



4th Edition
The Zermatt Summit
 Zermatt, 20-21 June 2013

Business & NGOs: Building partnerships of winners

Preliminary Program as of July, 2013

Thursday 20 June 2013	
08:00 onwards	Participant registration
9:00-9:10	<i>Welcome and opening remarks</i> Christopher Wasserman , Founder & Chairman, The Zermatt Summit
09:10-10:30	Opening plenary <i>Business and civil society: rethinking the terms of the relationship</i> After a period of mutual suspicion and controversies, relationship patterns between business and the third sector have evolved towards the recognition that collaborative strategies can be mutually beneficial and are powerful tools to address sustainability issues. However, misperceptions and unmet expectations still mar the business-NGO relationship. <ul style="list-style-type: none"> • What issues need to be addressed to achieve smoother, more successful civil society-corporate engagements? • What should be the rules of engagement between business and civil society? • How can partnerships involving various stakeholders remain accountable, transparent, and focused on specific, measurable issues? Speakers: <ul style="list-style-type: none"> • Serena Brown, Global Development Initiative Senior Manager, KPMG • Rodrigo Jordan, Mountaineer and President, Vertical S.A. • Nicolas Michel, Professor of International Law, University of Geneva, and Geneva Graduate Institute of International and Development Studies • Danny Sriskandarajah, Secretary General, World Alliance for Civic Participation • Marlyn Tadros, Founding President & Executive Director, Virtual Activism, Professor of Computer Science at the New England Institute of Art Moderator: <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Smadja



<p>12:45-14:15</p>	<p>Working lunch:</p> <p><i>Win-win co-creations between the social and business sectors</i></p> <p>What would the world look like if the barriers between the business, social and public spheres were torn down? How can economic performance, social impact and innovation be conciliated to create opportunities for scalable social and business co-creations? Discover concrete examples of hybrid collaborations and contribute to the definition of innovative collaborative societal solutions.</p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Arnaud Mourot, CEO, Ashoka, Europe • Stéphanie Schmidt, Director, Full Economic Citizenship Europe, Ashoka • Anka Wittemberg, Chief Diversity & Inclusion Officer, SAP AG
<p>14:30-16:00</p>	<p>Plenary session</p> <p><i>It is more than “just” business: How business leaders can contribute to moving a country up</i></p> <p>We are witnessing the limits of what governments can do to foster economic and social development.</p> <ul style="list-style-type: none"> • How can the corporate world – without neglecting its responsibilities towards shareholders – contribute to greater social cohesion and inclusive growth? • How should the shareholder- stakeholder relationships be balanced? • What should business do better and/or differently when dealing with the community at large? <p>Speakers:</p> <ul style="list-style-type: none"> • Mark Drewell, Chief Executive, Globally Responsible Leadership Initiative • Antonin Pujos, Former Chairman and Founder, the Research Club, French Institute of Directors • Mallika Sarabhai, dancer and social activist • Charlotte Wolff, General Manager, Group Head of Corporate Responsibility, Arcelor Mittal <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Smadja
<p>16:00-16:30</p>	<p>Networking break</p>
<p>16:30-18:00</p>	<p>Panel discussion</p> <p><i>How can civil society and the private sector be partners in addressing the employability challenge?</i></p> <p>Globally, it is estimated that nearly 300 million of 15-24 year olds are not working or studying. Of that total, 26 millions are in OECD countries. In emerging economies, where young people are the fastest growing segment of the population, this severely</p>



