



An Invitation to Attend an Important Meeting for your Company

Corporate Strategies that Address Climate Change

**The University of Michigan
Palmer Commons, Great Lakes Room
100 Washtenaw Avenue
Ann Arbor, Michigan
Friday, November 10, 2006, 9:00 AM – 5:00 PM**

Sponsored by:
**The Erb Institute for Global Sustainable Enterprise
and
The Pew Center on Global Climate Change**

In an upcoming report by the Pew Center on Global Climate Change -- *Corporate Strategies that Address Climate Change* -- a sample of thirty-one companies believe that federal policy on climate change is coming, with the majority believing it will come between 2010 and 2015. Beyond this looming threat, growing concern among state governments, interest among the investment community, and rising energy prices add to the business case for addressing climate change as a strategic issue. As the Conference Board warns, “Businesses that ignore the debate over climate change do so at their peril.”

Is your company prepared?

The objective of this *one day conference* is to help companies consider the range of available options for developing a climate strategy and to help financial analysts identify benchmarks for industry best practices on the issue. Come learn the results of a one year study into the motivations and mechanics of climate related strategies. Hear also from the companies studied in the report; companies with a wealth of valuable experience and insights in addressing climate action.

An Opportunity to Learn and Exchange Views

For the business community, the science of climate change is secondary to the strategic impacts of policy and market shifts. Yet, many companies are struggling to understand how best to address the issue. This one day conference will present the results of a study – based on six in-depth case studies and a survey of thirty-one companies – into corporate strategies that address climate change. All of the companies in this report have a history of addressing climate change and their successes and failures can shape the actions of others. The report and the conference compiles their collected wisdom and experience to provide a model for developing corporate strategies to address climate change, from making the business case for climate-related strategies to developing appropriate goals and targets to implementing innovative change. This conference explores the risks, rewards, opportunities and barriers surrounding corporate action on climate change and provides insights from companies that have led the way in taking early action.



Topics in the report (to be distributed at the meeting) include:

- I. Conducting an Emissions Profile Assessment:** Emission Types, Emission Metrics, Emission Measurement Tools and Techniques
- II. Evaluating Options for Technological Solutions:** Low Hanging Fruit, “Silver Bullets”, On-Going Reductions, On-System versus Off-System Reductions, Business Opportunities
- III. Setting Goals and Targets:** Motivating Factors, Developing Goals and Targets, Differentiating Energy Efficiency and GHG Reduction Targets, Making the Business Case for Climate Targets, Related
- IV. Developing Financial Mechanisms to Support Climate Programs:** Cost Estimates for GHG Reductions, Internal Carbon Trading, External Carbon Trading, Other Financial Instruments
- V. Engaging the Organization:** Gaining Buy-In, Senior Leadership, From Idea to Adoption, Moving Climate Change from the Periphery to the Core
- VI. Formulating a Policy Strategy:** The Link between Policy and Strategy, Policy Is On the Horizon, Options for Policy Mechanisms
- VII. Managing External Relations:** Target Audience, External Resistance, Supply Chain Partnerships

Format

This conference is intended to be highly interactive, with the goal of answering the questions and concerns of the attendees. You will have the opportunity to ***hear directly*** from the report’s principal investigator and representatives of these six case study companies. And more importantly, you will be allowed ample time to ***ask questions*** about how you can tailor strategies to your company’s context and situation.

In each panel session, speakers will offer brief opening remarks and then answer questions. First, the moderator will ask questions provided by attendees upon their registration. Second, attendees will ask questions directly. Again, the fundamental goal of this meeting is to make it of the most use to the audience.

We expect participation from:

- Senior managers charged with formulating strategies to address climate change.
- Financial analysts seeking to understand best practices for linking climate and business strategy.
- Government officials considering policies to address the issue.
- Representatives from the environmental community seeking to understand business responses to the issue.
- Leading academics with expertise in the climate change issue.



You are Invited to Attend

While there is no fee for attending this important meeting, *space is strictly limited*. We urge you to reserve your space early. We will develop a waiting list if needed. If you register and find that you cannot attend, please contact us as soon as possible.

