



Re-Calibrating the Risk from Climate Change: an urgent business task

9th National Business Leaders Forum on Sustainable Development

19 – 20 May 2008 Parliament House Canberra

Martyn Myer Forum Chair	Monday 19 May 2008 Great Hall Parliament House	
Molly Harriss Olson Forum Convenor	8:00am	Registration for workshops
Steering Committee	9:00am	Concurrent workshops
Greg Bourne WWF	12:00 noon	Lunch - Registration for Forum
John Buttle Protiviti	12:45pm	Welcome to Country: Matilda House Ngambri-Ngunnawal elder Welcome: The Hon Jon Stanhope MLA Chief Minister ACT Introduction: Martyn Myer Forum Chair
Peter Carre Water Resources Group	1.10pm	Scott McDougall President TerraChoice Environmental Marketing Canada and author The Six Sins of Greenwashing Research has found that of 1,018 randomly surveyed common consumer products, ranging from toothpaste to caulking to shampoo to printers, 99% were guilty of 'greenwashing'. The products surveyed made a total of 1,753 claims and 99% per cent committed at least one of <i>The Six Sins of Greenwashing</i> . What is the 'truth' about enviro-friendly products and services and how can business leaders who are serious about sustainability avoid the 'greenwash' trap.
Rob Coombs Interface	1:40pm	Climate Change and Business Risk: re-calibrating the risks of climate change The latest science indicates that the effort required to forestall catastrophic damage is much more challenging than assumed and will likely lead to demands for faster and deeper emissions reductions. Australian business needs to re-calibrate risk associated with climate change. In particular business can expect: much faster and deeper emissions reductions and more stringent emissions caps than assumed; higher carbon prices and higher prices for energy and other business process inputs; economic shocks and disruption, created by extreme weather events. The dramatic increase in climate refugees world-wide will also mean a re-doubling of our efforts on the social front. The rapid development of carbon offset programmes around the world is demonstrating that multiple benefits which include poverty reduction can provide innovative solutions to CO ₂ reduction targets.
Ian Dunlop AICD		
Liam Forde Company Director		
Dr Peter Fritz TCG		
Dr Rhonda Galbally Our Community		
Tony Gray Visy Industries		
Don Henry ACF		
Dr John Hewson Elderslie Finance Corporation		Chair: Gerry Hueston President BP Australasia Discussion Leaders: Professor Tim Flannery 2007 Australian of the Year, author and scientist Tim Costello CEO World Vision
Gerry Hueston BP Australasia	2.25pm	Afternoon Tea
Dr Simon Longstaff St James Ethics Centre	2:45pm	Step Change: the risk of being incremental when what is needed is fundamental - is business fooling itself? "Incrementalism is everywhere... and yet our task is no less than simultaneous multi-industry global restructuring" (T Maher). Is Leadership really happening on the scale needed to overcome catastrophic climate change? What are the BIG steps to be taken beyond cap and trade? How will markets respond? Will investing lead or follow? What is the role of regulation? What are some of the international lessons for the Australian Carbon Trading Scheme? Companies in the carbon market: what are the key drivers? What is the contribution of property, green buildings and infrastructure? How do we finance innovative change?
Romilly Madew GBCA		
Kim McKay Momentum		
Dr Noel Purcell Westpac		Chair: Carol Schwartz Our Community and ISPT Discussion Leaders: Tony Maher CFMEU Mining and Energy General President Jerry Argyriou Executive Director PowerSense Arron Wood 2001 Young Australian of the Year (National Environment Winner)
Hutch Ranck DuPont		
Sean Rooney CSIRO	3:30pm	Climate Change, Water and Sustainability - a new vision Australia's global and national leadership on climate change, water and sustainability issues has taken a dramatic about-face. What is the new vision? How will markets respond? What are some of the big opportunities for innovative business leaders? How can business work constructively to achieve our national sustainability interests?
Carol Schwartz ISPT		
Bruce Thomas TPA		Chair: The Hon Penny Wong MP Minister for Climate Change and Water Discussion Leaders: Robert Campbell CEO Campbell Applied Physics and Chief Science Officer Water Resources Group Kate Vinot General Manager Corporate Strategy South East Water
Phillip Toyne EcoFutures		
Dr John White Victoria Coal	4:30pm	Wrap up day one

