

CONFERENCE DATES: THURSDAY, MAY 13TH AND FRIDAY, MAY 14TH, 2004 • HOLIDAY INN ON KING, TORONTO, ONTARIO



PARTNERING *for* SUSTAINABILITY

Leveraging the Synergies of Multiple Stakeholders to Minimize Our Ecological Footprint

THINK GLOBALLY AND ACT LOCALLY: HEAR DIRECTLY FROM INTERNATIONAL EXPERTS



Dr. Michael Braungart, *Professor of Process Engineering*, TECHNICAL UNIVERSITY OF NORTHEAST LOWER SAXONY, (GERMANY) and *Co-Founder of MBDC MCDONOUGH BRAUNGART DESIGN CHEMISTRY LLC* (VIRGINIA)



Jonas Rabinovitch, *Senior Urban Development and Rural-Urban Relations Adviser*, Bureau for Development Policy, UNITED NATIONS DEVELOPMENT PROGRAMME (NEW YORK)



Adnan Amin, *Director of the New York Office*, UNITED NATIONS ENVIRONMENT PROGRAMME



Dr. Kenneth G Ruffing, *Deputy Director for Environment* ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD) (PARIS)



Sergio A. Jellinek, *Communications Advisor - Sustainable Development* THE WORLD BANK (WASHINGTON, DC)

COHESIVE ACTION WILL YIELD MEASURABLE RESULTS :

- DEVELOP** solutions that are beneficial to all stakeholders
- ACHIEVE** common goals that would have been impossible for any single partner alone
- BUILD** trust and understanding among groups that are traditional adversaries
- LEVERAGE** the knowledge & expertise of various parties to an issue for greater momentum



KEYNOTE PRESENTATION BY:

The Honourable David Anderson
Minister of the Environment
GOVERNMENT OF CANADA

Media Partners:



Platinum Partner:



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Bronze Partner:



This program is a joint effort between:



CANADIAN INSTITUTE FOR ENVIRONMENTAL LAW AND POLICY
L'INSTITUTE CANADIEN DU DROIT ET DE LA POLITIQUE DE L'ENVIRONNEMENT



To register call 416-944-8833 • E-mail: registrations@strategyinstitute.com



PARTNERING *for* SUSTAINABILITY

Sustainability, in all aspects of our life, has to be the goal of the current century, for the sake of future generations.

OBJECTIVE OF PARTNERING FOR SUSTAINABILITY

Our aim is to bring together delegates and speakers – leaders from government, civil society and business – who are committed to sustainability and looking into partnership opportunities. This is a unique opportunity to connect with people from different fields who may make perfect partners for your organization!

COHESIVE ACTION WILL YIELD MEASURABLE RESULTS – ATTEND THIS EVENT AND BE A PART OF THE SOLUTION!

Partnerships are clearly one of the most effective tools at our disposal for achieving sustainability. However, partnerships between dissimilar groups need the right mix of governance, accountability and ingenuity to achieve their intended objectives. It is critical that we develop best practices for working together. This conference will provide you with those essential tools!

ACQUIRE THE STRATEGIES YOU NEED TO CREATE CHANGE - UNDERSTAND THE BIGGER PICTURE AND ENSURE SUCCESS!

We have assembled local, national and international leaders in sustainability to address the issues of working with multiple stakeholders. You will engage in an in-depth discussion and analysis of the major themes involved in every partnership – governance, accountability, evaluation and measurement. This conference will address specific focus issues & case studies including, alternative energy, sustainable transportation, product stewardship and corporate sustainability.

IS YOUR ORGANIZATION USING MULTI-STAKEHOLDER PARTNERSHIPS TO THEIR FULLEST POTENTIAL? DON'T MISS THIS OPPORTUNITY TO LEARN FROM PARTNERSHIP EXPERTS!

Sessions with senior representatives of the World Bank, the United Nations Environment and Development Programmes, the Organisation for Economic Cooperation and Development, Canadian public and private organizations and leading research institutions will equip you with the skills and insight to enable you to:

- Structure partnerships that achieve goals efficiently and effectively
- Understand economic and policy models that increase your likelihood of achieving success
- Maintain the independence, integrity and accountability of each partner
- Communicate with the public about your partnership

BE INFORMED AND INSPIRED TO ENSURE RESULTS: UNPARALLELED PEER-TO-PEER NETWORKING!