Hotel and Travel Accommodations

The conference is designed as a one day event, to be held at:

The University of Michigan
Great Lakes Room of the Palmer Commons
100 Washtenaw Avenue
Ann Arbor, MI

(For a map, directions and parking instructions, please visit:

<http://www.umich.edu/~palmcomm/contacts/index.html>)

If you wish to stay overnight, either before or after the Friday session, the following hotels are within walking distance of the event:

- Campus Inn (\$201 to \$222): 800.666.8693
- Bell Tower Hotel (\$121 to \$149): 734.769.3010
- Michigan League (\$115 to \$215): 734.764.3177

The following hotels provide shuttle service to the campus, subject to availability.

- Four Points Sheraton (\$130): 734.996.0600
- Hawthorne Suites (\$120): 734.327.0011
- Hampton Inn North (\$99): 734.996.4444
- Holiday Inn North (\$89): 734.769.9800
- Microtel Inn (\$59 to \$79): 734.997.9100
- Other hotels within Ann Arbor will require a taxi, which will cost between \$9 and \$11.

The nearest commercial airport is Detroit Metro Airport – 30 minutes by taxi/limousine. Transportation options between Ann Arbor and Detroit Metro Airport include:

- Golden Limousine: 800.300.5151
- Metro Cabs (taxi service): 800.735.9191
- Metro Cars (luxury sedans, vans, buses): 800.456.1701

Rates range from \$40 to \$60. Please call in advance; there may be an added charge for same day reservations depending upon rider volume.

Questions

If you have any questions, please contact:

- **Dominique Abed**, Erb Institute for Global Sustainable Enterprise
Phone: 734.763.8155; email: hdabed@umich.edu
- **Andrew Hoffman**, Holcim (US) Professor of Sustainable Enterprise
Phone: 734.763.9455; email: ajhoff@umich.edu



Tentative Agenda

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Friday, November 10, 2006**

- 8:30 a.m. *Registration and Refreshments*
- 9:00 a.m. **Introduction and Opening Remarks**
Andrew Hoffman, Erb Institute for Global Sustainable Enterprise, University of Michigan
Rosina Bierbaum, Dean, School of Natural Resources and Environment, University of Michigan
Truman Semans, Director for Markets and Business Strategy, Pew Center on Global Climate Change
- 9:45 a.m. **Motivating Climate Related Strategies: A View from the Investment Community**
Winston Hickox, Senior Portfolio Manager, California Public Employees' Retirement System (CalPERS)
- 10:30 a.m. *Break*
- 10:45 a.m. **Climate Strategies that Address Climate Change: Report Overview**
Andrew Hoffman, Erb Institute for Global Sustainable Enterprise, University of Michigan
- 11:30 a.m. *Lunch*
- 12:30 p.m. **Panel Discussion I: Lessons from Resource Based Companies**
Randy Overbey, President of Primary Metals Development, Alcoa
Ed Mongan, Global Manager for Energy and Environment, DuPont
David Hone, Group Climate Change Advisor, The Shell Group
- 2:00 p.m. *Break*
- 2:15 p.m. **Panel Discussion II: Lessons from Utilities, Consumer Goods and Insurance**
J.B. Hoyt, Director, Regulatory Affairs & State Government Relations, Whirlpool Corporation
Mark Way, Head of Sustainability Issue Management and Reporting, Swiss Re
Kevin Leahy, General Manager of Environmental Economics and Finance, Duke Energy
- 3:45 p.m. *Break*
- 4:00 p.m. **Closing Comments: Linking Climate and Business Strategy**
Bill Townsend, Deputy CEO of Holcim (US) Inc.
- 4:45 p.m. *Conference ends*



Registration for:
Corporate Strategies that Address Climate Change

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To register for the conference, please:
Complete the registration form at <http://November 10 Climate Change Conference>

Registration must be received no later than **October 10, 2006**

If you are unable to register via the website registration page, please contact Ms. Dominique Abed
for a hard copy registration form:

**Ms. Dominique Abed
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Ross School of Business
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Ann Arbor, Michigan 48109**

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Thank you.