

Sustainability 2.0: Weaving Sustainability into the Corporate Fabric - DAY 1

Thursday, 11 September 2008			
9:00 - 10:00	Registration		
10:00 - 11:30	Opening Session (Amphi 307) Keynote speaker: Pascale Thumerelle, Vice-President, Sustainable Development, Vivendi Moderator: Prof. Frédéric Dalsace, HEC		
11:30 - 13:00	Networking Lunch		
Tracks	The future of energy: challenge or opportunity? (Amphi 303)	MDGs: how are businesses contributing? (Amphi 305)	Innovations in corporate social responsibility (Amphi 304)
13:00 - 14:30	Carbon trading <ul style="list-style-type: none"> •Laurie Menger, Marketer, Orbeo •Thomas Aragnetti, Partner, Risk Services, Deloitte Moderator: Prof. Antoine Hyafil, HEC	Social-business entrepreneurship for global development <ul style="list-style-type: none"> •Olivier Kayser, VP Europe, Ashoka •Maggie Brenneke, Director , Client Services, SustainAbility •Tal Dehtiar, Founder, MBAs Without Borders Moderator: Kelly Michel, Founder, Artemisia	Rights-based CSR <ul style="list-style-type: none"> •Viraf Mehta, CEO, Partners in Change •J. Morrison, Programme Director, Business Leaders Initiatives on Human Rights •Antoine Bernard, Executive Director, Int'l Federation of Human Rights •Jan Furstenborg, Head of Commerce, UNI Global Union Moderator: Prof. Leila Choukroune, HEC
14:30 - 15:00	Coffee Break		
15:00 - 16:30	How will energy change the way industries do business? <ul style="list-style-type: none"> •Olivier Imbault, VP, Energy, Air Liquide •Shailendra Mudgal, Director , European Affairs, Bio Intelligence Service Moderator: Jean-Michel Gauthier, Partner, Energy & Resources, Deloitte	Microfinance <ul style="list-style-type: none"> •Jacques Attali, President, PlaNet Finance Moderator: Prof.M. Cheikh-Rouhou, HEC	Corporate Foundations and Partnerships <ul style="list-style-type: none"> •Bénédicte Menanteau, Executive Director, L'Occitane Foundation •Jérôme Auriac, Founder, Be-linked Business Community Intelligence •Julien Grouyet, Responsible for Corporate Partnerships, Care France •Danyel Blain, CEO, Avenir Finance Moderator: Prof. B. Faivre-Tavignot, HEC
16:30 - 17:00	Coffee Break		
17:00 - 18:30	Keynote speaker: Emmanuel Faber, Co-Chief Operating Officer, Groupe Danone (Amphi 307)		

Sustainability 2.0: Weaving Sustainability into the Corporate Fabric - DAY 2

Day 2 : Friday 12 September 2008			
9:00 - 10:15	<p>Ethical consumerism (Amphi 307)</p> <p>François-Ghislain Morillion, CEO, Veja Joaquin Muñoz, Director, Max Havelaar France Hervé Humbert, European Business Development Manager, The Carbon Trust Virginie Naigeon, Garnier International Communications Director, L'Oreal</p> <p>Moderator: Prof. Frédéric Dalsace, HEC</p>		
10:15 - 10:30	Coffee Break		
10:30 - 12:00	<p>The cleantech bubble?</p> <ul style="list-style-type: none"> •Olivier Champault, Finance Director, Rhodia Energy •Jan-Henrik Kuhlmann, Technology Specialist, Emerald Technology Ventures •Patrick Hubert, President, FinÆnviro <p>Moderator: Adam Schwarz, HEC MBA '09</p>	<p>Sustainable growth strategies: the triple bottom line</p> <ul style="list-style-type: none"> •Thierry Raes, Partner, Sustainable Development, PricewaterhouseCoopers •Clara Gaymard, National Executive, GE France •Guy Roussel, President, Ericsson France 	<p>Investing in responsible businesses</p> <ul style="list-style-type: none"> •Marion de Marcillac, Head of Research, Eurosif •Denis Terrien, Partner, Aloe Private Equity •AlterEquity <p>Moderator: Bronwyn Price, HEC MBA'09</p>
12:00 - 13:30	Lunch		
13:30 - 14:15	Company presentation: GE	Company presentation: Dalberg	<p>Workshop by Artemisia: "Developing innovative market-based solutions for social and environmental problems"</p>
14:30 - 15:15	Company presentation: Deloitte	Working for development projects: MBA's Without Borders	
15:30 - 17:30	<p>Leaders Roundtable (Amphi 307)</p> <p>Olivier Kayser, VP Europe, Ashoka Viraf Mehta, CEO, Partners in Change Cornis Theunis Van der Lugt, United Nations Environment Programme</p> <p>Moderator: Prof. Moncef Cheikh-Rouhou, HEC</p> <p>Closing Address: Valérie Gauthier</p>		
17:30 - 20:00	Cocktail (MBA Hall)		
	Marketing	Finance	
	Strategy	Entrepreneurship	