What can we take away from the work done in Curitiba, Brazil? What does the editor of Canadian Business think the role of the media is in SD? What does **The Honourable David Anderson**, *Canada's Minister of the Environment*, see as our next step as a nation in advancing sustainability? Leaders of visionary companies will show how corporate sustainability can increase profits and improve brands. Find out what Walker Environmental Services, Suncor, and HP are doing for their industries.

SPECIAL 'TIERED-PRICING' MAKES IT POSSIBLE FOR EVERYONE TO PARTICIPATE IN THIS IMPORTANT INITIATIVE.

Send your entire team and develop a shared vision for your group. Special price points for attendees of non-governmental organizations, government and the corporate sector reinforce our commitment to having all parties involved! Don't miss out on this opportunity!

BENEFITS OF ATTENDING FOR:

Business

Find out how multi-stakeholder initiatives can have significant impact on your entire value chain.

Government

Discover how to tap into the knowledge and expertise of independent groups to reinforce your policy priorities.

NGOs

Find out how you can work collaboratively and contribute to the bigger picture.

THIS CONFERENCE WAS SPECIFICALLY DESIGNED FOR:

The hundreds of professionals with a mandate for and commitment to sustainable development who will attend this event, including:

- Presidents, Senior VPs, Directors and Managers from corporations with a commitment to sustainable development.
- Senior Executives from NGOs and Environmental Groups
- National and local media
- Professionals from Federal, Provincial and Municipal government departments.
- Other interested parties including Economists, Academics and Environmental Consultants

9:00 AM WELCOME MESSAGE

Anne Mitchell, Executive Director

CANADIAN INSTITUTE FOR ENVIRONMENTAL LAW AND POLICY (CIELAP)

Nicole Geneau, Chairperson, Summit Steering Committee
STRATEGY INSTITUTE

9:15 AM OPENING COMMENTS FROM THE CHAIRPERSON



Richard Ballhorn, Director General, Environment and Sustainable Development Affairs Bureau, Department of Foreign Affairs
GOVERNMENT OF CANADA

9:30 AM KEYNOTE ADDRESS:



**THE FUTURE OF SUSTAINABLE DEVELOPMENT IN CANADA:
A VIEW FROM THE TOP**

The Honourable David Anderson, Minister of the Environment
GOVERNMENT OF CANADA

10:15 AM MID-MORNING NETWORKING RECEPTION

10:45 AM SUCCESSFUL PARTNERSHIPS: AN INTERNATIONAL PERSPECTIVE ON POLICY THAT STIMULATES RESULTS



Mr. Amin will highlight how UNEP has been successfully using complex and multi-stakeholder partnerships around the globe to stimulate successful moves to sustainability. Discover the evolving role of the partnership approach and the UN. Align your corporate policies with this international insight.

Take away from this session the ability to understand your organization's initiatives in the broader context of international trends and models of success.

Adnan Amin, Director, New York Office

UNITED NATIONS ENVIRONMENT PROGRAMME (NY)

11:30 AM PANEL DISCUSSION:
MEDIA AND COMMUNICATIONS IN SUSTAINABILITY – LEARN WHY EFFECTIVE DELIVERY OF THE MESSAGE IS CRITICAL

How can governments, industries and community organizations work with media and communications professionals to further sustainability goals?

- What is the role of the business media?
- Decoding Sustainable Development: Connecting with the everyday citizen
- Moving from promoting "gloom and doom" to success stories
- What is the Alliance of Communicators for Sustainable Development?

Joe Chidley, Editor, CANADIAN BUSINESS

Sergio A. Jellinek, Communications Advisor-Sustainable Development
EXTVP/ESDVP, THE WORLD BANK (DC)

Evan Solomon, Writer and Broadcaster, Co-Host "CBC NEWS: SUNDAY" and Host, "HOT TYPE", Author, "FUELING THE FUTURE: HOW THE BATTLE OVER ENERGY WILL CHANGE EVERYTHING"

12:30 PM NETWORKING LUNCHEON

1:30 PM LUNCHEON KEYNOTE SPEAKER:
PUTTING ECO-EFFECTIVENESS INTO PRACTICE: HOW PARTNERSHIPS CAN LEAD THE WAY TO A CRADLE-TO-CRADLE MODEL

Hear first-hand from one of today's "strategic thinkers". The concept of Cradle-to-Cradle Design is tremendous: drawing inspiration from nature to design products that serve as nutrients to human and biological systems. This session will address:

- Practical examples of partnerships and collaborative projects implementing Cradle-to-Cradle Design
- Intelligent Materials Pooling: A framework for win-win collaboration amongst supply chain partners
- The Triple Top Line: Utilize Cradle-to-Cradle Design to realize a business strategy that seeks synergy among economic, environmental and social objectives