FORUM DINNER - Monday 19 May 2008
Great Hall Parliament House

6:30pm Pre-Dinner Drinks

7:00pm Welcome and introduction

Keynote address: The Hon **Kevin Rudd MP** Prime Minister of Australia
A sustainable future for Australia and our role in global solutions

Presentation of the 5th Corporate Responsibility Index Awards

Dr **Simon Longstaff** Executive Director St James Ethics Centre

Julia Cleverdon Vice President Business in the Community UK

9:30pm Conclusion of Dinner

Tuesday 20 May 2008
Mural Hall Parliament House

8:00am Registration for Forum

8:30am **Don Tapscott** Author *Wikinomics* and founder New Paradigm

Changing the Weather: mass collaboration and climate change (via video link)

Don Tapscott, one of the world's leading authorities on business strategy, is the author of 11 widely read books about information technology in business and society. Mark Twain famously said about the weather that "Everyone's talking about it but no one's doing anything about it". Now that's changing. We're in the early days of something unprecedented. Thanks to the web 2.0, the entire world is beginning to collaborate - for the first time ever - around a single idea: changing the weather. We now have one affordable, global, multi-media, many-to-many communications system and one issue on which there is growing consensus. Climate change is quickly becoming a non-partisan issue and citizens, businesses and governments each have a stake in the outcome. Indeed, the global consensus emerging on climate change is that solving the crisis will require leadership from every country and every sector in society. The 'killer application' for mass collaboration may be saving planet earth - literally.

9:10am **Scaling up Sustainability Action: counteracting 'greenwash and making the market work'**

As a result of the growing public concern about climate change and environmental damage, many companies and industries are making claims in the market to entice consumers to buy their 'greener' products or use their 'greener' services. There is good evidence that consumers are cynical and suspicious of false claims and are more unwilling to exercise their power in the market if uncertain whether claims are valid or no more than forms of company 'puffery'. There is a real possibility that progress towards sustainable development will be undermined if a way is not found to restore and bolster the legitimate claims which companies make.

Chair: **Phillip Toyne** Director EcoFutures

Discussion Leaders: **Scott McDougall** President TerraChoice Environmental Marketing Canada and co-author of *The Six Sins of Greenwashing*

Kim McKay Director Momentum 2, author *True Green*

Louise Sylvan Deputy Chair ACCC

Gordon Renouf Director Policy and Campaigns Choice

10:25am Morning Tea served in session

10:30am **Update on the National Science and Business Leadership initiative**

For nearly two decades, action on climate change has been hampered because "the science wasn't in yet". Avoiding future crises requires business leadership which is scientifically literate and able to create robust business solutions with less than perfect scientific answers. What can scientists tell us about the top ten actions that we need to take today? And what are the 'Big Questions' that science needs to answer?

Chair: The Hon **Peter Garrett MP** Minister for Environment Heritage and the Arts

Discussion Leaders: Professor **David Lindenmayer** Centre for Resource and Environmental Studies ANU

Hutch Ranck Managing Director DuPont Australia and New Zealand

11:00am **Society in a Carbon Constrained World: charity or social enterprise?**

What are the fundamental macro and long-term issues for Australia? How are small businesses and poor communities responding to the increased costs of transport and energy? What innovations are taking place around the world and how are these being financed? Carbon disclosure: on the balance sheet or off the balance sheet? How can social entrepreneurship connect people to the climate and sustainability challenges? Where is the social change leadership coming from? How can businesses support innovation in communities that feel under threat from climate change? What does a carbon neutral community look like?

