

**WBCSD GNAM week**  
**14 - 18 March 2016, Geneva**  
**Tentative schedule (draft)**

Monday 16	Tuesday 17	Wednesday 18	Thursday 19	Friday 20
<b>09:00-09.30</b> <b>Welcome breakfast</b> with WBCSD staff  <b>09.30-11.00</b> <b>Setting the</b> <b>Scene/Action2020 &amp;</b> <b>Leadership</b> Gail Whiteman <i>Short break 11-11.15</i>	<b>09:00-10.30</b> <b>Climate &amp; Energy:</b> Maria Mendiluce   <i>Coffee break 10.30-10.50</i>	<b>09:00-10.30</b> <b>Water:</b> Joppe Cramwinckel   <i>Coffee break 10.30-11.00</i>	<b>09:00-10.30</b> <b>Ecosystems:</b> Violaine Berger   Company visit	<b>09:00-12.30</b> <b>Preparation time &amp; Final</b> <b>presentation</b>   <i>Coffee break 10.30-11.00</i>
<b>11.15-12.15</b> <b>Sustainable</b> <b>Consumption</b>	<b>10.50-11.50</b> <b>Creating Shared Value</b>	<b>11.00-12.30 Safe</b> <b>Materials &amp;</b> <b>Products:</b> Andrea Brown		
<i>Lunch 12:15-13.00</i>	<i>12:45-13:30-Lunch</i>	<i>Lunch 12:30-13:30</i>	Lunch 12.15-13.30	<i>Lunch 12:30-13:30</i>
<b>13.00 -14.00</b> <b>Sustainable</b> <b>Consumption:</b> <b>Implications for</b> <b>Action2020</b>  <b>14:05-16:30</b> <b>Social Impact</b>	<b>13:30-16:30</b> Company visit:	<b>13:30-16.30</b> <b>Redefining Value:</b> Rodney Irwin		<b>13.30 Close</b>
<i>Coffee 15.00-15.30</i>		<i>Coffee 15.15-15.45</i>		

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<b>16:30-18.00</b> Discussion with Peter Bakker	<b>19:00:</b> group dinner	<b>16:45-17.30</b> Industrial Ecology & Business Strategy	<b>20:00</b> group dinner	
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## SPEAKER BIOGRAPHIES

### **Peter Bakker, President & CEO, World Business Council for Sustainable Development (WBCSD)**



**Ambassador Against Hunger**, UN World Food Programme

**Chairman** War Child, Netherlands

**Co-Chair** Redefining the Role of Business for Sustainable Development, SDSN  
*UN Sustainable Development Solutions Network*

**Vice-Chairman** International Integrated Reporting Council

Peter Bakker is the President & CEO of the World Business Council for Sustainable Development. Mr. Bakker is a distinguished business leader who, until June 2011, was the CEO of TNT NV, the Netherlands-based holding company of TNT Express and Royal TNT Post. Under his leadership TNT rose to the forefront of Corporate Responsibility via a ground-breaking partnership with the UN World Food Program and ambitious CO<sub>2</sub> reduction targets from its Planet Me initiative, holding multiple-year top-ranking positions in the Dow Jones Sustainability Index.

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Mr. Bakker is the recipient of Clinton Global Citizen Award (2009); SAM Sustainability Leadership Award (2010); and has been an Ambassador Against Hunger for the UN World Food Programme since 2011. In addition he is the Chairman of War Child Netherlands.



**Violaine Berger, Director, Ecosystems & Agriculture, WBCSD**

Violaine Berger leads the Ecosystems & Landscape Cluster of the [World Business Council for Sustainable Development](#) (WBCSD), a global coalition of some 200 companies focusing on sustainable development. Among other responsibilities, she leads projects aiming to scale up [business investments in natural infrastructure](#) and in [restoration of degraded land](#), as well as an initiative aiming to [reduce food loss and waste across the agricultural value chain](#). She represents the WBCSD in the WRI-led “Food Loss and Waste Protocol” initiative.

She previously led the development and roll out of [Business Ecosystems Training](#) (BET), a capacity building program that aims to equip business with the skills they need to better measure, manage and mitigate their ecosystem impacts and dependencies. She is also coordinated the WBCSD’s Water Project work on the [value of water](#), which recent developments include a [Business Guide to Water Valuation](#).

**Andrea Brown, Director, Safe & Sustainable Materials, WBCSD**

Andrea Brown joined the WBCSD in 2008 to lead the Greenhouse Gas Protocol’s development of the Scope 3 (Value Chain) standard and the Product Standard, in partnership with the WRI. In 2011 she became the Director for the Chemicals sector project that focuses on value chain collaboration; and on aligned sustainability metrics and reporting to enable chemical companies to “compete on performance and not on methodology”. In 2014 she became the Director for a new area within the WBCSD entitled, Safe and Sustainable Materials. This Cluster focuses on working with companies to make WBCSD’s Vision for Materials, which is to achieve “not a particle of waste” by 2050, actionable. The Cluster also brings together the sector projects from Cement, Tires, Forestry, and Chemicals. Prior to joining the WBCSD, Andrea worked on policy issues for the Canadian Department of Foreign Affairs, and the Alberta Department of Energy.