Dr. Michael Braungart, Professor of Process Engineering

TECHNICAL UNIVERSITY OF NORTH EAST LOWER SAXONY (Germany)

Co-Founder of MBDC MCDONOUGH BRAUNGART DESIGN CHEMISTRY LLC (VA)

2:15 PM PANEL ON GOVERNANCE: STRUCTURING A MULTI-STAKEHOLDER INITIATIVE: ACQUIRE CRITICAL INSIGHT ON CONSENSUS BUILDING, PARTNERSHIPS AND GOVERNANCE



Since the early 1990s, there have been many multi-stakeholder consensus building efforts for sustainable development. This expert panel will discuss innovative international and Canadian models of governance and regulation.

- What can we learn from the tri-chamber structure of the Forest Stewardship Council and the governance systems for watershed management in Brazil and South Africa?
- Discover how to design governance systems that address issues of representation, participation and accountability

David Fairman, Managing Director, CONSENSUS BUILDING INSTITUTE

(MA) Associate Director, MIT-HARVARD PUBLIC DISPUTES PROGRAM

Barbara Senchuk, Senior Policy Advisor, External Advisory Panel on Smart Regulation, Privy Council Office, GOVERNMENT OF CANADA

Anne Mitchell, Executive Director, CIELAP

3:15 PM REFRESHMENT BREAK

3:45 PM WHAT IS THE FUTURE OF ENERGY: INSIGHT FROM INDUSTRY LEADERS!



This expert panel will give us their thoughts on the future of the energy industry. Moderated by one of North America's leading think-tanks on energy and the environment, this is a must-attend session!

- Where will future opportunities arise for business and policy development in the overall alternative energy industry?
- What are the greatest challenges to using alternative energy sources and how will we overcome them?

Be inspired with ideas on the future of the energy industry – go back to your organization with an understanding of the opportunities that could exist for you!

Mike Bryan, President & CEO, BBI INTERNATIONAL (CO)

Pierre Rivard, President & CEO, HYDROGENICS INC.

Dave Timm, WINDSHARE

MODERATOR:

Hilary Inyang, Director, GLOBAL INSTITUTE ON ENERGY AND ENVIRONMENT SYSTEMS (NC)

4:45 PM PRODUCT STEWARDSHIP – THE VALUE OF PROMOTING SUSTAINABLE PRODUCT DEVELOPMENT AT ALL LEVELS OF CONSUMPTION



From research & development, product design and material procurement to life-cycle management, recycling, reuse and waste management – What are some of the current considerations in Product Stewardship?

Understand how this aspect of consumerism could impact your organizations operations in the future – Discover areas of efficiency yet to be explored!!!

Catherine Wilt, Director of Policy

CENTER FOR CLEAN PRODUCTS AND CLEAN TECHNOLOGIES (KY)

Frances Edmond, Director of Environmental Programs, HP

Lisa Miron, VP, Business Development, DPPI

5:30 PM CLOSING REMARKS FROM THE CONFERENCE CHAIRPERSON:
PUTTING IT ALL TOGETHER TO CREATE CHANGE!

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FOR DETAILS CALL NICOLE GENEAU AT (416) 944-9200 ext 233

9:00 AM **OPENING REMARKS FROM THE CONFERENCE CHAIR**

Gilbert Parent, *Canada's Ambassador for the Environment*
Department of Foreign Affairs, GOVERNMENT OF CANADA

9:15 AM **KEYNOTE ADDRESS:****HOW CAN ECONOMIC POLICY INSTRUMENTS BE USED TO EFFECTIVELY ACHIEVE SUSTAINABILITY?**

The increased use of economic instruments in the environmental policy of OECD countries is an encouraging trend. Policy measures have the potential to foster technological innovation and diffusion – while more evenly spreading the costs of compliance.

- How can economic policy instruments be used to achieve the increasingly ambitious goals of environmental policy without adding excessive costs?
- Is Canada utilizing these instruments as it could?

What types of economic instruments can we expect to see in future environmental policy?

Dr. Kenneth G. Ruffing, *Deputy Director for Environment*
ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (Paris)

10:00 AM **A CANADIAN SCORECARD: IS THE REALITY DIFFERENT FROM PERCEPTION?**

Hear directly from the Office of the Commission of the Environment and Sustainable Development on the following critical issues:

- What does our success or areas of improvement mean for organizations doing business or research in Canada?
- What sectors of industry and the economy need to be focused on in the coming five years?
- How will achieving our objectives affect the way policy is developed?

