching our corporate actions with our CSR commitments."

### André RENAUDIN Chief Executive Officer of AG2R LA MONDIALE

"Providing for social protection with a governance entrusted to policyholder representatives, AG2R LA MONDIALE reconciles risk coverage, respect of financial commitments and solidarity-based actions in favor of an optimized service delivered to members."

### Arnaud Mulliez Chairman of Auchan France

"Against an uncertain economic and social backdrop, we feel that the commitment with respect to our employees, the environment, our partners, customers and residents of zones adjacent to our locations constitutes an advantage for both our customers and our future."

### Françoise GUERIN Director of Human Resources, PAUL

"Because a company's performance goals can only be achieved over the long term with effective staff contribution, we promote a Human Resources policy aimed at eliminating all forms of discrimination, whether it be ethnic, social or cultural..."

### Patrick SEGHIN

Damartex Executive Board President

"I'm convinced that by adopting values inspired by the principles of a responsible economy, each company can seize opportunities to optimize its business model. As is the case everywhere, creativity is essential to achieving objectives."

### Henri PROGLIO

Chairman and Chief Executive Officer of the EDF Group

"Responsible industrial company, Responsible employer, Responsible partner, all over the world, EDF Group commits to develop and to conduct its activities with due respect for environment and the Group's stakeholders."

### Jacques GOUNON

Chairman and Chief Executive officer, EUROTUNNEL

"CSR has always been and remains a core priority for Eurotunnel: Our priority in regard to safety and service quality, our environmental and energy performance and our high standards in social issues are proof of that continuing commitment."

### Jean DUFORST

Chief Executive Officer idgroup

"A responsible corporation, and one seeking high performance, is a corporation that empowers its entire workforce with leadership, boosting energy and creating added value to serve humanity itself."

### Jean-Luc DECORNOY, Chairman of KPMG S.A.

"At a time when local citizens are seeking to become responsible actors in their consumption and investment patterns, a corporation's social mission offers not just a comparative advantage but also a fundamental condition for its own sustainability and growth."

### Jacques HARDOIN

Chief Executive of the La Voix Group

"While focusing efforts on expanding its core activity, the company that opts to invest in human capital and environmental protection procures a sustainable competitive advantage that serves as a source of profitability."

### Stéphane RICHARD

CEO of France Télécom-Orange

"Through our mission to share the benefits of the digital world with the greatest possible number of people, and through our presence in both developed and emerging countries, our Group measures the importance of its impact and its responsibility towards society; our employees, our partners, and society as a whole are the drivers of our development."

### Yves CLAUDE

Chief Executive of Oxylane

"At Oxylane, the company creates value while pursuing a responsibility-driven approach. This is what we call "creating value in the plural"; it entails generating long-term value for our shareholders, employees, clients and partners in a way that respects our environment."

### Jean-François DUTILLEUL

Chairman of Rabot Dutilleul Group

"To ensure our company's sustainable and socially responsible growth, our business plan is based on a vision: to enable all users of our buildings in whatever capacity to benefit from enhanced short- and long-term social and environmental well-being."

### Guillaume PEPY

SNCF President

"In facing the major challenges of our day, SNCF sees in each societal shift an opportunity to build a more efficient rail system, one that offers: long-lasting utility to our customers, job satisfaction for our employees, value creation, corporate momentum, and a stronger social bond."

### Hervé LANCO

Chief Executive, TRANSPOLE

"It would be irresponsible for a company to renege on profitability: its viability is at stake. On the other hand, a company that chooses not to be responsible will not be profitable for very long. Transpole's responsible approach has greatly contributed to its contract renewals."

...  
More testimonies  
of our partners in the event  
program



## APPENDIX

Press release – September 17, 2012

### First meeting of the Group of Friends of Paragraph 47 on Corporate Sustainability Reporting

In Rio de Janeiro, on June 20th, a group of governments came together in an initiative to commit to corporate sustainability reporting, in support of Paragraph 47 of the UN Conference on Sustainable Development – Rio+20 – outcome document. Brazil, Denmark, France and South Africa formed the ‘group of friends of paragraph 47’ to advance corporate sustainability reporting. They invited the United Nations Environment PROGRAM (UNEP) and the Global Reporting Initiative (GRI) to support them.