Chair: Professor **John Thwaites** Chairman Monash Sustainability Institute and former Deputy Premier of Victoria

Discussion Leaders: **Sharan Burrow** President Australian Council of Trade Unions

Dr **Andrew Ash** Director CSIRO Climate Change Adaptation flagship

Gavin Murray Head of Sustainability ANZ

Julia Cleverdon Vice President Business in the Community UK

Matthew Slatter Director Cool Nrg

12:30pm **Wrap up, vote of thanks and conclusion**
Molly Harriss Olson Forum Convenor

12:45pm Lunch
Registration for workshops

1:45pm **Concurrent Workshops**

4:30pm **Transport to the Airport**

CONCURRENT WORKSHOPS

Monday 19 May 2008

8:00am Registration for workshops

9:00am – 12:00noon

Workshop 1: Is the finance industry ready for climate change?

Along the value chain, from stockbrokers and financial planners to analysts and investment managers, where are the finance industry's weakest links? How well is climate change-related information being priced into the cost of capital and the long-term return on investments? Have financial markets been effectively engaged? Is the finance industry ready for climate change?

Chair: **Sam Mostyn** Executive Advisor Insurance Australia Group
Discussion Leaders: **Jeremy Baskin** Director University of Cambridge Programme for Industry
Brendan Bateman Clayton Utz
Terry A'Hearn EPA Victoria
Nathan Fabian Head of ESG Research Regnan
Andrew Gray Executive Director Head of ESG Research Goldman Sach JB Were
Jim Longley General Manager Government Banking Group – Institutional Banking and Markets Commonwealth Bank of Australia
Fred Rowley former President Institute of Actuaries Australia
Ann Byrne CEO Australian Council of Superannuation Investors

Workshop 2: Sociocracy Part A: a new method of governance

Learn the four underlying principles of Sociocracy and how they work in practice in a two-part, 5 hour workshop which includes Part B on Tuesday afternoon. Sociocracy is a decision-making process and governance structure that emphasises efficiency and actively engages participation from all levels of an organisation to create an energetic, adaptive learning organism. Sociocracy is successfully serving more than a hundred organisations in the Netherlands and the European divisions of Shell, Heineken, Mars and Pfizer because it is simply more productive.

Chair: **Tena Meadows O'Rear** Biodynamic Business USA
Discussion Leader: **Dr Gina Price** Atmospheric Physicist

Workshop 3: Greening the built environment: the shortest route to the deepest cuts

How much carbon abatement can buildings deliver and at what cost and speed? What incentives and market programs are required to overcome barriers to action? How can we transform existing property stock into hybrid buildings? What does the carbon neutral building look like? How can government and business partners meet the urgency?

Chair: **Peter Verwer** CEO Property Council of Australia
Discussion Leaders: **Don Henry** Executive Director ACF
Greg Paramor CEO Mirvac
Matthew Quinn Managing Director Stockland
Maria Atkinson Global Head of Sustainability Lend Lease

Workshop 4: Implementing the Australian Emissions Trading System

What are some of the lessons for the Australian carbon trading scheme? Companies in the carbon market: what are the key drivers? Preparing for the formal trade: what companies are doing to get going with voluntary trades? Why are they doing it? What are they trading? What are the risks of not being in the trades?

Chair: **Dr John Hewson** Executive Chairman Elderslie Finance Corporation
Discussion Leaders: **Gwen Andrews** Australian Carbon Exchange
Andrew Grant CEO CO2
Greg Denton General Manager Power WA Worley Parsons
Adam Kirkman Protiviti and author of the *World Business Council for Sustainable Development Report Post 2012*
Rupert Posner The Climate Group
Mark Proegler BP Australasia

100% Recycled Paper: Environmentally Friendly Soy Based Inks

The convenors have endeavoured to reduce the footprint of this event in as many ways as possible and have welcomed support from Climate Friendly to calculate and offset the remaining carbon.

