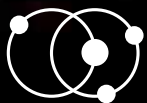


# GreenBiz | 15 FORUM

 #GrnBz



**GreenBiz**  
group

**FEBRUARY 17-19, 2015**  
JW Marriott Camelback Resort & Spa

Welcome to

# GreenBiz | 15 FORUM

 #GrnBz



Sincerely,

**Joel Makower**

Chairman & Executive Editor,  
GreenBiz Group

On behalf of my colleagues at GreenBiz Group, and our partners at Arizona State University and The Sustainability Consortium, welcome to the 2015 GreenBiz Forum.

We hold the Forum each year to bring together sustainability leaders from the world's biggest companies to discuss the trends, tools and techniques that can make them successful in the year ahead. I hope you enjoy the program we've put together, but come ready to roll up your sleeves to learn practical skills from your colleagues. We've put together a stellar faculty of thought leaders and experts on a wide range of topics.

We've also allowed for time to tap the rich tapestry of experience among your fellow attendees. Through networking, meals and round tables, you'll have the chance to ask questions, share expertise and play a key role in advancing everyone's game.

Thanks for coming. I hope you leave feeling inspired and invigorated.

## Sustainability Solutions Festival

**February 16-21, 2015 | Greater Phoenix Area, AZ**

GreenBiz Forum is presented in partnership with The Sustainability Consortium and the Rob and Melani Walton Sustainability Solutions Initiatives at Arizona State University as part of the 2015 Sustainability Solutions Festival. This week, Arizona becomes the epicenter of the sustainability universe as business leaders, students, families and creative thinkers gather to celebrate and honor solutions to the world's toughest issues. The second annual Sustainability Solutions Festival will feature a variety of events in a vibrant showcase for and about sustainability solutions. Visit [sustainabilityfestival.asu.edu](http://sustainabilityfestival.asu.edu) for a schedule of events and more information.

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- 3 Search "GreenBiz Events" in the App Store or Google Play
- 4 Scan the QR code to download

## STATE OF GREEN BUSINESS 2015

By Joel Makower and the editors of GreenBiz.com



GreenBiz  
group



TRUCOST



## STATE OF GREEN BUSINESS 2015

Available on the iTunes store for iPad or

Download as an interactive PDF at <http://grn.bz/sogb2015>

## EVENT PROGRAM

# TUESDAY, FEBRUARY 17

**7:45 BREAKFAST & REGISTRATION: ALL ACCESS PASS ONLY** (Arizona Ballroom Foyer)

**8:30 - 12:30 PRE-CONFERENCE TUTORIALS: ALL ACCESS PASS ONLY**

### **The Science of Science-Based Goals** (Salon B & C)

Dave Knight, DNV GL; Kathrin Winkler, EMC; Andrew Winston, Winston Eco-Strategies; Jeff Gowdy, J. Gowdy Consulting; Nicole Labutong, CDP

### **A CSO's Guide to Renewable Energy** (Salon D & E)

Erin Decker, salesforce.com; Bill Wehl, Facebook; Jed Richardson, Johnson & Johnson; John Davies, GreenBiz Group; Quayle Hodek, Renewable Choice Energy

### **Beyond the Choir: Pitfalls and Pathways in Conversations About Sustainability** (Salon J & K)

Jason Jay, MIT; Gabriel Grant, Yale School of Forestry & Environmental Studies

### **Quantifying the Business Value of Sustainability** (Salon L & M)

Chris Peterson, PE International; Lisa Barnard, BASF; Doug Brown, BASF

### **The Sustainability Consortium: Product Sustainability Revealed, Translated and Realized** (Sunshine)

Sarah Lewis, The Sustainability Consortium; Pete He, Henkel; Ian Lifshitz, Asia Pulp & Paper; Rachel Goldstein, Mars, Inc.; Jim Sullivan, SAP; Phillip Crowder, Sealed Air; Zach Freeze, Walmart; Jessica Ginger, The Sustainability Consortium

**12:30 LUNCH: ALL ACCESS PASS ONLY** (Sonoran Terrace)

**12:45 CONFERENCE REGISTRATION** (Arizona Ballroom Foyer)

**GENERAL SESSIONS** (Arizona Ballroom)

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**1:30 Welcome & Introductions** - Joel Makower, Chairman & Executive Editor, GreenBiz Group

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**1:45 Opening Address** - Rob Walton, Walmart

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**1:55 State of Green Business** - Joel Makower, GreenBiz Group; John Davies, GreenBiz Group; Richard Mattison, Trucost

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**2:40 Integrating Sustainability & Risk Mitigation into Corporate Strategy** - Alex Wittenberg, Oliver Wyman; Joel Makower, GreenBiz Group

