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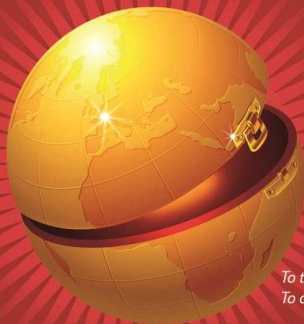
5th EDITION OF THE WORLD FORUM LILLE
INTERNATIONAL FORUM FOR A RESPONSIBLE ECONOMY

NOVEMBER 15th, 16th AND 17th, 2011 – LILLE GRAND PALAIS



WORLD FORUM LILLE 15-16-17 NOV.11
RESPONSIBLE ECONOMY LILLE GRAND PALAIS

DARE TO GENERATE VALUE



*To think is good
To act is better.*

Daring to generate value: Oblivious or daring?

“An obliviousness that calls for action in these times of economic and financial anguish, an obliviousness that turns a blind eye to social upheaval?

Daring, on the other hand, to assert the necessity and legitimacy of generating value, to demand it, to promote it.

Indeed, this challenge to generate value must be won, but not at all costs and not in accepting any consequences. Taking the dare to generate value with the aim of producing it more efficiently and then distributing it throughout the world, to provide a fuller meaning to the quest, beyond the simple material dimension: this is our proposal to forge a collective approach on November 15-17, 2011, against the backdrop of the 5th edition of the World Forum Lille.”

Philippe VASSEUR, President of Alliances Network and World Forum Lille, Former French Minister

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WORLD FORUM LILLE ACTS: AS THE **WORLD'S CROSSROADS** FOR COMPANIES DEDICATED TO A RESPONSIBLE APPROACH

"Giving rise to a global responsible economy": This is the watchword of the World Forum Lille, in an effort to provide practical solutions.

Chaired by Philippe Vasseur, Former French Minister and President of the Region North-Pas de Calais Chamber of Industry and Commerce, and organized by Alliances Network, the World Forum Lille is intended to advance the cause of a responsible economy through encouraging companies to modify their behavior in a sustainable way.

With the conviction that this Forum, as a true crossroads for companies committed to forging a responsible path, must move beyond a simple exchange of ideas, the objective assigned is to **become an engine for and pave the way to a new economic system**. To show the path leading towards social responsibility and streamlining implementation of this approach, the World Forum Lille:

- identifies from throughout the world examples of **Best Practices among companies dedicated to pursuing a responsible approach**;
- motivates other companies, whether small and medium firms or large international groups, to put these Best Practices to use;
- provides participants with a set of applicable tools in order to initiate responsible action.

During Forum proceedings in Lille, the focus lies not only in collective reflection, but in collective action: **"To Think is good, To Act is better" or deciding when discussion needs to translate into action.**

World Forum Lille's dedication to CSR: "Corporate Social Responsibility" designates the fact that a company has made the commitment to assume responsibility for the social and environmental consequences of its activity with respect to its other stakeholders (clients, suppliers, public authorities, partners).

The World Forum Lille at a glance:

- ⇒ **4 editions:** diversity and equal opportunity in the workplace (2007), responsible commitment to feed and protect the Earth (2008), sustainable finance (2009), the way to a responsible company (2010)
- ⇒ **14,000 participants** since its creation
- ⇒ **More than 1,400 signatories** to the Responsible Company Manifesto
- ⇒ **500 Best Practices** collected and available on its website
- ⇒ **90 conferences** and workshops organized
- ⇒ **286 speakers**, including influential celebrities and 53 nationalities represented.

WORLD FORUM LILLE CALLS FOR PARTICIPATION UNDER THE BANNER: "DARE TO GENERATE VALUE"

The current crisis situation has served as a catalyst revealing the absolute need for change. **An alternative economy based on responsibility and sharing now appears as the only path forward.**

In the eyes of public opinion, companies only create wealth for their own use, to the detriment of the larger community! It has become an urgent necessity to restore trust, to show that companies are also capable of sparking the creation of value for society as a whole. Throughout the world, companies have already embarked on this path; so why not all the others? **World Forum Lille seeks to incite companies to rethink their economic model** by attentively listening to both their stakeholders and their environment.

The creation of shared wealth takes on many forms:

- Creation of **human assets** by expanding the involvement of employees: diversity, training, health & well-being, dialogue, sharing results, capital.
- Creation of **economic assets** by developing products and services that take into account consumers' expectations, manufacturing and distribution processes, and life cycle.
- Creation of **environmental value** through the sustainable management of natural resources and biodiversity.
- Creation of **local value** by interacting with people and supporting the local economy.
- Creation of **fair value** using responsible procurement policies and applying ethical rules.
- Creation of **community-oriented value** by rising to meet critical global challenges: health, poverty, access to basic services.

Economic wealth and social responsibility actually go hand in hand. Responsible growth opens a path for companies mired in the current economic crisis.

