



# IFC 2010 CORPORATE RESPONSIBILITY FORUM

*Strategies for Competitiveness and Shared Value*

**June 15-17, 2010**  
**IFC Headquarters, Washington, DC**  
**IFC Auditorium**

<b>Tuesday, June 15</b>	<b>CHANGING THE GAME: WINNING THE CORPORATE SUSTAINABILITY CHALLENGE</b>
<b>1:00-2:00pm</b>	Participants Registration, Main entrance, IFC Lobby, 2121 Pennsylvania avenue
<b>2:00pm-2:30pm</b>	<i>Welcome and Opening Remarks</i>  <i>Toshiya Masuoka, Director, Corporate Advice Department, IFC</i> <i>Somit Varma, Director, Oil, Gas &amp; Mining Department, IFC</i>
<b>2:30-4:00pm</b>	<i>Changing the Game: What does it mean?</i>  <i>Setting the Context</i>  <i>Sheila Bonini, Senior expert, McKinsey &amp; Company</i>  <i>Understanding the Challenges and Preparing for the Response</i>  <i>Thomas Thomason, Chief Executive Officer, Egyptian Refining Company</i> <i>Beth Keck, International Director, International Sustainability and Strategy, Walmart</i>  <i>Moderator: Steve Rochlin, Director, AccountAbility</i>
<b>4:00-4:15pm</b>	<b>Coffee Break</b>
<b>4:15-5:30pm</b>	<i>Where Do You Start – Simple Steps for Strategy Design</i> <ul style="list-style-type: none"> <li><i>Building Blocks for a Corporate Sustainability Strategy</i></li> <li><i>From Ad Hoc to Strategic – From Unilateral Business Value to Shared Value</i></li> </ul> <i>Bo Miller, Global Director, Corporate Citizenship, The Dow Chemical Company</i> <i>Luis Iseppe, Global Product Specialist, Sustainability Strategy Advisory, IFC</i>  <i>Moderator: Steve Rochlin, Director, AccountAbility</i>



<b>Wednesday, June 16</b>	<b>BEYOND PHILANTHROPY: STRATEGIC COMMUNITY INVESTMENT</b>
<b>8:00-9:00am</b>	<b>Participants Registration, Main entrance, IFC Lobby, 2121 Pennsylvania avenue Breakfast – IFC auditorium (accessible from the Main IFC Lobby)</b>
<b>9:00-9:30am</b>	<b>Welcome and Opening Remarks</b>
	<i>Rachel Kyte, Vice President, Advisory Services, IFC</i>
<b>9:30-10:30am</b>	<b>From Well-Meaning to Strategic</b> <ul style="list-style-type: none"> <li>• <i>Launch of IFC’s Good Practice Handbook on Strategic Community Investment</i></li> <li>• <i>How and Why are Corporate Strategies for Community Investment Evolving?</i></li> </ul>
	<p><i>Debra Sequeira, Senior Social Development Specialist, Community Investment, IFC</i>  <i>Aidan Davy, Senior Program Director, International Council on Mining and Metals (ICMM)</i>  <i>Tam Robert Nguyen, Senior Advisor, Chevron, and Representative of the International Petroleum Industry Environmental Conservation Association (IPIECA)</i>  <i>Margaret Coady, Director, Committee Encouraging Corporate Philanthropy</i></p> <p><i>Moderator: Steve Rochlin, Director, AccountAbility</i></p>
<b>10:30-11:00am</b>	<b>Coffee Break</b>
<b>11:00am-12:00pm</b>	<b>Win-Win-Win: The Business Case for Community Investment</b> <ul style="list-style-type: none"> <li>• <i>What is the Business Case for Community Investment?</i></li> <li>• <i>Perspectives from the Corporate World</i></li> </ul>
	<p><i>Ramanie Kunanayagam, Head, Social Performance, BG Group</i>  <i>Niels Christiansen, Vice President, Public Affairs, Nestlé SA</i>  <i>Assheton Carter, Vice President, Corporate Community Engagement, PACT</i>  <i>Michael de Soyza, Head of Public Policy and Corporate Responsibility, Dialog Telekom</i>  <i>Wolfram Haller, Sustainability Manager, Siemens</i></p> <p><i>Moderator: Dafna Tapiero, Head, CommDev (The Oil, Gas, and Mining Sustainable Community Development Fund), IFC</i></p>
<b>12:00-1:00pm</b>	<b>What it Means to Be Strategic: Where are We in Principle and Practice?</b> <ul style="list-style-type: none"> <li>• <i>E-voting and table discussions</i></li> </ul>
	<p><i>Moderator: Monika Weber-Fahr, Global Business Line Leader, Advisory Services in Environmental and Social Sustainability, IFC</i>  <i>Facilitator: Veronica Nyhan Jones, Social Development Specialist, Oil, Gas &amp; Mining, IFC</i></p>
<b>1:00-2:00pm</b>	<b>Buffet Lunch (Atrium, L-103, L-101)</b>

