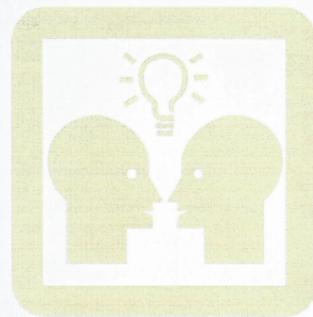


Business for Social Responsibility

BSR 2001 Annual Conference

LEARNING FOR THE FUTURE



NOVEMBER 7-9 • SEATTLE WASHINGTON

PROGRAM

From Policy to Practice: Institutionalizing Corporate Social Responsibility

Advanced Practitioner Session

Making a commitment to corporate social responsibility is a critical first step, but making that commitment truly come alive is the real challenge. Institutionalizing CSR strategies is the focus of this highly interactive session. First, hear a case study on how a leading Brazilian company has infused CSR throughout the culture of its organization. Next, participate in a facilitated small group exercise in which attendees examine several different approaches to institutionalizing CSR and assess the viability of them for their own organizations.

- **Rodolfo Witzig Guttilla**, Corporate Affairs Activities, Natura Cosméticos S.A.
- **Jeff Zalla**, Corporate Responsibility Officer & VP Corporate Communications, Chiquita Brands International, Inc.

Standards Showcase: AA1000

- 16 One of four sessions that provides an overview of prominent CSR standards and an in-depth look at how leadership companies are putting them into practice. In each, a representative from the standard body and from a company that is using the standard lead a discussion on how the standard can be applied in practice. This session looks at how the Institute of Social & Ethical AccountAbility's AA1000 process standard has been used by a major hydroelectric company to improve CSR governance, reporting and stakeholder engagement.

- **Claudio Boechat**, CEMIG
- **Dr. Simon Zadek**, Chair and Acting CEO, Institute of Social & Ethical Accountability

Standards Showcase: Global Reporting Initiative

One of four sessions that provides an overview of prominent CSR standards and an in-depth look at how leadership companies are putting them into practice. In each, a representative from the standard body and from a company that is using the standard lead a discussion on how the standard can be applied in practice. This session looks at how the GRI reporting standard has helped a major pharmaceutical company develop and deliver a more comprehensive and comparable sustainability report.

- **William Blackburn**, Vice President and Chief Counsel of Corporate Environment, Health & Safety, Baxter International
- **Allen White**, Acting Director, Global Reporting Initiative

Standards Showcase: United Nations Global Compact

One of four sessions that provides an overview of prominent CSR standards and an in-depth look at how leadership companies are putting them into practice. In each, a representative from the standard body and from a company that is using the standard lead a discussion on how the standard can be applied in practice. This session looks at how the UN Global Compact has been used by a major pharmaceutical company as a guide for CSR strategy development and implementation.

- **Fred Dubee**, Senior Officer, United Nations Global Compact
- **Julie Kane**, Vice President, Health, Safety & Environment, Novartis Corporation

Standards Showcase: Global Sullivan Principles

One of four sessions that provides an overview of prominent CSR standards and an in-depth look at how leadership companies are putting them into practice. In each, a representative from the standard body and from a company that is using the standard lead a discussion on how the standard can be applied in practice. This session looks at how the Global Sullivan Principles has been used by a major petroleum company as a framework for CSR strategy development and employee education on implementation.

- **Hope Sullivan**, International Foundation for Education and Self-Help, Global Sullivan Principles
- **Norm Zeiser**, Policy Development, Chevron Corporation

Prize, the 1998 Heinz Award, and the 1999 John Gardner Leadership Award from Independent Sector. She lives in Virginia with her husband and 4 children.

Nancy Glaser

Nancy Glaser has worked for the City of Seattle in a wide range of capacities since 1981. She currently reports to the Superintendent of Seattle City Light, where she leads a wide variety of cross cutting efforts for the utility, including the utility's policy and business planning efforts, as well as the leadership position in environment and safety policy and program development. Last year she led the utility's development of its strategic resources plan – a plan to meet reliably the service territory's energy needs over the next 10 year period with no net impact on greenhouse gases. She recently led the City's acquisition of the largest wind power purchase of any public utility in the U.S. and is implementing the utility's greenhouse gas mitigation efforts. Prior to her work in these positions, Ms. Glaser was the Finance Director for the electric utility. Ms. Glaser has also held senior management positions in other City of Seattle Departments. She was the Director of the Seattle Solid Waste Utility, led Facilities Maintenance and Development for the Seattle Parks and Recreation Department, and was the Executive Director of the Legislative Department's Central Staff.

Linda Golodner

Linda Golodner was appointed Executive Director of the National Consumers League (NCL) in 1985, and elected President and CEO in 1991. In addition to serving as president of NCL, Ms. Golodner chairs the National Council on Patient Information and Education, the Alliance to Protect Electricity Consumers, and the Alliance Against Fraud in Telemarketing and Electronic Commerce, a coalition of more than 90 groups organized to combat fraud through combined efforts and public education. Ms. Golodner also serves as chair and sits on the board of numerous consumer advocate organizations. Ms. Golodner received the American Pharmaceutical Association's Hugo H. Schaefer Award. The United Nations Association (NCA) also honored her for her work in human rights. The American Council on Consumer interests also presented her with the "Friend of Consumers Award" in recognition of her outstanding contributions to policies that promote consumers' interests nationally and internationally.