WORLD FORUM LILLE UNITES: INFLUENTIAL PARTICIPANTS FROM 5 CONTINENTS

Since 1996, **Xavier FONTANET** has been leading the Essilor Group, the world leader in ophthalmic optical products, in over 100 countries. A graduate from Ponts et Chaussées and MIT, Xavier Fontanet is the author of "If we trusted the entrepreneurs", published in 2010. The Indian subsidiary of Essilor enables the most disadvantaged population segments of the country to "see the world more clearly" at low cost thanks to its project "At the bottom of the pyramid": the eye exam is free of charge and glasses are sold at between 3 and 5 dollars. Since 2006, specially-equipped vans run regular routes through India's isolated rural zones to ensure ophthalmological care.



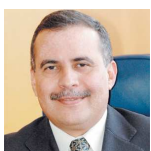
First woman to head a Russian airline, **Olga PLESHAKOVA** is the General Director of Transaero Airlines since 2001. During her term, Transaero increased the number of passengers served 30 fold and built the largest fleet of long-distance aircraft in Eastern Europe, to become Russia's second biggest airline company. Ms. Pleshakova was awarded the top prize in the managers' ranking from the Russian Managers Association in 2009. She has integrated quality management technologies and CSR standards, equivalent to best global practices.

Fond of her country's traditions and feminine beauty, **Martha TILAAR** is the founder of one of Indonesia's foremost purveyors of innovative, high-quality beauty products and services. Internationally acknowledged as having a strong commitment to improving the empowerment of women in Indonesia, Martha Tilaar employs over 6,000 women. She has received numerous honors and awards, for both her entrepreneurship and capacity as a social activist; Ms. Tilaar has also been asked to participate as a founding member of Global Compact Indonesia by the former United Nations Secretary General, Kofi Annan.



In February 2011, Vinod **KUMAR** was appointed President and CEO of Tata Communications Ltd, a subsidiary of the Tata Group. The Indian heavyweight in long-distance communications offers technological solutions to communicate under modern conditions with less environmental impact. The use of wind power and improvements to the cooling system of the company's data centers throughout the world have already led to major savings and a significant reduction in the Group's carbon footprint. TATA Communications also presently boasts one of the world's most extensive public TelePresence networks, offering a revolutionary solution to sustainably replace business travel.

Former international model and graduate of the London College of Fashion, the Bangladeshi designer **Bibi RUSSELL** became a committed business manager. Her fashion company, Bibi Production, employed 35,000 weavers in 2004. With her "Fashion for Development" program, the stylist aims to promote the local textile industry worldwide by enhancing the know-how of Bangladeshi women from rural areas. Her social involvement has been recognized by numerous awards and UNESCO support.



Former Strategy and Development Director of Moroccan OCP group, **Mohamed FIKRAT** has since 2004 held the post of CEO of COSUMAR, a 2,500-employee company and the sole Moroccan operator in the extraction, refining and conditioning of sugar. In May 2011, COSUMAR earned the CSR label for its social and environmental actions: production of clean energy from biomass, institution of a medical coverage plan for farmers and their families.

Jacques BONJAWO is Chairman and Chief Strategist of Genesis Futuristic Technologies, an American start-up specialized in software development and services in IT. He is also Founder and Chairman of Genesis Telecare, the leading telemedicine center in Cameroon, which enables populations living in the country's remote zones to benefit from high-quality, remote medical care thanks to modern computer technologies. Already 15,000 patients have been treated in 2 years! Mr. Bonjawo regularly intervenes in the media in the field of application of science and new technologies for sustainable development.



A complete list of speakers can be found at: www.worldforum-lille.org

WORLD FORUM LILLE **CONNECTS:** CSR NETWORKS AND EXPERTS FROM ACROSS THE WORLD



World Forum Lille relies on a vast network of CSR organizations and experts, interwoven through various editions and connections, providing the opportunity to:

- identify Best Corporate Practices from across the world, serving to build our online search engine: www.reseau-alliances.org/en/search-engine
- build the annual event agenda in conjunction with partner networks
- expand research topics assigned to the "Think Tank": the World Forum Lille Institute
- host exchanges on the state of CSR throughout the world
- frame a debate on proposals for the Rio+20 conference.

The Networks Forum

The entire group of CSR experts and organizations attending this year's World Forum Lille will meet to pursue their objective of hosting an exchange on the state of CSR throughout the world and develop projects together. Latin America will be honored in this 2011 edition with the participation of two major networks: Ethos Institute in Brazil and Forum Empresa.