2:00-3:30pm	<p><b>How to Engage Communities Effectively - Company Case Studies</b></p> <p><b>Joseph Mathews</b>, CEO, ArcelorMittal, Liberia  <b>Eliane Anjos</b>, Sustainability Manager, Veracel Celulose  <b>Dennis Flemming</b>, Project Director for the Niger Delta Partnership Initiative, Chevron</p> <p>Moderator: <b>Amar Inamdar</b>, Principal Specialist, Compliance Adv/Ombudsman, IFC and MIGA</p>		
3:30-3:45pm	<p><b>Transition Break for Parallel Sessions (L level and 8P-100)</b></p>		
3:45-5:00pm	<p><b>Good Practice – Processes That Work</b></p> <p><b>Parallel sessions</b></p> <ul style="list-style-type: none"> <li>• <i>Designing Effective Exit Strategies</i></li> <li>• <i>Strategic Tools for Monitoring and Evaluation</i></li> <li>• <i>Strategies for Working with Rural Communities</i></li> </ul>		
	<p><b>Designing Effective Exit Strategies (8P-100)</b></p> <p><b>Liv Kari Sivertsen</b>, CSR Advisor, Statoil  <b>Rani Parker</b>, Senior Consultant, Business-Community Synergies</p> <p>Facilitator: <b>Steve Rochlin</b>, Director, AccountAbility</p>	<p><b>Strategic Tools for Monitoring and Evaluation (L-103)</b></p> <p><b>Maria Arsenova</b>, Operations Officer, IFC  <b>David Kovick</b>, Senior Associate, Consensus Building Institute  <b>Michael de Soyza</b>, Head of Public Policy and Corporate Responsibility, Dialog Telekom</p> <p>Facilitator: <b>Marguerite Monnet</b>, Consultant</p>	<p><b>Strategies for Working with Rural Communities (L-101)</b></p> <p><b>Isak Pretorius</b>, CEO, Joint Aid Management  <b>Aidan Gulliver</b>, Senior Economist, RuralInvest, Food and Agriculture Organization (FAO)  <b>Tracey Duffey</b>, Program Director, World Cocoa Foundation</p> <p>Facilitator: <b>Veronica Nyhan Jones</b>, Social Development Specialist, Oil, Gas &amp; Mining, IFC</p>
5:00-5:30pm	<p><b>Reflections and Key Takeaways</b></p> <ul style="list-style-type: none"> <li>• <i>Highlights from Parallel Sessions</i></li> <li>• <i>Reflections and Closing remarks</i></li> </ul> <p>Moderator: <b>Steve Rochlin</b>, Director, AccountAbility</p> <p><b>Closing Remarks:</b>  <b>Sujata Lamba</b>, Senior Manager, Corporate Advice Department, IFC</p>		
5:30-7:30pm	<p><b>COCKTAIL RECEPTION (IFC Atrium – Lobby Level)</b></p>		