#### Paragraph 47 states :

We acknowledge the importance of corporate sustainability reporting and encourage companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle. We encourage industry, interested governments as well as relevant stakeholders with the support of the UN system, as appropriate, to develop models for best practice and facilitate action for the integration of sustainability reporting, taking into account the experiences of already existing frameworks, and paying particular attention to the needs of developing countries, including for capacity building.

#### The Group held its first (telephone) conference on Friday 31th of August, with the participation of:

##### Member countries:

###### • Brazil

Ms. Ana Maria Vieira dos Santos Neto,  
Ms. Carla Miranda,  
Ms. Mariana Roberta da Silva  
(Ministry of Environment)

###### • Denmark

Mr. Victor Kjaer,  
Rune Gottlieb Skovgaard (Ministry of Business and Growth - Danish Business Authority)

###### • France

Ms. Catherine Larrieu ,  
Ms. Genevieve Besse (Ministry of Ecology, Sustainable Development and Energy),  
Mr. Michel Doucin (Ministry of Foreign and European Affairs, Ambassador for CSR)

###### • South Africa

Ms. Dorah Nteo (Ministry of Environment) had to apologize due to a sudden private problem but asked GRI to express the strong support of her government to the initiative

##### Secretariat:

• Global Reporting Initiative (GRI):  
Ms. Teresa Fogelberg, Mr. Pietro Bertazzi

• United Nations Environment PROGRAM (UNEP):  
Ms. Elisa Tonda,  
Ms. Garrette Clark,  
Ms. Livia Pagotto,  
Ms. Yuki Yasui,  
Mr. Jacinto Coello



### The participants adopted the following conclusions:

#### 1 To elaborate of a common vision document

They recognized that, belonging to different regions of the world and representing different levels of economic and social development, they share a common vision: corporate transparency and accountability are key elements to enhancing the private sector’s contribution to sustainable development, and making sustainability reporting standard practice among companies will contribute to monitor the impacts on and the contribution to sustainable development by the corporate sector. They are convinced that the role of the Governments is essential in ensuring the effective application of laws and regulations so as to foster a culture of compliance with the law. Therefore they consider that the Governments have a key role to play “to develop models for best practice and facilitate action for the integration of sustainability reporting”, as stated by Paragraph 47 of the Rio + 20 Declaration.

The Group acknowledged the importance of the recognition of the topic by UN Member States in Rio+20 and the opportunity of implementing what was agreed in Rio, with a positive, constructive and forward looking approach. The group also underlined the need of public policies giving impulse to Corporate Sustainability Reporting, and aims at going beyond the current wording of paragraph 47 in its results.

They considered that, before enlarging the group to other governments and organizations, they wanted to shape these considerations in their common vision, which would become the Charter for the future membership. A draft, presented by France, was discussed and will be later commented and improved, with the aim of being adopted during the next meeting.

#### 2 The objectives of the Group of Friends of Paragraph 47

They agreed that the main purposes of their initiative are:

- to keep the attention on Corporate Sustainability Reporting high on the International agenda;
- to share lessons learnt between governments and other organizations actively promoting Corporate Sustainability Reporting;
- to identify best practices and to promote them; and
- to invite any government and organization convinced of the importance of the topic to join the group, bearing in mind that it should be geographically balanced .

#### 3 The adopted agenda and road map

The participants agreed that the next meeting of the founding members of the Group of Friends will be held at the margins of the GRI Governmental Advisory Group taking place in New Delhi on September 27th. The document of the common vision and of the rules of procedure should be adopted in this occasion.

The second physical meeting, enlarged to States having expressed their interest and sharing the common vision, could be organized on 15th November during the World Forum Lille – Responsible Economy (to be held on 14th-16th November 2012 –www.worldforum-lille.org/en). On 16th November a meeting with “Alliance Network” (composed of business sector representatives of different countries) convened by the Forum, could give an opportunity for launching the outreach to non-governmental participants of the Initiative. A press-conference could also be organized.