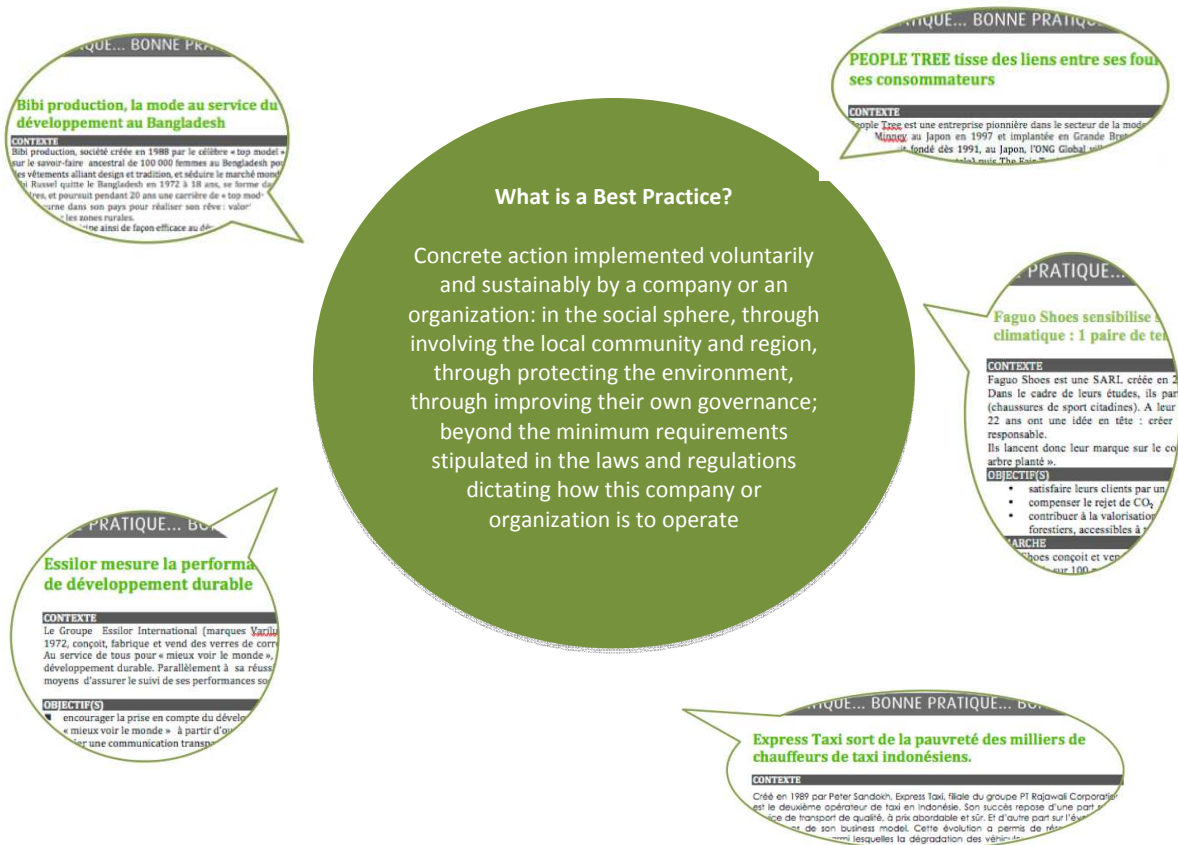
Forum Empresa encompasses some 20 networks from Canada to Chile, including Ethos and BSR, the CSR pioneer in the U.S. Thanks to these partners, 15 South American companies will be participating in this 5th edition of World Forum Lille, including: FEMSA, Coca Cola®'s leading bottler; Chiquita, number 1 banana producer currently undertaking a spectacular transformation in CSR; Sodimac, Latin America's leading chain specialized in home improvement, renovation and interior decoration; and Ecopetrol, a consortium of Colombian oil companies dedicated to community-based investment projects.

Moreover, Forum Empresa will be signing a partnership agreement with the Alliances Network in the aim of better disseminating the responsible economy concept at the international level.

WORLD FORUM LILLE IDENTIFIES: EXEMPLARY ACTIONS FROM THE WORLD OVER

500 Best Practices from businesses of all sizes and activities from all over the world

Each company must be encouraged and accompanied to achieve social responsibility. Far beyond the simple observation of a trend, World Forum Lille channels this momentum towards a dynamic effort to promote and gain widespread adoption of Best Practices, in supporting all companies seeking to advance along this path, whether newly on-board or already committed.



More than 500 Best Practices reports available online:

www.reseau-alliances.org/en/search-engine

More than larger companies, as many SMEs have been highlighted this year:

RAPANUI (Europe)

Founded in 2008, Rapanui is a young British start-up that manufactures clothing from natural organic fabrics with complete traceability, using only renewable energy. This unique traceability from seed to shop for each product has sparked dialogue between all stakeholders: manufacturers, brands, shoppers. The founding brothers, Mart and Rob Drake-Knight, featured in the Future 100 list of Top Young Entrepreneurs, have encouraged other young people to believe in their ability to create successful and sustainable businesses. Founded with their £200 in savings, Rapanui was the youngest company to win the Sustainable Business Award in 2010. Its founders will share their testimonials on November 16th at 5:00 pm during the workshop entitled "Renewable resources: role of the circular economy in helping redesign industrial production cycles".