Thursday, June 17		MEASURING RETURNS ON SUSTAINABILITY INVESTMENTS			
9:00-9:15am	<b>Welcome and Opening Remarks</b>				
	<b>Lance Crist</b> , Global Head, Oil & Gas, IFC				
9:15-10:30am	<b>Is it Worth the Effort?</b>				
	<ul style="list-style-type: none"> <li>What does it take to assess the return on sustainability?</li> <li>Do the benefits outweigh the costs?</li> </ul>				
	<b>Claude Perras</b> , Director, Global Practice Community Relations, Rio Tinto <b>Paul Bugala</b> , Sustainability Analyst, Calvert Investments <b>Kyle Peterson</b> , Managing Director, FSG Social Impact Advisors <b>Beth Lester</b> , Vice President, Penn, Schoen & Berland  Moderator: <b>Euan Marshall</b> , Senior Operations Officer, IFC				
10:30-11:00am	<b>Coffee Break</b>				
11:00-12:30pm	<b>How to Quantify Value...and What to Do With the Numbers</b>				
	<ul style="list-style-type: none"> <li>Introduction to Planning &amp; Financial Valuation Tool</li> <li>Discussion on opportunities and challenges of sustainability valuation</li> </ul>				
	<b>Thibaut Millet</b> , Senior Manager, Deloitte & Touche <b>Anna Walkowiak</b> , Manager, Deloitte & Touche <b>Vincent Blais</b> , Manager, Global Energy Markets, Deloitte & Touche <b>Veronica Nyhan Jones</b> , Social Development Specialist, Oil, Gas & Mining, IFC <b>Daniel Villar</b> , Lead Risk Management Officer, MIGA <b>Chris Carabetta</b> , Senior Analyst, Independent Project Analysis (IPA)  Moderator: <b>Claude Perras</b> , Director, Global Practice Community Relations, Rio Tinto				
12:30-2:00pm	<b>Lunch boxes (L level)</b>				
	<b>Parallel Lunch Time Discussions</b>				
	<b>Lunch Group 1:</b> Return to Local Stakeholders & Society (L-103A)  <b>Blake Connoy</b> , CSR Advisor, Canada BSR <b>Daniele Giovannucci</b> , Founder & Executive Director, COSA	<b>Lunch Group 2:</b> Financial Returns Back to the Company (L-103B)  <b>Anna Walkowiak</b> , Manager, Deloitte & Touche <b>Arjun Bhalla</b> , Senior Analyst, IFC	<b>Lunch Group 3:</b> Sustainability Reporting: Aligning Strategy, Performance, and Transparency (L-104)  <b>Mehrdad Nazari</b> , Senior Advisor, Prizma <b>Carmen Niethammer</b> , Operations Officer, IFC	<b>Lunch Group 4:</b> Open Discussion (L-101)	

2:00-3:30pm	<p><b>Company Case Studies: Implementing the Planning &amp; Financial Valuation Tool</b></p> <ul style="list-style-type: none"> <li>Lessons learned: interactive discussion with tool pilot users</li> </ul> <p><b>Kojo Bedu-Addo</b>, External Affairs Manager, Ahafo Mine, Newmont Ghana  <b>Walter Richards</b>, Regional Controller Africa, Newmont Ghana  <b>Manu Kapoor</b>, Director Corporate Affairs &amp; Communications, Cairn India  <b>Deepak Arora</b>, Deputy General Manager, Cairn India</p> <p>Moderator: Veronica Nyhan Jones, Social Development Specialist, Oil, Gas &amp; Mining, IFC</p>
3:30-4:00pm	<p><b>Coffee Break</b></p>
4:00-5:30pm	<p><b>Looking to the future: Strategies for Shared Value.</b></p> <p><b>Where Do We Go from Here?</b></p> <ul style="list-style-type: none"> <li>Practical next steps to plan and value sustainability investments</li> <li>What will work in the real world?</li> <li>Getting it done: opportunities and obstacles for implementation</li> </ul> <p><b>Cesar Fonseca</b>, Manager, External Relations, BPZ Resources  <b>Nathan Monash</b>, Manager, Sustainability, AngloGold Ashanti  <b>Sabrina Vigilante</b>, Director, Sustainable Value Chains, Rainforest Alliance  <b>Marcelo de Andrade</b>, Partner, Earth Capital Partners</p> <p>Moderator: Monika Weber-Fahr, Global Business Line Leader, Advisory Services in Environmental and Social Sustainability, IFC</p> <p><b>Closing Remarks:</b>  <b>Dafna Tapiero</b>, Head, CommDev (The Oil, Gas, and Mining Sustainable Community Development Fund), IFC</p>

For further information and to register please visit [www.commdev.org](http://www.commdev.org)