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**3:00 The Sustainability Consortium: A Status Report** - Sheila Bonini, The Sustainability Consortium; Joel Makower, GreenBiz Group

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**3:15 One Great Idea: Why the Circular Economy is Going Mainstream** - William McDonough, MBDC and William McDonough + Partners

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**3:25 Musical Guest** - Glen Phillips

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**3:45 NETWORKING BREAK** (Arizona Ballroom Foyer)

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**4:15 Business Growth in an Era of Water Scarcity** - Brad Colton, Marriott International; Emilio Tenuta, Ecolab; Libby Bernick, Trucost

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**4:35 One Great Idea: Taking Materials to the Next Level Using Nature's Design Principles** - Mark Dorfman, Biomimicry 3.8

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**4:45 One Great Idea: Generating Power from Plastics - Inside the Energy Bag** - Jeff Wooster, Dow Chemical Co.

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**4:55 One Great Idea: Bringing Light to Communities in Need** - Hayes Barnard, SolarCity

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**5:05 The Role of Women & Girls in Building Sustainable Economies** - Aron Cramer, BSR; Aimee Christensen, Christensen Global Strategies; Heather Grady, Rockefeller Philanthropy Advisors

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**5:30 NETWORKING RECEPTION - PRESENTED BY DOW** (North Garden)

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**7:00 BIRDS OF A FEATHER DINNERS** (Scottsdale-area restaurants, signups at registration)

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# WEDNESDAY, FEBRUARY 18

**6:15 SUNRISE HIKE** (Camelback Resort Lobby)

**7:45 BREAKFAST & REGISTRATION** (Sonoran Terrace)

**GENERAL SESSIONS** (Arizona Ballroom)

**8:30 Welcome** - Joel Makower, GreenBiz Group

**8:40 The Power of Global Partnerships** - Peter Bakker, World Business Council for Sustainable Development; Andrew Winston, Winston Eco-Strategies

**9:00 One Great Idea: Creating the Purpose Economy** - Aaron Hurst, Imperative

**9:10 One Great Idea: How Tilting the Triangle Drives Innovation at Target** - Emily McGarvey, Target

**9:20 The Right Chemistry: How Sustainable Products Catalyze Business Success** - Charlene Wall-Warren, BASF; Heather Clancy, GreenBiz Group

**9:40 One Great Idea: The Network Effect of Employee Engagement** - Susan Hunt Stevens, Wespire

**9:40 One Great Idea: Planting Seeds of Social Innovation for 21st Century Leaders & Learners** - Stephen Ritz, Green Bronx Machine

**10:00 NETWORKING BREAK - PRESENTED BY BASF** (Arizona Ballroom Foyer)

**10:30 The Art and Science of Transforming Supply Chains** - Carter Roberts, World Wildlife Fund; Joel Makower, GreenBiz Group

**10:50 Connecting the Next Billion in a Resource-Constrained World** - Chris Librie, HP; Heather Clancy, GreenBiz

**11:05 One Great Idea: Transforming an Industry with Community Engagement** - David Poritz, Equitable Origin

**11:15 Leadership Lessons, from Crafting Sustainability Programs to Craft Beer** - John Davies, GreenBiz Group; Pat Tiernan, Stone Brewing

**11:30 Influencing the Next Generation of Supply Chain Energy Use & Efficiency** - Dan Hamza-Goodacre, ClimateWorks

**11:35 The Case for Sustainable Meat Production** - Nicolette Hahn Niman, Defending Beef; Joel Makower, GreenBiz Group

**11:55 Inside Levi's Sustainable Supply-Chain Strategy** - Liz O'Neill, Levi Strauss & Co; Joel Makower, GreenBiz Group

**12:15 Special Announcement: The Sustainability Solutions Celebration** - Melani Walton, ASU Sustainability Solutions Initiatives, ASU Women

**12:30 FOOD FOR THOUGH LUNCHES** (Sonoran Terrace)

## 1:45 - 2:45 WORKSHOPS I

### **Social Media for Sustainability Thought Leadership: It Begins With Twitter** (Salon B)

Andrea Learned, LearnedOn LLC; Marlene Morris Towns, Georgetown University's McDonough School of Business; Peggy Ward, Kimberly-Clark; Bruno Sarda, Dell

### **Design with Intent to Recycle: Impacting an Entire Supply Chain** (Salon C)

Anita Kedia, Waste Management Sustainability Services; Erica Ocampo; Dow Chemical; Al Iannuzzi, Johnson & Johnson

### **The Power of Companies in the Shift to Cost-Effective Renewables** (Salon D)

Priya Barua, World Resources Institute; Kevin Rabinovitch, Mars, Inc.; Marty Spitzer, WWF; Kathrin Winkler, EMC; Patrick Flynn, BASELAYER; David Hughes, Target