LABORATOIRES BIOESSENCE (Africa)

A Senegalese firm manufacturing cosmetics, *Laboratoires Bioessence* combines an ancestral technique, expertise and technology in order to spread over three continents the natural products found within Africa's botanic diversity, in collaboration with cooperatives composed of rural women. Some 1,000 women from the country's most underprivileged areas were thus given the opportunity to raise their incomes 450%. Mame K. Diene, Founding President of *Laboratoires Bioessence*, will speak on November 15th at 11:30 am during the workshop entitled "Spreading intellectual resources through coordinating the knowledge transfer process".

FINCA TROPICAL (Latin America)

Finca Tropical, one of the largest banana producers in Honduras, builds on empowerment and participation of its employees to increase productivity. The company has been reorganized to improve working conditions and internal communication processes, in order to increase trade union representation and encourage employees to embrace company goals. José Obregon, Finca Tropical's CEO, will comment on the success of this initiative on November 16th at 11:00 am during the workshop entitled "Employee involvement in CSR issues: A factor of wealth creation for companies?".

TA XANH (Asia)

Created in 2008, the Vietnamese social-oriented company Ta Xanh Co. Ltd. proposes both a supply platform for local innovative ecological products, such as Dragon Rice, and a consulting service in sustainable development for entrepreneurs. Its founder Hang Mai Thuy will participate on November 15th at 11:30 am during the workshop entitled "Corporate and social welfare resources: Merging innovation and entrepreneurship in pursuit of meeting society's needs".

World Forum Lille is also intended to spot commitments from young talents:

T-S-1: Together As One

The T-S-1 group was launched by Slum Talent Trust, an organization aimed at promoting artistic talent found in Nairobi's slums. Composed of young talented artists between the ages of 12 and 18 living in the city's slums, this group highlights, through its music, the various problems confronting today's society: the slum dwellers' challenges, poverty, environmental issues, gender inequality, health, education, etc. while offering a message of hope and prosperity.


The group will perform their titles "Trash is cash", "Me and my bike" and many others on Thursday, November 17th at the closing conference (4:00 pm)



WORLD FORUM LILLE COMPARES EXPERIENCES: 19 WORKSHOPS FOCUSING ON TOPICS OF CURRENT INTEREST

Ideas are stirred among stakeholders: company directors, trade union representatives, NGOs, local public authorities, professional organizations... and get aired all at once during a unique debate format. Within the scope of the World Forum Lille event, exchanges held among the various actors from the economic and social spheres serve to enhance the discussion.

This year, 19 thematic workshops will address today's current economic challenges and propose practical solutions.



Stronger internationalization: this year, a delegation of Chinese employers decided to discover World Forum Lille and participate in the exchanges.

2011 Workshops:

2A - Functional resources: Building a new consumption-based relationship while making the transition from product to service

The functional economy consists of selling the use of goods rather than selling just the goods themselves, thus decoupling the growth of resource consumption. Businesses, now increasingly numerous and innovative, attempt to apply this concept in focusing on performance and functionality of a product rather than on maximizing product sales. By studying the cases of two companies that have successfully adopted these business models, this session provides a convincing case for the transition to a functional economy.

Moderator: Brenda PLANT, Founder and Managing Director, Ethiquette MC (Canada)

Speakers:

Benoit ROBERT, Founder and CEO, Communauto (Canada)

Steffen SAECKER, Business Manager, Safechem (Germany)

1D - Spreading intellectual resources through coordinating the knowledge transfer process

Knowledge has become one of the main values for companies, whether in the form of professional skills, knowledge, know-how, patents, technologies or other strategies. The development of Information and Communications Technology (ICT) accelerates the spreading of knowledge and raises new questions: how can we share this to benefit as many people as possible? In the age of globalization, what role can it play in the development of a more responsible economy?

Moderator: Philippe BARRY, Founder and Coordinator, RSE Sénégal (Senegal)

Speakers:

Mame K. DIENE, Founder and Director, Laboratoire Bioessence (Senegal)

Marc RICAU, Country and Business Development Director, ORANGE AMEA (France)

Paulo WEIGERT, Founder and Managing Director, Digital SK (Brazil)

3C - Employee involvement in CSR issues: A factor of wealth creation for companies?

Employees are the leading actors in the transformation of companies towards more responsible models. These cultural changes require large investments, not only for rethinking management methods but also for developing business skills. How can employees be a source of innovation and value creation? Can we measure the wealth created by their mobilization? What indicators should we use? Does this value make companies more resistant to crises, more sustainable?