	<p>hampers current and future economic growth. In Western countries, governments remain unsuccessful in dealing with their growing NEET (Not in Employment, Education or Training) population. The ILO describes the age group as a “scarred” generation of young workers.</p> <ul style="list-style-type: none"> • How can civil society organizations and businesses improve their collaboration to facilitate access to education and to create a better match between training and skills demand? • In a world of fast evolving technology and market needs, what are the strategies that will ensure greater employability? <p>Speakers:</p> <ul style="list-style-type: none"> • Philippa Frankl, Executive Director, Street Kids International • Erin Ganju, Co-Founder and CEO, Room to Read • Serena Brown, Global Development Initiative Senior Manager, KPMG • Anka Wittemberg, Chief Diversity & Inclusion Officer, SAP AG <p>Moderator:</p> <ul style="list-style-type: none"> • Delia Meth-Cohn, Director, Global Rethink
<p>16:30-18:00</p>	<p>Panel discussion</p> <p><i>How can civil society and the private sector be partners in addressing the environment challenge?</i></p> <p>For most global businesses, the <i>greenwashing</i> of the early years is long gone. Well-articulated environmental goals are increasingly becoming part of corporate strategies. Yet, the overall impact of business activity on the planet keeps intensifying. Emerging economies need to find ways to curb environmental damage without constraining economic growth. More developed countries are also struggling with elaborating and implementing policies that will reconcile environmental sustainability and profitability. Advocacy groups have been pressuring corporations and governments to move faster and more decisively on these issues.</p> <ul style="list-style-type: none"> • What are the areas of potential conflict between the private sector and NGOs on this topic, and how can they be successfully addressed? • How can we foster genuine synergies between NGO and corporate initiatives? <p>Speakers:</p> <ul style="list-style-type: none"> • Renat Heuberger, CEO, South Pole Carbon Asset Management • Stuart Orr, Head of WWF's Water Stewardship • Sebastian Winkler, Director, Europe, Global Footprint Network <p>Moderator:</p> <ul style="list-style-type: none"> • Dougal Thomson, The Economist
<p>18:00-18:15</p>	<p><i>Connecting the dots...</i></p> <p>A look back on the day's discussions to highlight its key outcomes</p>



	Rodrigo Jordan , Mountaineer and President, Vertical S.A.
18:15-19:00	Cocktail reception
19:00-19:45	<p>Concert: Piano & Orchestra</p> <p>Soloist: Elizabeth Sombart</p> <p>Accompanied by the Orchestre Solidaire Résonance</p> <p>Conducted by Diego Miguel-Urzanqui</p> <ul style="list-style-type: none"> • <i>Suite pour cordes du Temps de Holberg op. 40 (sélection)</i> Edvard Grieg (1843-1907) • <i>Concerto pour piano et orchestre n° 1 en mi mineur op.11</i> Frédéric Chopin (1810-1849) • <i>Concerto pour piano et orchestre en ré majeur BWV 1054</i> Johann Sebastian Bach (1685-1750)
19:45-21:45	<p>Official dinner</p> <p><i>What the business/civil society partnership can do NOW for a sustainable future</i></p> <p>Keynote speaker: Mohan Munasinghe, Nobel Peace Prize Winner, Physicist, Sri Lanka</p>

Friday 21 June 2013	
09:00-10:30	<p>Plenary session</p> <p><i>Creating the virtuous circle: ethics + transparency = trust</i></p> <p>Ethical lapses from MNCs and compensation issues have tarnished corporate image in most parts of the world. Negative perceptions also affect NGOs and civil society organizations since they are reproached with a lack of transparency in their use of resources and/or governance models. Legitimacy is also sometimes called into question.</p> <ul style="list-style-type: none"> • In which areas would greater transparency help foster public trust in corporations as well as in NGOs? • To what extent do corporations and NGOs need to respect similar ethical principles? • What are the indicators and reporting tools that will create accountability and enhance public trust?



	<p>Speakers:</p> <ul style="list-style-type: none"> • Alexander Fink, CEO, Edelman Switzerland • Fredrik Galtung, Chief Executive, Integrity Action • Guido Palazzo, Director of the Department of Strategy, Professor Faculty of Business & Economics, University of Lausanne • Christopher Wasserman, President, TeroLab Surface Group, Chairman, The Zermatt Summit <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Smadja
<p>10:30-11:00</p>	<p>Networking Break</p>
<p>11:00-12:30</p>	<p>Panel discussion</p> <p><i>How can civil society and the private sector be partners in addressing the health challenge?</i></p> <p>In the Western world, the health-related costs incurred by the Welfare State are becoming increasingly untenable. In less developed economies, broadening access to health care, fighting infectious diseases and malnutrition are crucial priorities. Civil society organizations and the private sector have created successful patterns of collaboration, especially in emerging countries.</p> <ul style="list-style-type: none"> • What are the lessons to be drawn from successful examples of collaboration? • How can they be expanded? <p>Speakers:</p> <ul style="list-style-type: none"> • Jean-Louis Homé, Former Chairman, Fairtrade International, President, MDIN • Vinay Nagaraju, COO, Riders for Health • Arie de Groot, Director, Investment Fund for Health in Africa <p>Moderator:</p> <ul style="list-style-type: none"> • Delia Meth-Cohn, Director, Global Rethink
<p>11:00 -12:30</p>	<p>Panel discussion</p> <p><i>The Future of Impact Investing</i></p> <p>Questioning the notion that there has to be a trade-off between achieving economic performance and contributing to social progress, a rapidly growing number of actors are investing in, or creating companies, organizations or funds that will generate both economic and measurable social/environmental returns. Although relatively new, the market is growing in size and sophistication.</p> <ul style="list-style-type: none"> • Who are the actors on this market? • What are the criteria and requirements for impact investment? • What is its economic and social potential? <p>Speakers:</p>