Tuesday 20 May 2008

12:45pm – 1:45pm

Lunch - Registration for workshops

1:45pm – 4:15pm

Workshop 5: Sustainable Business and Global Interconnectedness: SMEs in the corporate supply chain

Report on the first phase of the national research project on "SMEs and Responsible Business Practice" conducted by the Allen Consulting Group for St James Ethics Centre followed by an update on current international trends. The session will then move to a discussion panel comprising members of the newly established CRI Leaders Network and international leaders in sustainability reporting and indexing. Questions to be addressed by the panel will include: Can corporations make a positive impact and contribute to sustainable enterprise through supply chain management? What are the emergent challenges, risks and drivers? What is the current state of global reporting and sustainability practice in SMEs and the broader business community? Is it time for Australia to play a leadership role through drawing together key stakeholders and innovators to source, refine and develop tools to engage and promote responsible business practice?

Chair: **Rosemary Sainty** Head Responsible Business and CRI Leaders Project
St James Ethics Centre

Discussion Leaders: **Julia Cleverdon** Vice President Business in the Community UK
Judy Henderson former Chair Global Reporting Initiative
Francis Grey Manager SAM Sustainability (via teleconference)

CRI Leaders Network representatives:

Tim Williams Head of Strategy Group Sustainability Westpac
Katarina Persic Public Affairs Manager Toyota Australia

Workshop 6: Local Government Leadership: weathering the storm for deep cuts

The 2020 Summit has squarely put the focus back on local governments around sustainability. 2020 announced ideas such as adopting a national sustainability, population and climate change agenda, national sustainable cities program including a nationally consistent approach to urban and regional planning and consideration of a requirement for carbon neutrality for all new buildings constructed beyond 2020. Along with the emissions trading scheme and pressure of Kyoto Targets, how are local governments responding to these drivers? What initiatives, policies and programs are governments considering now and what should be considered in the future? Where are Australia's local governments compared to the rest of the world? What are the challenges that local governments face in this changing environment of providing services to the community as well as responding to climate change pressures? What lessons can we learn from local government leadership?

Chair: **Romilly Madew** CEO Green Building Council

Discussion Leaders: **Gwen Andrews** former CEO Havant Council and Environment Advisor to the Partnership for Urban South Hampshire UK
Michael Costello Managing Director ACTEW Corporation
Di Jay CEO Planning Institute of Australia ACT
Sean Rooney Director CSIRO Sustainable Communities Initiative
Neil Savery Chief Planning Executive ACT Planning and Land Authority

Workshop 7: Sociocracy Part B: a new method of governance

This workshop continues from workshop 2, Sociocracy Part A on Monday.

Chair: **Tena Meadows O'Rear** Biodynamic Business USA

Discussion Leader: **Dr Gina Price** Atmospheric Physicist

4:30pm

Transport to the Airport

The Forum Steering Committee welcomes the opportunity to express its sincere thanks to the sponsors and partners for their support of this, the 9th National Business Leaders Forum on Sustainable Development and takes pleasure in acknowledging their ongoing commitment of this significant initiative.

Principal Sponsors:

ACT Government
CSIRO
ITC
WSN Environmental Solutions
Visy

Major Sponsors:

BP Australasia
Climate Friendly
CVC Sustainable Investments
DuPont Australia
Finsia
Foster's Group Limited
IAG
Interface
Protiviti
Westpac

Partners:

St James Ethics Centre
Ecofutures
Business in the Community UK
ECOS
Property Council of Australia
The Natural Edge Project
Bush Heritage Australia
Green Building Council of Australia
Random Computing Services
Green Cross Australia
The Sydney Morning Herald
The Age

Programme current as at 13 May 2008

For additional information please refer to www.nblf.com.au

National Business Leaders Forum on Sustainable Development Ltd – Email: forum@ecofutures.com

The Corporate Responsibility Index is a project of St James Ethics Centre – Web: www.corporate-responsibility.com.au

Forum correspondence through HI Event Management – PO Box 12563 George Street Post Shop Brisbane 4101 Email: nblf@hievents.com.au