Moderator: Olivier CLASSIOT, Associate Director, Des Enjeux & des Hommes (France)

Speakers:

Luuk DE JONG, HR & Organizational Development Director Europe AMEI, InterfaceFLOR Europe (The Netherlands)

José Obregón, CEO, Finca Tropical (Honduras)

2D - Emerging resources: Entrepreneurial incentives for addressing the challenges of sustainable growth through inventing new business models

The ideal of a "good citizen company", meaning competing, learning, uniting and acting for the planet, must be reached through experimentation rather than discussion. To ensure that CSR does not remain just a concept, it must be part of the DNA of the SME and moreover must undergo a process of appropriation by the manager. Decision-makers, no matter their level, should be challenged without hesitation in order to ensure that CSR is not treated as an additional cost, and thus reserved only for those who can afford it, but rather as a lever for collective performance. The two entrepreneurs hosting this workshop will demonstrate how such an approach is to be implemented.

Moderator: Zakaria FAHIM, President, CJD International (Morocco)

Speakers:

Xavier PESCEANDA, Managing Director, Vitam (Czech Republic)

Vincent CAPA, Founder & CEO, Synexser Asia (Vietnam)

3A - Quantitative resources: Identifying new indicators to measure a company's overall performance

Non-financial performance is generally a key part of a company's internal strategic history. A working group led by CSR Europe and its partners has revealed a lack of confidence at senior levels in companies regarding their ability to manage and robustly measure non-financial performance over time. This workshop aims to demonstrate how companies are able to express a clear managerial pattern and/or the extent of their non-financial performance.

Moderator: Colleen FLETCHER, Director, Membership and Stakeholder Relations, CSR Europe

Speakers:

Cora OLSEN, Data Manager, Novo Nordisk (Denmark)

Michel BANDE, Senior Executive, Vice President of Sustainable Development, Solvay (Belgium)

Let's not overlook:

1A - Natural resources: Unleashing innovation for a sustainable and durable utilization of our natural resources

1B - Controversial resources: Applying CSR principles in embattled sectors (oil, diamonds, tobacco, alcohol, gambling, health)

1C - Corporate and social welfare resources: Merging innovation and entrepreneurship in pursuit of meeting society's needs?

2B - Human resources: Developing and showcasing team member skills

2C - Formulae for sharing resources with the geographic territory through local economic development aimed at job creation

3B - Coordinated resources: *Establishing the means for dialoguing and communicating with stakeholders in order to assess a company's wealth generation potential*

3D - Emerging resources: How to ensure sustainable and equitable growth in Africa through CSR?

4A - Recipes for sharing resources with the entire economic sector by implementing responsible buying practices

4B - Generating resources by adding extra-financial criteria: Are investors convinced?

4C - Shared resources: Creating useful resources for the "BOP" (Bottom of the Pyramid) market

4D - Renewable resources: Role of the circular economy in helping redesign industrial production cycles

5A - The state of CSR in Latin America

5B - Labor relations resources: Trade union contributions towards developing corporate wealth?

5C - Collaborative resources: Strategies for corporate growth through creating synergies with competitors, NGOs, etc.

See Appendix for the detailed program agenda

WORLD FORUM LILLE CONTRIBUTES: TO BUILDING CORPORATE COMMITMENT

Rio +20: Companies eager to have their voices heard

The Rio Earth Summit in 2012 is intended to build upon the successes of the 1992 conference and establish action guidelines for the future. The question has been raised over **mobilization of the world's private sector** and World Forum Lille has responded: a working group co-chaired by the Ethos Institute (Brazil) and the World Forum Lille Institute will meet to launch a debate over Brazil's proposals and contribute to the pool of ideas and actions awaiting future implementation.

Alongside these efforts and in order to associate the greatest number of companies, World Forum Lille is participating in the initiative entitled "Sustainable Development Trajectories", launched by the CERDD: What have we accomplished over the past two decades and what lessons can be drawn to help shape the next two decades?

Companies are encouraged to share their opinions by answering the questionnaire available online or by attending a dedicated interactive workshop. An assessment of contributions from the working group will be presented during the experts session.

The Manifesto: The call to action from World Forum Lille!



In 2010, World Forum Lille initiated the "**Responsible Company Manifesto**". Addressed to all companies (from the smallest firms to major multinationals) seeking to take part and share their actions in favor of CSR, the Manifesto has reached over the course of one year **1,400 signatories!** Its objective: motivate entrepreneurs from across the entire world to put into practice and share the set of CSR Best Practices.

The Manifesto is accompanied by a "**toolbox**" containing several hundred prime examples of corporate Best Practices, sorted by topic (e.g. waste management, responsible buying, diversity).

To read the complete text of this Manifesto, sign the document and gain access to all of the inventoried Best Practices, visit www.responsible-economy.org

WORLD FORUM LILLE EXPANDS: ITS BASE AND OUTREACH TO CORPORATIONS

The World Forum Village, a place to promote ideas and discuss actions, with an increasingly interactive layout

Built around a village square, this 2 000-m² eco-designed village is dedicated to interactions between participants and the sharing of Best Practices. The World Forum Village is intended as an interactive venue for conducting exchanges and disseminating information: the "heart and soul" of the Forum.