Rodolfo Guttilla Witzig

Rodolfo Witzig Guttilla is responsible for the Corporate Affairs Activities of Natura Cosméticos S.A., a post he has held since May 2000. He conducts the community relations and communication and public relations activities. He is also responsible for supporting the company's dissemination of the social responsibility practice in their business activities and relations. Mr. Witzig is also involved with the Business Communication Association, the Social Action Center of the São Paulo State Federation of the Industries, FIESP/CIESP and is the Finance Vice President of the Brazilian Association of Business Communication, Aberje. Mr. Witzig received a Bachelor of Arts in Social Sciences from Pontifícia Universidade Católica de São Paulo. In 1993, he received a Master of Arts degree in Anthropology from the same institution. He also holds a Bachelor of Arts in Journalism from Faculdades Integradas Alcantara Machado.

Denis Hayes

Denis Hayes is President of the Bullitt Foundation. He also serves as board chair of the International Earth Day Network, and is the immediate past chair of the Energy Foundation. During the Carter Administration, Mr. Hayes headed the National Renewable Energy Laboratory. From 1983 through 1988 he was an adjunct professor of engineering at Stanford University. Previously, Mr. Hayes has worked as Director of the Illinois State Energy Office, Senior Fellow at the Worldwatch Institute, and Visiting Scholar at the Smithsonian Institution. He formerly practiced law for several years with Cooley Godward in Silicon Valley. Mr. Hayes was National Coordinator of the first Earth Day in 1970; he led the national environmental lobbying effort behind passage of the first Clean Air Act; and launched the first "Dirty Dozen" campaign to retire the most environmentally irresponsible members of Congress. Mr. Hayes received the Charles Greeley Abbot Award of the American Solar Energy Society in 1993 and was elected as a Fellow of the Society in 2000. In 1979 he was a recipient of the national Jefferson Medal for Greatest Public Service by an Individual under 35. He has been awarded the John Muir Award by the Sierra Club in 1985 and has received the highest honors awarded by the National Wildlife Federation, the Humane Society of the United States, and the Interfaith Center for Corporate Responsibility. Mr. Hayes was also selected by *Time* magazine as one of its "Heroes of the Planet," and the National Audubon Society included him in its list of the 100 Environmental Heroes of the 20th Century. He has been profiled as "Newsmaker of the Week" by ABC News and as "Today's Person in the News" by the *New York Times*.

Michael Quinn

Marathon Oil Company

James Scialabba

Marigold Development Inc.

Adrienne Murphy

Markkula Center for Applied Ethics

Kirk Hanson

Marks and Spencer Plc

Ed Williams

Muriel Johnson

MathWorks Inc., The

Elizabeth Callanan

May Department Stores Company, The

Bea Gagliardo

Laurie Auer

Sandra Furia

McDonald's Corporation

Dan Chally

Jill Scandridge

Juana Sanchez

Mead Corporation, The

David Bonistall

Meridian Group International, Inc

Ellen Weinreb

Barbara O'Hanlon

Victoria Baird

Michelle Mann Consulting

Michelle Mann

Microsoft Corporation

Bruce Brooks

Mithun

Bert Gregory, AIA

MMG

Kimberly Hall

Monsanto Company

Deborah Patterson

Motorola University Southwest

Debby King-Crowley

Mountain Equipment Co-Op

Andrea Harris

Denise Taschereau

Donald Serl

Greg Foweraker

Patrick Stratton

MTL Brand Integrity

BJ Park

James McMichael

Manfred Mayer

Munich Institute for Social Science

Susanne Korfmacher

Music Matters

Allison Devore

Michael Martin

MyDocOnline

Paula Ivey

National Audubon Society

Heather Hanson

J Smith

National Business Initiative

Gillian Hutchings

National Consumer's League

Linda Golodner

National Council of Teachers of Mathematics

Lee Stiff

National SAFE KIDS Campaign

Heather Paul

Natura Cosméticos S.A.

Rodolfo Witzig Guttilla

Natural Logic, Inc.

Gil Friend

NEC Corporation

Hitoshi Suzuki

Net Impact

Felice Keller

Carmen Baskette

NetAid

David Morrison

Emma Oxford

New Academy of Business

Luke Wilde

New York University

Doug Guthrie

NewCircle Communications

Joseph Keefe

Mica Stark

Newmont Mining Corporation

Gary MacDonald

Gary McDonald

Timothy McLaughlin

Violeta Vigo Vargas

Nike, Inc.

Dave Newman

Dusty Kidd

Eraina Duffy

Eric Brody

Heidi Holt

Jill Zanger

John Frazier

Katie Grew

Kirk Stewart

Nicole Zick

Sarah Severn

Nordstrom

Kelly Goodejohn

Linda Pepper

Norm Thompson Outfitters, Inc.

Derek Smith

John Emrick

Norsk Hydro

Rolf Lunheim

Northwest Environmental Watch

Alan Durning

Northwest Missouri State University

Justin Corbett

Novartis AG

Julie Kane

Jim Thomas

Novo Nordisk A/S

Vernon Jennings

NW Ecosystem Alliance

Mitch Friedman

O'Brien and Associates International Inc.

Dan O'Brien