Leave with the CESD's views on what the federal government's role should be in establishing sustainable development in Canada.

Neil Maxwell, *Principal, Office of the Commission of the Environment and Sustainable Development*
OFFICE OF THE AUDITOR GENERAL OF CANADA

10:45 AM **MID-MORNING NETWORKING RECEPTION**11:15 AM **CORPORATE SUSTAINABILITY PANEL:****HOW SHOULD YOUR LEADERSHIP BE INVOLVED IN SENDING THE RIGHT MESSAGE – INTERNALLY AND EXTERNALLY?**

Attend this session and discover how your company can make real progress towards sustainability while showing the public you're listening.

- Understand the importance of a clear, concise and positive message
- How to empower people positively from the top down
- How to shift thinking through positive environmental messaging

Walk away from this session with a clear understanding of what leading corporations are doing to implement long-term change!

Curtis Reid Berrien, *Partner*, SUSTAINABILITY PARTNERS (CA)
Alison Braithwaite, *Director of Environmental Performance*
WALKER INDUSTRIES HOLDINGS

12:15 PM **MAKE ACCOUNTABILITY SUSTAINABLE – ENSURE THE END RESULT OF YOUR INITIATIVE, BEFORE YOU GET STARTED**

- Incorporate an integrated leadership model, applicable to all managerial systems.
- Learn how one Canadian company has had success achieving sustainability by implementing a clear, tough, but fair environment
- Discover the critical leadership practices and talent-pool development systems that support sustainable organizational growth

Leave this session with an integrated leadership model that makes accountability sustainable in every organization.

Dr. Gerald A. Kraines, *President & CEO*, THE LEVINSON INSTITUTE (MA), *Author*, "ACCOUNTABILITY LEADERSHIP"

1:00 PM **NETWORKING LUNCHEON**2:00 PM **SUSTAINABLE TRANSPORTATION & URBAN PLANNING: DRIVERS AND OPPORTUNITIES**

Hydrogen & bio-fuel, innovative public transit systems, smart growth plans and many other innovative undertakings are clearing the path for sustainable mobility to become a reality.

- What are some of the powerful drivers that will move transportation to a more sustainable track?
- What collaborations are required by the government, the private sector and the general public to ensure our success?
- What are the benchmarks of sustainable urban planning, using Curitiba, Brazil as a case study?

Leave this session with the ability to identify opportunities in sustainable transportation that can benefit you!

Al Cormier, *CAE, President & CEO*

CENTRE FOR SUSTAINABLE TRANSPORTATION

Jonas Rabinovitch, *Senior Urban Development and Rural-Urban Relations Adviser Bureau for Development Policy*, UNITED NATIONS DEVELOPMENT PROGRAMME - UNDP (NY)

3:00 PM **MID-AFTERNOON REFRESHMENT BREAK**3:30 PM **SUSTAINABLE AND RESPONSIBLE INVESTING: USING INVESTMENTS TO ACHIEVE FINANCIAL SUCCESS AND SHAPE A MORE SUSTAINABLE WORLD**

Learn about one of the most dynamic and powerful trends in global financial markets

- How can we use our investment dollars to shape a more sustainable world?
- What are some of the methodologies being employed by researchers to analyze corporate behaviour?
- Through case studies, learn about different strategies investors use to influence management and reinforce accountability to shareholders
- Understand the role of shareholder activism and how to lobby for change

Stephen Allen, *Associate Secretary, Justice Ministries*

THE PRESBYTERIAN CHURCH IN CANADA, *Representative of KAIROS*

Michael Jantzi, *Founder, President & CEO*

MICHAEL JANTZI RESEARCH ASSOCIATES INC.

Deb Abbey, *President & CEO*, REAL ASSETS INVESTMENT MANAGEMENT INC. (BC), *Author*, "GLOBAL PROFITS AND GLOBAL JUSTICE"

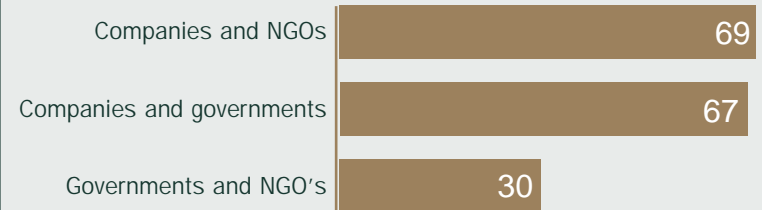
4:30 PM **CLOSING COMMENTS FROM THE CHAIR: WHERE DO WE GO FROM HERE?**5:00 PM **CONFERENCE ENDS**

DID YOU KNOW?