- Flash presentations creating the opportunity for special and more personal exchanges with companies, economic experts and international speakers among others. These short, practical presentations take place during breaks between plenary conferences and workshops.



- **Book signing sessions** held in the library.

- Every morning, a highlight of the event consists of discovering an array of Best Practices through playing a **life-size game**.

- **A wide range of amusing activities:** company games, interactive workshops dedicated to youth or the companies, a space devoted to networking and tables set up to consult Best Practices fact sheets and tool manuals.

- The village also provides the venue for **signing the Responsible Company Manifesto**, as well as supporting companies' vocal participation at Rio+20!

New in 2011:

Training sessions reserved for companies organized around the topic of CSR

Wednesday, November 16th at 9:00 am: *Reinforcement of CSR in the supply chain: How to cooperate locally with my suppliers in Asia?*

Wednesday, November 16th at 2:00 pm: *CSR at the heart of your business project: Boost your business value by following the ISO 26000*



A video contest aimed at having youth speak up

Since its origin, World Forum Lille has incorporated into its strategy the youth segment, as future actors in a responsible economy. This group receives awareness training prior to the event and works on problems relative to responsible economics so as to participate actively during the debates. From this same perspective, World Forum Lille has organized for the 1st time this year, in partnership with Damartex and EDF, a **video contest for the purpose of promoting Corporate Social Responsibility among young people**.

Contest subject: The different facets of a company's value

The selected contestants' videos will be shown during a conference held on November 17th at 11:00 am. The contest jury, composed of corporate experts as well as qualified members of the Alliances Network and its partners, will award on the same day the best videos with three prizes worth €1,000 each (donated by sponsors):

- "Best Video" Award
- Special "University Student" Award
- Special "High School Student" Award

WORLD FORUM LILLE OFFERS: A VENUE FOR INSPIRATION WITH THE SUPPORT OF ITS PILOT REGION

Alliances Network, organizer of World Forum Lille

The Alliances Network is an association whose objective is to assist Nord-Pas de Calais region companies in improving their performance while better respecting the population and the environment. Founded in 1993 by Philippe Vasseur, Alliances Network today comprises 185 member companies, accounting for 1/3 of the region's economic weight; moreover, the network has developed 4 main activities: researching and promoting companies' Best CSR Practices, introducing diversity in companies, helping companies set up a CSR approach, and organizing the World Forum Lille event.

The Network's key figures:

- 18 employees
- 230 members and partners
- 55 volunteers
- 18 years of commitment in support of companies

For more information: www.reseau-alliances.org

An agreement favoring CSR action in the Nord-Pas de Calais Region

During the World Forum Lille event, the Alliances Network will sign a dual agreement with *France Initiative Réseau* and *CGPME* in order to strengthen its accompaniment of small and medium regional firms in adopting CSR through the creation of new synergies.

The region's first CSR benchmark

In September 2011, the Alliances Network, in conjunction with the Nord-Pas de Calais Regional Chamber of Commerce and Industry, conducted a survey among 850 local companies, with the objective of building the first CSR commitment indicator among regional actors. The results of this survey will be discussed during the World Forum Lille.

Creation of the World Forum Lille Institute: A Think Tank for guiding companies through the CSR approach

Presided by Mr. Philippe Vasseur, President of World Forum Lille, and composed of 23 business leaders, experts and academics, **the "World Forum Lille Institute" Think Tank has adopted a set of concrete objectives: performing studies and research, supporting positions and issuing recommendations on Corporate Social Responsibility.** Alongside this annual event when World Forum Lille hosts major international gatherings, this Think Tank contributes to the pursuit of a more responsible economy, via maximum stakeholder involvement. The work carried out by the World Forum Lille Institute, initiated in June 2010 in the field of CSR impact measurements, will lead to practical proposals allowing companies of all sizes, from small and medium firms to large groups, to advance along their CSR path.

April 2011: "We're thrilled to announce the creation of the World Forum Lille Institute. Business leaders, academics, experts, we've pooled our thoughts to add to the discussion and ideas that can help economic and/or political decision-makers to design concrete actions in favor of a more responsible economy. In order to guide companies down the CSR path, our Think Tank's action plan lies on the continuum of the international event offered by World Forum Lille. This plan is intended to extend the analysis even further by carrying out studies and research and generating CSR-related recommendations."

