

MANAGING CARBON, ENERGY, WATER and WASTE

Practical Ways to Translate Environmental Sustainability into Measurable Business Value

September 27 - 28, 2010 | Hyatt Regency on King | Toronto



FEATURING BEST PRACTICES AND CASE STUDIES FROM:

Jim Stirling

General Manager, Environment
ArcelorMittal Dofasco

Dr. James Gray-Donald

AVP, Sustainability Leader
Sears Canada

Jim Johnston

Director, Environmental Sustainability
BMO Financial Group

Leigh Pearson

Manager, Facilities & Environment
Staples Canada Inc.

Andrew Conway

Co-Founder
CarbonCounted

Doug Hietkamp

Director, Sustainable
Development Programs
Teknion

Chantale Després

Director - Sustainability
CN

Tim Faveri

Director, Business Sustainability
and Responsibility
Tim Hortons

Karen Kun

Co-Founder, Waterlution
Publisher, Corporate Knights

Beth Savan, Ph.D. MCIP

Sustainability Director
University of Toronto

Dr. Terry Flynn, APR, FCPRS

Professor and Director of
the MCM Degree Program
DeGroote School of Business -
McMaster University

Paul H. Manning

Partner, Certified Environmental
Law Specialist
Willms & Shier Environmental
Lawyers LLP

Frances Edmonds

Director, Environmental Programs
HP

Hadley Archer

VP, Strategic Partnerships
WWF-Canada

Event highlights include:

- Practical ideas and tips for energy conservation
- Environmental regulation that you need to know now
- Tracking and reducing your carbon footprint
- Measuring ROI - making sense of the triple bottom line
- Effectively responding to an environmental crisis

WHO SHOULD ATTEND

VPs, Directors and Managers of:

- Environment
- Sustainability
- Corporate Social Responsibility
- Government and Public Relations
- Facilities Management
- Supply Chain

Environmental Lawyers

Environmental Consultants

Waste Management Professionals

Marketing Partners

CANADIAN Lawyer

CANADIAN LAWYER
INHOUSE

Monday, September 27, 2010

8:00 **Registration**

8:40 **Welcome Remarks from Insight Information**

8:45
Co-Chairs' Opening Remarks

9:00 **FEATURED PRESENTATION**
The Big Picture: Devising Long-Term Strategic Goals for a Successful Sustainability Program

Tim Faveri

Director, Business Sustainability and Responsibility
Tim Hortons

- Developing a unified organizational vision for your sustainability program
- Evaluating different avenues and approaches for strategy execution
 - Packaging reduction
 - Energy and water conservation
 - Piloting Leadership in Energy and Environmental Design (LEED) certification
 - Fleet management
 - Sustainable sourcing
 - Community and social programs
- Achieving stakeholder buy-in - what's in it for them
- Monitoring and measuring success of short term goals to achieve long term vision

9:45 **LEGAL AND REGULATORY UPDATE**
Environmental Regulation: Key Current Issues and Latest Proposals that You Must Know

Paul H. Manning

Partner, Certified Environmental Law Specialist
Willms & Shier Environmental Lawyers LLP

- Environmental regulation
 - Corporate and executive liability in
 - Provisions of the *Environmental Enforcement Act* - what's different
 - Dealing with contaminated properties
 - *Waste Diversion Act* and disposal restrictions
 - Water regulation and air emissions control
- Where is Canadian law headed in GHG emissions control, carbon labelling and cap and trade?
- Sustainability - environmental management beyond regulatory requirement
 - Why do it? What to do? A legal perspective

10:30 **Networking Coffee Break**

10:45
Making a Sound Business Case for the Climate Savers Program

Hadley Archer

VP, Strategic Partnerships
WWF-Canada

- How businesses can impact climate change
- What is the WWF Climate Savers Program?
- Proven benefits of participation in the program
 - GHG emissions reduction
 - Lower GHG taxes and market risks
 - Energy cost savings
 - Consumer and employee satisfaction
- Cost benefit analysis - making a strong business case

11:30

Tracking Your Carbon Footprint - Developing a Quantitative Environmental Label for Your Product

Andrew Conway

Co-Founder
CarbonCounted

- Determining your GHG inventory and product carbon footprints
 - How does the measurement process work?
 - Global standards and methodologies for carbon calculation
 - What are alternatives?
- GHG in your supply chain
 - Using carbon emissions as a qualifier in supplier selection
 - How to ask your suppliers for this data in a way that does not increase their costs and complexity
- Measuring and displaying your carbon label - is it the right choice for you?

12:15 **Networking Luncheon**

1:30 **CASE STUDY**
The Blue Bin's in Business - Benefits that Justify Costs of Recycling

Leigh Pearson

Manager, Facilities & Environment
Staples Canada Inc.