### **Connecting Company Purpose with Corporate Responsibility & Engagement** (Salon E)

Aaron Hurst, Imperative; Jeff Senne, PwC

### **Doing Business in a Water-Less World** (Salon J)

Michael Kobori, Levi Strauss & Co.; Pat Tiernan, Stone Brewing Co.; Todd Brady, Intel Corporation; Joel Makower, GreenBiz Group

### **Evaluating Your Product Sustainability Formula** (Salon K)

Charlene Wall-Warren, BASF; Heather Clancy, GreenBiz Group; Denise Petersen, BASF; Emily Brooks, BASF

### **Retail Horizons: Collaborating for Sustainability in Retail** (Salon L)

Helen Clarkson, Forum for the Future; Jonathan Atwood, Unilever; Emily McGarvey, Target

### **Influencing the Next Generation of Supply Chain Energy Use & Efficiency, Part I** (Salon M & N)

John Davies, GreenBiz Group; Josh Henretig, Microsoft; Sean Mullin, DuPont; Betty Cremmins, CDP

**2:45 TRANSITION**



## 3:00 - 4:00 WORKSHOPS II

### **Conflict Minerals: Creating Industry-wide Solutions** (Salon B)

Amon Rappaport, i.d.e.a.; Tanya Bolden, AIAG Automotive Industry Action Group; Jared Connors, iPoint; Michael Oleksa, STERIS

### **The New Consumer Mindset and the Role of Branding in Sustainability** (Salon C)

Alexander Haldemann, MetaDesign; Kelly Vlahakis-Hanks, Earth Friendly Products/ECOS

### **Creating a Corporate Fund to Finance Energy and Carbon-Reduction Projects** (Salon D)

Elizabeth Turnbull Henry, adidas; Jed Richardson, Johnson & Johnson; Heather Clancy, GreenBiz Group

### **The Secrets of High-Impact Employee Engagement Programs** (Salon E)

Susan Hunt Stevens, Wespire; Gwen Migita, Caesars Entertainment; Dave Stangis, Campbell Soup Company; Megan Rast, Sony Pictures Entertainment

### **Refreshing Corporate EHS Programs in a Sustainability World** (Salon J)

Carol Casazza, EY; Shannon Roberts, EY; Ann Condon, General Electric; Alan Horowitz, AstraZeneca

### **Water Stewardship: Using Water's Full Value** (Salon K)

Libby Bernick, Trucost; Emilio Tenuta, Ecolab; Eunice Heath, The Dow Chemical Company; Paul Reig, WRI

### **Electronics and the Circular Economy** (Salon L)

Carole Mars, The Sustainability Consortium; Darren Beck, Sprint; Michael Dizzino, Goodwill; David Lear, Dell; Carol Baroudi, Arrow Electronics; Christopher Ko, ER2

### **Influencing the Next Generation of Supply Chain Energy Use & Efficiency, Part II** (Salon M & N)

John Davies, GreenBiz Group; Josh Henretig, Microsoft; Sean Mullin, DuPont; Betty Cremmins, CDP

## 4:00 NETWORKING BREAK (Arizona Ballroom Foyer)

## 4:30 - 5:30 WORKSHOPS III

### **Full-Spectrum Sustainability: Creating Enterprise-wide Initiatives** (Salon B)

Letitia Webster, VF Corporation; Art Gibson, Baxter Healthcare; Joel Makower, GreenBiz Group

### **Sustainability-Speak Your CMO Will Understand** (Salon C)

Amon Rappaport, i.d.e.a.; Dave Stangis, Campbell Soup Company; Michael Bennett, White Lodging; Liz Matthews, Dell

### **New Research: How Companies Use External Consultants** (Salon D)

Ari Kobb, Siemens Building Technologies; John Davies, GreenBiz Group; Kim Marotta, MillerCoors; Paul Murray, Shaw Industries

### **Addressing Child & Forced Labor in Your Supply Chain: Mitigation & Healing** (Salon E)

Matthew Lyon, The Sustainability Consortium; Kohl Gill, LaborVoices; Karen Stauss, Free the Slaves; Todd Brady, Intel Corporation; Charita Castro, U.S. Department of Labor's Office of Child Labor, Forced Labor, & Human Trafficking

### **Diving into Water Footprinting** (Salon J)

Jon Dettling, Quantis; Edouard Careron, Steelcase

### **How Handprinting Can Create a Net-Positive Company** (Salon K)

Greg Norris, Harvard School of Public Health; Gale Tedhams, Owens Corning

### **Using Life-Cycle Thinking to Drive Product Development and Sustainability** (Salon L)

Melissa Hamilton, EarthShift; James Rogers, The North Face; Dave Hartter, EarthShift