Philippe Vasseur, President of the World Forum Lille Institute

APPENDIX

AGENDA OF THE 2011 EVENT

Tuesday, November 15th – Morning

9:00 am: Opening plenary session hosted by Philippe VASSEUR, President of World Forum Lille

9:30 am: Value... seen from 4 continents

Speakers: Olga PLESHAKOVA, General Director, Transaero Airlines (Russia)
Martha TILAAAR, Founder & Chairwoman, Martha Tilaar Group (Indonesia)
Eduardo MIZON, CEO, Sodimac (Chile)
Jacques BONJAWO, Chairman & Chief Strategist, Genesis Futuristic Technologies (Cameroon)

11:30 am: Workshop

1A - Natural resources: Unleashing innovation for a sustainable and durable utilization of our natural resources

Moderator: Jean-Marie BOLIKA, Project Manager, EMIS, WWF (DR Congo)
Speakers: Luis Fernando LARANJA FONSECA, Executive Director, Ouro Verde Amazonia (Brazil)
Petri HEINONEN, Environmental Manager, Forestry, UPM (Finland)

1B - Controversial resources: Applying CSR principles in embattled sectors (oil, diamonds, tobacco, alcohol, gambling, health, etc.)

Moderator: Elisabeth LAVILLE, Founder & Director, Utopies (France)
Speakers: Maria Christina BEJARANO, Strategy leader, Social Unit, Ecopetrol S.A. (Colombia)
Stéphane D'AURA, Ethics & Corporate Responsibility Standards Manager, Thales (France)

1C - Corporate and social welfare resources: Merging innovation and entrepreneurship in pursuit of meeting society's needs?

Moderator: Luciano BARIN-CRUZ, Assistant Professor, HEC Montreal (Canada)
Speakers: Hang MAI THUY, Founder & Director, Xanhshop (Vietnam)
Jacques BONJAWO, Founder & Chairman, Genesis Telecare (Cameroon)
Benoît SMETS, Managing Director, DEFI + (Belgium)

1D - Spreading intellectual resources through coordinating the knowledge transfer process

Moderator: Philippe BARRY, Founder & Coordinator, RSE Sénégal (Senegal)
Speakers: Mame K. DIENE, Founder and Director, Bioessence (Senegal)
Marc RICAU, Country and Business Development Director, ORANGE AMEA (France)
Paulo WEIGERT, Founder and Managing Director, Digital SK (Brazil)

Tuesday, November 15th – Afternoon

2:30 pm: 1 hour with Olga PLESHAKOVA, General Director, Transaero Airlines (Russia)

2:30 pm: 1 hour with Eduardo MIZON, CEO, Sodimac (Chile)

5:00 pm: Workshops

2A - Functional resources: Building a new consumption-based relationship while making the transition from product to service

Moderator: Brenda PLANT, Founder and Managing Director, Ethiquette MC (Canada)
Speakers: Benoit ROBERT, Founder and CEO, Communauto (Canada)
Steffen SAECKER, Business Manager, Safechem (Germany)

2B - Human resources: Developing and showcasing team member skills

Moderator: Emmanuel TONIUTTI, Chairman, International Ethics Consulting Group (Switzerland)
Speaker: Kamal FAHMI, Director of Sustainable Development, Managem Group (Morocco)

2C - Formulae for sharing resources with the geographic territory through local economic development aimed at job creation

Moderator: Joëlle BROHIER, Co-founder, RSE & Développement (Singapore)
Speakers: Martha TILAAAR, Founder & Chairwoman, Martha Tilaar Group (Indonesia)
Marco LATOUCHE, Labor Relations Manager, Chiquita Brands (Costa Rica)
Samah ABUOUN, General Manager, PalTel Group Foundation (Palestine)

2D - Emerging resources: Entrepreneurial incentives for addressing the challenges of sustainable growth through inventing new business models

Moderator: Zakaria FAHIM, President, CJD International (Morocco)

Speakers: Xavier PESCE, Managing Director, Vitam (Czech Republic)

Vincent CAPA, Founder & CEO, Synexer Asia (Vietnam)

Wednesday, November 16th – Morning

9:00 am: 1 hour with Xavier FONTANET, Chairman of the Board, Essilor (France)

11:00 am: Workshops

3A - Quantitative resources: Identifying new indicators to measure a company's overall performance

Moderator: Colleen FLETCHER, Director, Membership and Stakeholder Relations, CSR Europe

Speakers: Cora OLSEN, Data Manager, Novo Nordisk (Denmark)

Michel BANDE, Senior Executive, Vice President Sustainable Development, Solvay (Belgium)

3B - Coordinated resources: Establishing the means for dialoguing and communicating with stakeholders in order to assess a company's wealth generation potential

Moderator: Marjolein BAGHUIS, Director of Communications & Network relations, The Global Reporting Initiative (The Netherlands)

Speakers: Betina AZUGNA, CSR Coordinator, Grupo Sancor Seguros (Argentina)

Pedro LEON Y FRANCIA, Director of Institutional Relations, KPMG (Spain)

3C - Employee involvement in CSR issues: A factor of wealth creation for companies?