Globescan's (formerly Environics) 2002-2 survey indicated that experts predict that partnerships between companies and NGOs will increase by 69% over the next 5 years and that partnerships between companies and governments will increase by 67% over the same time period.

Predicted Use of Different Types of Partnerships for SD

Net Ratings: "More Frequently" minus "Less Frequently" over Next Five Years



"Survey of Sustainability Experts 2002-2," GlobeScan Inc.

ATTEND THIS EVENT AND ACQUIRE:

- ✓ Insight on HOW to work with multiple partners to achieve a common goal
- ✓ Strategies for achieving and implementing sustainable practices within your organization
- ✓ An understanding of the newest SD developments
- ✓ A network of peers committed to the same principles that will share your goals and ideas
- ✓ Skills to achieve common goals through partnerships
- ✓ Initiatives that address all aspects of the value chain

BECOME A STRATEGIC PARTNER AND MAXIMIZE YOUR INFLUENCE WITH HUNDREDS OF PROFESSIONALS IN CANADA'S TOP GOVERNMENT, INDUSTRY AND NGO ORGANIZATIONS

This event is a perfect vehicle to display your initiatives in environmental and social responsibility to key stakeholders and the Canadian public at large...you will obtain:

- An opportunity to showcase your achievements to leading Sustainability professionals.
- The possibility of building favorable relationships with government, civil and corporate partners.
- National media attention
- A cost and time effective means of reaching centres of influence in your markets.

Platinum Partner:

Canada

Gold Partner:



Silver Partner:



Bronze Partner:



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*Leveraging the Synergies of Multiple Stakeholders
to Minimize Our Ecological Footprint*

From: **The Strategy Institute**
401 Richmond St. West, P.O. Box 148
Toronto, Ontario, M5V 3A8



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<p>Delegate name (print name in full) _____ Title _____</p> <p>Delegate name (print name in full) _____ Title _____</p> <p>Delegate name (print name in full) _____ Title _____</p> <p>Delegate name (print name in full) _____ Title _____</p> <p>Company/Firm: _____</p> <p>Address: _____</p> <p>City: _____ Province: _____ Postal Code: _____</p> <p>Telephone: () _____ Fax: () _____</p> <p>E-mail: _____</p> <p>METHOD OF PAYMENT: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX Card Holder's Name: _____</p> <p>Card Number: _____ Exp Date: _____</p> <p>Signature: _____</p> <p><small>Payment: Please make cheque(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque. REGISTRATION CAN BE FAXED TO (416) 944-0403 GST#R138790662</small></p>	<p><input type="checkbox"/> Option A - Register me for the conference at the regular price of \$1,395 (Plus 7% GST)</p> <p><input type="checkbox"/> Option B - Register me for the conference at the Special Government Price* of \$895 (Plus 7% GST)</p> <p><input type="checkbox"/> Option C - Register me for the conference at the Special Subsidized NGO Rate* of \$295 (Plus 7% GST)</p> <p>*SPECIAL PRICING FOR GOVERNMENT AND NGOs Special pricing has been created for this event to enable these important sectors' participation. Those groups eligible for special pricing include non-government organizations (NGOs) and Government Officials. THOSE GROUPS NOT ELIGIBLE: Those groups who DO NOT qualify for the special rate but who may register at the regular rate of \$1395 include any business, industry, consultant, advisor or industry association involved in transportation, infrastructure, technology, urban planning, construction or any other related business.</p> <p>REGISTRATION FEE: The regular fee for PARTNERING FOR SUSTAINABILITY is \$1395 plus \$97.65 (7% GST) totaling \$1492.65. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard or American Express. Please make cheque payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.</p> <p>CANCELLATIONS: Cancellations must be received in writing by Wednesday, April 28th, 2004. You will be eligible for a prompt refund less a \$295.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.</p> <p>CONFERENCE SITE & ACCOMMODATION: Our conference is held at the Holiday Inn on King, pleased to announce their second winning of the Green Leaf Eco-Rating Award. To achieve 4 Green Leafs the Holiday Inn on King has shown national industry leadership in terms of environmental performance for both hotel management and facilities. We are pleased to partner with a venue that has shown this initiative. Join us at 370 King Street West in the Heart of the Entertainment District in downtown Toronto. Reservations: (416) 599-4000 or www.hiok.com</p> <p><small>For Corporate Rates and reservations, please call Strategy Institute (416) 944-8833 and ask for our Customer Care Representative.</small></p>



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