### **The Future of Materiality** (Salon M & N)

Dave Knight, DNV GL; Gwen Migita, Caesars Entertainment; Peggy Ward, Kimberly-Clark; Kathrin Winkler, EMC

## 5:45 - 10:30

# Sustainability Solutions Celebration

## Hosted by ASU Rob and Melani Walton Sustainability Solutions Initiatives

### Desert Botanical Garden, 1201 N Galvin Pkwy, Phoenix, AZ 85008

Revel in the spirit of sustainability while enjoying the tastes, smells and landscapes of the world-renowned Desert Botanical Garden during the Sustainability Solutions Celebration. Winners of the ASU Rob and Melani Walton Sustainability Solutions Awards will be recognized for their creative thinking and extraordinary solutions. This special engagement of the Sustainability Solutions Festival presented by the City of Phoenix will include live musical performances by Tucson-based cumbia band Chicha Dust and the introduction of the Sustainability Solutions Tour at the Desert Botanical Garden. All GreenBiz Forum attendees are invited to attend this special event. Your badge is your admission ticket. Attire is business casual. Meet in the Arizona Ballroom Foyer at 5:45 pm to take the shuttle to the garden.

## 9:30 AFTER PARTY - PRESENTED BY BASF (Rita's Kitchen & Garden Terrace at the JW Marriott Camelback Inn)

# THURSDAY, FEBRUARY 19

**7:45 BREAKFAST ROUNDTABLES** (Sonoran Terrace)

## 8:30 - 9:30 WORKSHOPS

### **Cultivating Impactful Corporate-NGO Partnerships** (Salon C)

Jeffrey North, The Nature Conservancy; Brandy Wilson, CH2M HILL; Andrew Goldberg, Dogwood Alliance; John Davies, GreenBiz Group; Deborah Baker, Georgia Pacific

### **Challenges & Opportunities Around the Urban Nexus** (Salon D)

Mark Lee, SustainAbility; Ryan Schuchard, BSR; Colin Tetreault, City of Phoenix; J. Ashley Nixon, Shell Oil Company

### **Roadmap to Synergies and Opportunities in Integrated Reporting** (Salon E)

Kristen Sullivan, Deloitte & Touche LLP; Jenny Lynch, Deloitte & Touche LLP; Michelle Bachir, Deloitte & Touche LLP

### **The Future of Sustainability Labels and Certifications** (Salon J)

Kathy Abusow, Sustainable Forestry Initiative; Jenny Cross, Mohawk Industries; Arthur Weissman, Green Seal; Scot Case, NMI

### **Renewable Energy Transactions Made Simpler** (Salon K)

Lily Donge, Rocky Mountain Institute; Mary Alice Kurtz, GM; Lesley O'Connor, Mainstream Renewable Power

### **How to Accelerate HR's Role in Sustainability** (Salon L)

Jeana Wirtenberg, Transitioning to Green

### **Supply-Chain Risk and Commodity Mapping: Partnerships and Tools** (Salon M & N)

Christy Melhart Slay, The Sustainability Consortium; Dave Stangis, Campbell Soup Company; Boma Brown-West, Environmental Defense Fund; Rachel Goldstein, Mars, Inc.

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**9:30 NETWORKING BREAK** (Arizona Ballroom Foyer)

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## **GENERAL SESSIONS** (Arizona Ballroom)

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**10:00 Welcome** - Joel Makower, Chairman & Executive Editor, GreenBiz Group

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**10:05 The Role of Company Boards in Driving Sustainability** - Mindy Lubber, Ceres; Dianne Dillon Ridgely, Interface

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**10:30 Driving Corporate Culture through Community and Employee Engagement** - Jim DeLuca, General Motors; Joel Makower, GreenBiz Group

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**10:50 One Great Idea: Scaling Sustainability Innovation** - Jim Hanna, Starbucks

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**11:00 Reinventing Recycling for the Circular Economy** - Tim Carey, PepsiCo; Tom Carpenter, Waste Management; Ron Gonen, Closed Loop Fund; Joel Makower, GreenBiz Group

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**11:25 Exit Interview: Bob Langert** - Bob Langert, McDonald's Corporation; Joel Makower, GreenBiz Group

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**11:50 Close of Forum** - Joel Makower, GreenBiz Group

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**12:00 EVENT END**

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## **TWEET YOUR QUESTIONS:**

For questions directed to mainstage speakers, send them via Twitter to Sidebar Host Lauren Hepler: **@LAHepler #GrnBz**

## **GREENBIZ FORUM CONFERENCE WIFI ACCESS:**

**Join Network:** JW\_Marriott\_Conference

**Password:** greenbiz

## **VIRTUAL EVENT:**

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