Moderator: Olivier CLASSIOT, Associate Director, Des Enjeux & des Hommes (France)

Speakers: Luuk DE JONG, HR & Organizational Development Director Europe MEAI, InterfaceFLOR Europe (The Netherlands)

José Obregón, CEO, Finca Tropical (Honduras)

3D - Emerging resources: How to ensure sustainable and equitable growth in Africa through CSR?

Moderator: Thierry TENE, Cofounder, Institut Afrique RSE

Speakers: Franck EBA, Sustainability Manager, SIFCA (Ivory Coast)

Martin ABEGA, Executive Secretary, Groupement Inter-Patronal du Cameroun

Zakaria FAHIM, Managing Partner, BDO (Morocco)

Wednesday November 16th – Afternoon

2:00 pm: 1 hour with Vinod Kumar, CEO, Tata Communications (India)

2:00 pm: 1 hour with Mohamed FIKRAT, CEO, Cosumar (Morocco)

5:00 pm: Workshops

4A - Recipes for sharing resources with the entire economic sector by implementing responsible buying practices

Moderator: Farid BADDACHE, Director, BSR Europe

Speakers: Neil BARRETT, Global Vice President Sustainable Development, Sodexo (France)

Alan AICKEN, VP Global Supplier CSR Management, Huawei (China)

4B - Generating resources by adding extra-financial criteria: Are investors convinced?

Moderator: Anne-Catherine HUSSON-TRAORE, Managing Director, Novethic (France)

Speakers: Ed MONCHEN, Strategy and Funding, Access To Medicine Index (The Netherlands)

Sam GILL, Director, Environmental Investment Organization (UK)

Lisa HAYLES, Head of Client Services North America, EIRIS (UK)

4C - Shared resources: Creating useful resources for the "BOP" (Bottom of the Pyramid) market

Moderator: Luciano BARIN-CRUZ, Assistant Professor, HEC Montreal (Canada)

Co-organizer: Saskia BRUYSTEN, CEO and Strategic Director, Grameen Creative Lab (Germany)

Speaker: Sergio ARAUJO, CSR Manager, Coelce (Brazil)

4D - Renewable resources: Role of the circular economy in helping redesign industrial production cycles

Moderator: Ken WEBSTER, Head of Learning, Ellen MacArthur Foundation (UK)

Speakers: Mart & Rob DRAKE-KNIGHT, Founders, RAPANUI Clothing (UK)

Arturo PASQUEL, Director, Head of Tooling, Vestas R&D Blades (Denmark)

Thursday November 17th – Morning

9:00 am: Increasing the impact of CSR through collaboration

"Platform for a Green, Inclusive and Responsible Economy"

Conference moderated by Sergio MINDLIN, Co-founder and President of the Board of Directors, Ethos Institute, along with Denise ALVES, Sustainability Director, Natura Cosmetics (Brazil)

"Enterprise 2020: Smart, Sustainable and Inclusive"

Conference moderated by Stefan CRETS, Executive Director, CSR Europe, along with Michel BANDE, Senior Executive, Vice President Sustainable Development, Solvay (Belgium)

11:00 am: Workshops

5A - The state of CSR in Latin America

Moderator: Yanina KOWSZYK, Executive Director, Forum Empresa (Chile)

Speakers: Patricia FORERO, Director, Horizontes Nature Tours (Costa Rica)

Vidal GARZA CANTU, Director, FEMSA Foundation (Mexico)

5B - Labor relations resources: Trade union contributions towards developing corporate wealth?

Moderator: Denis STOKKINK, President, Pour la Solidarité (Belgium)

Speakers: Gaëtan SMETS, CSR Manager, Ethias (Belgium)

Jean LAPEYRE, Europe Project Manager, Syndex Europe

5C - Collaborative resources: Strategies for corporate growth through creating synergies with competitors, NGOs, etc.

Moderator: Henrique LIAN, Institutional Relations Director, Instituto Ethos (Brazil)

Speakers: Andre VILHENA, Executive Director, CEMPRE (Brazil)

Denise ALVES, Sustainability Director, Natura Cosmetics (Brazil)

5D - Projection session of the video contest

Speaker: Jocelyn BLEROT, Head of Editorial Research & Content, Ellen McArthur Foundation (UK)

Thursday November 17th – Afternoon

2:00 pm: Experts' session

Speakers: Dean ROSSOUW, CEO, Ethics Institute of South Africa

Luc VAN LIEDEKERKE, Member Committee, European Business Ethics Network

Geert DEMUIJNCK, Professor, EDHEC Business School (France)

4:00 pm: Closing plenary session moderated by Brenda PLANT, Founder & Managing Director, Ethiquette MC, along with Bibi RUSSELL, Founder & Director, Bibi Productions (Bangladesh)

Concert by the TS1 group (Kenya)

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Partenaires Institutionnels / Public Partners



Grands Partenaires / Great Partners



Partenaires / Partners