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**Joppe Cramwinckel, Director, Water Programme, WBCSD**

Joppe Cramwinckel leads the water programme of the World Business Council for Sustainable Development, The water program provides a platform for member companies to make positive progress on sustainable water management, contribute to the development of fair and good multi layered water governance and enhance recognition of global businesses as effective water management solution providers.

Before joining the WBCSD, he was Sustainable Development Lead for Shell International Exploration and Production B.V and served as environmental lead in Brunei and Oman. In 2003 he became the Shell Issue Manager for Water. He is member of a number of Advisory Boards/Advisory Councils, among others, the European Water Partnership, the Stockholm World Water Week and is a member of the Supervisory Council of the Water Footprint Network

**Dr. Rodney Irwin, Managing Director, WBCSD**



Dr. Rodney Irwin is the Managing Director of Redefining Value and Education at the World Business Council for Sustainable Development in Geneva. In this role, Rodney is responsible for a portfolio of projects designed to advance the measurement and valuation of externalities to take sustainable development into the mainstream reporting of an organization. He is the link between WBCSD members and standard / regulation setters and he is leading projects in risk management, integrated and mandatory reporting and is developing education programs designed for senior finance staff.

Rodney has been a guest lecturer at Yale University, Cambridge University, University of Geneva and Rotterdam School of Management.

He holds a degree in Economics, a master's degree in management and a Doctorate where he researched comparative corporate governance and its interrelationship with ethical decision making and reporting at ISM Paris. Rodney has also completed the Masters in Sustainability Leadership at Cambridge University.

Professionally Rodney is a fellow of the Institute of Chartered Accountants in Ireland, a Certified Fraud examiner, a Certified Compliance and Ethics Professional and a Specialist member of the Institute of Risk Management. Rodney is also a member of the Advisory Council of the Sustainability Accounting Standards Board, a Board Member of the Climate Disclosure Standards Board and sits on the Sustainability Council of several global businesses. He was a member of the IIRC Working Group until it was disbanded in 2014.

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**Maria Mendiluce, Director Climate and Energy and Electric Utilities Project, WBCSD**



Maria Mendiluce joined WBCSD in 2008 and has almost 20 years of experience in the energy sector, having worked in the International Energy Agency, Iberdrola and in the economic bureau of the Spanish Prime Minister, where she was in charge of coordinating the development of the first Spanish Sustainable Development Strategy.

She is now bringing her economic and policy background to the climate and energy cluster in WBCSD. Her role includes leading the Road to Paris and beyond activities, coordinating the team developing the Action 2020 business solutions, developing WBCSD climate and energy strategy, facilitating the business engagement in the climate process and contributing to the WBCSD international policy engagements and international events. She is also leading the electricity utilities project, where she just produced a report on Building climate resilience in the power sector and is now managing a new project on the Utility of the Future

Maria has a PhD degree on the relationship between economic growth and energy demand, she is teaching a class on environmental policies in the University of Geneva, writes articles for peer reviewed journals and organizes and participates regularly in international energy and climate academic conferences.

She is also a member of the Abengoa Independent Panel of Experts on Sustainable Development, the Agbar Sustainable Development Expert Panel and the Novartis Environment and Energy Award Judge Panel.

**Filippo Veglio, Director, Social Impact, WBCSD**



Filippo Veglio is the Director of the Social Impact cluster at the WBCSD, a CEO-led, global coalition of companies advocating for progress on sustainable development.

Engaging senior representatives of member companies across various industry sectors, business organizations, multilateral institutions, NGOs and academia, Filippo manages the WBCSD's program promoting and scaling business solutions to fuel inclusive growth.

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The current work program advances business perspectives, solutions, and collaboration on the following themes:

- Inclusive business solutions targeting the base of the economic pyramid;
- Best corporate practice in operationalizing the UN Guiding Principles on Business and Human Rights;
- Cross-industry collaboration to make rural areas in the developing world more attractive places to work, live and invest in.
- Business initiatives addressing skills shortages & unemployment challenges within supply chains.

Filippo joined the WBCSD in 2005, and has in particular led WBCSD's pioneering work on inclusive business at the base of the pyramid, catalyzing investments and partnerships on the ground as well as conducting research and advocacy.

Prior to joining the WBCSD, Filippo worked as Program Assistant at the Center for the Democratic Control of Armed Forces (DCAF), which provides in-country advisory support and practical assistance programs aimed at ensuring effective democratic governance of the security sector.

Filippo is a Swiss national and is fluent in six languages. He holds an M.A. in International Relations from the Graduate Institute of International and Development Studies in Geneva. He has been a professional tennis player and was a member of the Swiss Davis Cup team.

**Gail Whiteman, Professor-in-Residence, WBCSD**

Gail Whiteman is Professor-in-Residence at the World Business Council for Sustainable Development and has a Chair in Sustainability and Climate Change at the Rotterdam School of Management (RSM), Erasmus University, the Netherlands.

She will shortly move to launch the new Pentland Centre for Sustainability at Lancaster University in the UK. At WBCSD, she advises on science and education and was actively involved in building science-based targets for Action2020. She has published in the *Academy of Management Journal*, *Journal of Management Studies*, *Organization Studies*, and *Nature*. She has recently published (with Chris Hope and Peter Wadhams from the University of Cambridge) a well-publicized Comment in *Nature* on "The Vast Costs of Arctic Melt." Follow her on Twitter @GenerationCO2