- Evaluating resources and costs associated with establishing a recycling program
- Tangible benefits - can this project fund itself?
- Intangible benefits that add value to the business
- A closer look at the electronics recycling program at Staples
- Lessons learned - what we would do differently if we could do it again

2:15 **Networking Refreshment Break**

2:30 **CASE STUDY**
From Procurement to End of Life: Effective Ways to Manage Your Total Cost of I.T. Ownership

Frances Edmonds

Director, Environmental Programs
HP

- Total cost of ownership (TCO) - calculating direct and the often ignored end-of-life costs associated with your IT infrastructure
- Applying TCO principles to purchasing decisions
- Achieving efficiency in IT usage - roles and responsibilities
- Evaluating reusability, recycling or disposal options for obsolete equipment and infrastructure

3:15

Identifying Best Practices in Energy Conservation: Ideas from the Manufacturing and Commercial Sectors

Doug Hietkamp

Director of Sustainable Development Programs
Teknion

Jim Johnston

Director, Environmental Sustainability
BMO Financial Group Inc.

- LEED green buildings - associated benefits for tenants
- Results from retrofit programs - what are the opportunities and associated savings

- Achieving Heating, Ventilating and Air Conditioning (HVAC) energy efficiency
- Considering renewable energy and offsets - when does it make business sense?
- Large carbon footprint of IT - effective ways to reduce information and communications technologies' energy consumption costs
- Resource management and planning - practical ideas and strategies
- Driving a cultural change - challenges and lessons learned

4:15 **Conference Adjourns for the Day**

Tuesday, September 28, 2010

9:00

CASE STUDY

Initiatives at CN Rail: Accelerated Action to Address Climate Change

Chantale Després

*Director - Sustainability
CN*

- Reviewing CN's current initiatives and cross industry partnerships
- Engaging with policy-makers and developing sound governance at the board level on climate change
- Disclosure of direct emissions and external supply
- Emissions trading initiatives
- Engaging multiple stakeholders to ensure success of this cross-functional project
- Managing the pace of technology change and capital choices
- Future opportunities - infrastructural and policy limitations

9:45

CASE STUDY

ArcelorMittal Dofasco's Blue Skies Initiative: A Commitment to Continuous Environmental Improvement

Jim Stirling

*General Manager, Environment
ArcelorMittal Dofasco*

- Defining the scope of the Blue Skies initiative
- A strategic approach to improved air quality
- Addressing climate change
- Achieving strong results in energy efficiency and water quality improvement
- The importance of community engagement for the success of your initiatives

10:30 **Networking Break**

10:45

Reducing Your Water Footprint - The Often Forgotten Responsibility

Karen Kun

*Co-Founder, Waterlution
Publisher, Corporate Knights*

- Water - long term supply risk of a resource that is considered abundant
- What can you do to reduce your operational water footprint?
 - Creating specific and measurable targets for reduction
 - Practical tips for offices, retail and manufacturing facilities
 - Increasing transparency of water usage

- How can you manage water conservation in your supply chain?
- Measuring supplier compliance and developing acceptable standards
- Putting in an effort to bring water pollution to zero

11:30

CASE STUDY

Successes and Challenges of Environmental Programs in a Complex and Financially Constrained Institution

Beth Savan, Ph.D. MCIP

*Sustainability Director
University of Toronto*

- Managing requirements of multiple stakeholders in a decentralized and complex organization
- Operating on a limited budget - selecting opportunities and effectively allocating funds
- Results of current projects at the University:
 - Energy conservation
 - Waste reduction and procurement
 - Reducing water consumption
 - Transportation management
- Innovative ideas and new approaches that your organization can consider

12:15 **Networking Luncheon**

1:30

CASE STUDY

It's About ROI - Justifying and Prioritizing Environmental Initiatives

Dr. James Gray-Donald

*Associate Vice-President, Sustainability Leader
Sears Canada*

- What are key measures of a successful environmental initiative?
- Assigning value to intangible benefits
- Prioritizing greening initiatives - opportunity costs for the business
- How can you justify projects that have a longer pay-back period?
- Value to the triple bottom line - what is the optimal mix of social, environmental and economic gain?

2:15

CASE STUDY

Crisis Leadership: Developing a Timely and Relevant Response to an Environmental Crisis

Dr. Terry Flynn, APR, FCPRS

*Professor and Director of the MCM Degree Program
DeGroote School of Business - McMaster University*

The most valuable crisis management and communications responses are not determined by the size of the crisis plan but by the effectiveness of the organization's leadership, mindset and organizational culture. Being prepared for a crisis is one thing but being able to react quickly in today's hypersensitive marketplace takes anticipation, readiness and a sense that operating in a crisis mode is now the new normal. Terry will present his observations, insights and recommendations on crisis management and communications strategies based on his own personal experiences from the Walkerton water crisis and other crises that he worked on over his 20 year consulting and academic career.

3:15

Co-Chairs' Closing Remarks and Conference Concludes

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HOTEL RESERVATIONS:

The Hyatt Regency Toronto on King is conveniently located at 370 King Street West, Toronto. For overnight accommodation please contact the hotel at 416-599-4000 or by fax 416-599-7394 and ask for the Insight Information corporate rate. (subject to availability)

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