	<ul style="list-style-type: none"> • Wolfgang Hafenmayer, Managing Partner, LGT Venture Philanthropy • Nicolas Hazard, President, Comptoir de l'Innovation • Emmanuel de Lutzel, Vice President, Social Business, BNP Paribas • Martin Rohner, CEO, Alternative Bank <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Smadja
<p>12:45-14:45</p>	<p>Luncheon</p> <p><i>The inestimable value of "soft" values</i></p> <p>Keynote speaker:</p> <p>Robin Cornelius, Founder and President, Switcher</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Claude Smadja, President, Smadja & Smadja
<p>15:00-16:45</p>	<p>Plenary</p> <p><i>Corporate Social Responsibility as an integrated part of corporate strategy even in tough economic times</i></p> <p>Companies that succeed in incorporating their Corporate Social Responsibility (CSR) goals into their overall corporate strategy reap reputational, human capital and operational benefits. CSR is no longer a PR gimmick or a notion to be paid lip service to: it is becoming part of risk mitigation and opportunity-seeking strategies.</p> <ul style="list-style-type: none"> • How can corporations ensure that CSR genuinely becomes part of their organizations' culture and day-to-day operations? • How can triple bottom line reporting be used as a progress-tracking tool for corporate performance? • Can we prevent that CSR obligations should become lesser priorities in difficult times? <p>Speakers:</p> <ul style="list-style-type: none"> • Bettina Ferdman-Guerrier, Founder & CEO, Phillias Foundation • Christian Leitz, Head, Corporate Responsibility Management, UBS • Jan Noterdaeme, Senior Advisor, CSR Europe • Karl Friedrich Scheufele, Co-President, Chopard <p>Moderator:</p> <ul style="list-style-type: none"> • Delia Meth-Cohn, Director, Global Rethink
<p>17:00-18:30</p>	<p>Closing plenary</p> <p><i>Government/Business/Civil Society: Getting together to achieve sustainability</i></p> <p>There is a growing consensus that a number of issues are today too complex to be addressed successfully only by government or by the business world and without the</p>



	<p>involvement, or at least acquiescence of the civil society. Recent, global examples show that sustainable and inclusive growth can best be achieved through genuine collaboration and a convergence of objectives between government, business and civil society.</p> <ul style="list-style-type: none"> • What are the requirements to create goal-oriented partnerships that contribute to economic progress and greater social cohesion? • How do we ensure that economic, social and environmental sustainability become part of an integrated approach to inclusive prosperity? • What <i>rules of engagement</i> will ensure long-term win-win partnerships? <p>Speakers:</p> <ul style="list-style-type: none"> • Father Nicolas Buttet, Founder, Philanthropos European Institute • Rob Cameron, Executive Director, SustainAbility • Mark Foster, Chairman, International Business Leaders Forum • Marcelo Palazzi Harvard Advanced Leadership Fellow, Director, B Corporation, Europe <p>Moderator:</p> <ul style="list-style-type: none"> • Dougal Thomson, The Economist
<p>18:30-18:45</p>	<p><i>What do we take home? Key highlights and conclusions from the Summit</i> Christopher Wasserman, Founder and Chairman, The Zermatt Summit</p>
<p>19:00-21:30</p>	<p><i>Closing dinner</i> A social evening to relax and develop new relationships created during the Summit</p>