



26 - 28 May 2010

The Amsterdam Global Conference
on Sustainability and Transparency

Rethink. Rebuild. Report.

www.amsterdamGRIconference.org

Rethink. Rebuild. Report.

On 26-28 May 2010, the Global Reporting Initiative hosts the Amsterdam Global Conference on Sustainability and Transparency, the world's largest gathering of its kind.



If you are interested in helping shape the sustainable development agenda for the next decade, or just interested in understanding what some of the leading trends are and meeting the key global players, the third biennial GRI Amsterdam Global Conference on Sustainability and Transparency is not to be missed.

Few would disagree that the last ten years have witnessed many historic and inspiring developments on the sustainable development front. There is now clear

- Recognition that the current economic and business model is unsustainable, unstable, and often unfair;
- Understanding that while no one has all the answers, everyone has some of the answers and that partnership-based approaches have proven their worth; and
- Concern that in spite of the many advances in providing regulatory and voluntary frameworks and developing clean technologies, more is needed to make sustainable development a normal feature of every day life.



Adopting the theme 'Rethink. Rebuild. Report,' the ambitious and timely objective of the Amsterdam Global Conference will be to craft a global agenda for sustainability reporting for the next decade. Issues to be considered will include:

- What might a more just and sustainable global economy look like in the year 2020?
- How can the real economic value of sustainability information be unlocked to create a more caring, trusted and sustainable capitalism?
- What lessons can we learn from the past in constructing a new business model in which the integration of sustainable development factors becomes a normal part of doing business?
- What role will technology play?
- What are the roles of government, business and civil society in this context? What existing or new partnerships must be forged?

Come and join leading global thinkers in sharing your views on these increasingly pressing issues at the Amsterdam Global Conference. The Conference outcomes are expected to be read widely by the main intergovernmental, governmental, and business institutions active in the sustainability arena.

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Over a thousand participants from more than fifty countries attended each of the first two biennial conferences in 2006 and 2008. Of the participants, over 40% came from countries outside Europe.

A breakdown of corporate participants shows that overall, 10% of participants were CEO/Board of Directors level, and over 30% were Vice Presidents, Senior Managers, or Heads of Departments of leading companies. Industries represented included automotive, IT, oil and gas, construction and real estate, media, telecommunications, and logistics.

Alongside them was representation from all other members of GRI's stakeholder coalition: consulting firms, accounting and standard setting bodies, a range of NGOs, government, multilateral and regulatory bodies, as well as academics and students.

In 2010, we again expect some 1,000 participants from all over the world; a select global audience of expert policy and decision makers from business, accounting, government, and civil society. While we expect interest from industry, accounting and civil society to be as strong as before, we have reason to believe that interest from investors and governments will increase compared to the first two conferences.



2010 Confirmed Speakers

- HRH The Prince of Wales (recorded message)
- Alex Malley, CEO, CPA Australia
- Aron Cramer, President and CEO, BSR
- Barbara Kux, Member of the Managing Board - Head of Supply Chain Management - Chief Sustainability Officer, Siemens AG
- Elisabeth Dahlin, Secretary General, Save the Children
- Eric Hespeneide, Global Managing Partner of Internal Audit Services, Deloitte & Touche LLP
- Frank Heemskerk, Minister for Foreign Trade, The Netherlands
- Hans Wijers, CEO, AkzoNobel
- James Gifford, Executive Director, Principles for Responsible Investment
- John Elkington, Founding Partner & Director, Volans Ventures and Member GRI Board of Directors
- Karin Ireton, Director of Group Sustainability Management, Standard Bank Group
- Kumi Naidoo, Executive Director, Greenpeace International
- Maria Luiza Pinto, Executive Director, Banco Real
- Prof. Mervyn E. King S.C., Chairman, GRI Board of Directors
- Pavan Sukdhev, Study Leader, TEEB
- Paul Druckman, Chairman of The Prince's Accounting for Sustainability Project Executive Board
- Pedro Ortún, Director Directorate-General for Enterprise and Industry, European Commission
- Richard Howitt, Labour Member of the European Parliament
- Robert Corcoran, Vice President, Corporate Citizenship GE, President, GE Foundation
- Dr. Robert Eccles, Senior Lecturer, Harvard Business School
- Rodolfo Guttilla, Corporate Affairs and Government Relations Vice-President, Natura Cosméticos
- Sander van Eijkern, CEO, SAM
- Sonia Favaretto, Director Sustainability, BM&F BOVESPA
- Dr. Stephen Davis, Chair of SEC's Investor as Owner Advisory Subcommittee
- Yogesh Chander Deveshwar, Chairman and CEO, ITC Limited

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Opening Plenary: Wednesday 26 May

2020 Vision: Towards a Sustainable Economy 14:00 - 17:00

2010 is a year to take stock and take action. While enormous progress has been made on many fronts over the last decade, it's clear that the current economic model is deeply unsustainable. Time is running out to find effective answers for challenges such as poverty alleviation, climate change, biodiversity loss and the other issues identified in the UN Millennium Development Goals. Most experts consider the next decade to be critical to the fate of humankind. Against this backdrop, the third GRI Amsterdam Global Conference has set itself the challenge of crafting an action agenda for the period to 2020. How can we tackle the triple challenges of 'finance, fuel, and food'? How can the power of information help markets become sustainable? How can calls for 'green growth' and 'green industry' be best harnessed?

The key outcomes of this scene-setting session will be a set of broad challenges and recommendations for priority actions to be taken to build a sustainable global economy.

Thursday 27 May

Plenary Session: Governments 09:00 - 10:15

Governments play the central role in setting the national and global framework for a sustainable economy. Not everything, however, can or should be regulated. The art of government is to know how, where and when to intervene, using its full range of tools from regulation and subsidies to the use of 'soft power' to catalyze change. Based on the recent hard lessons of the global financial crisis, this session will explore how government can help society better monitor, report and hence understand sustainability risks and opportunities, and to help find ways to ensure that these are integrated into organizational decision-making and progress towards a truly sustainable economy.

A key outcome of this session will be a set of concrete action recommendations for what governments could do to promote a sustainable global economy by 2020.

Thursday 27 May

Plenary Session: Markets 11:00 - 12:15

Markets depend on accurate, material, and timely information. Information comes from many sources, including government policies, investor behavior, and technological developments. As the climate change issue has sharply illustrated, the traditional economic model often fails to put a price on vital aspects of its own future success. Short term private interests have been allowed to undermine the long term public good. Public trust in markets has been damaged. This session will explore what the information needs of a sustainable global economy are, where sustainability reporting fits in to that landscape, and what progress is being made to monitor, measure and use this information. What disclosures are needed? How are they to be used? How is information technology changing information management?

A key outcome of this session will be a shared vision of how markets can restore confidence by showing how they will play a leading role in building a sustainable global economy by 2020.



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Thursday 27 May

Plenary Session: Business 14:00 - 15:15

There is increasing recognition by business leaders and stakeholders that the recent business model has 'lost the plot'. Business cannot survive unless it respects and reflects community and environmental values and constraints. The 'green shoots' of a new business model are emerging. These can be seen in the value being attached to stakeholder perspectives, the shift towards low-carbon and resource efficient technologies, and the explicit adoption of the sustainable development agenda. This transition, however, is far from guaranteed. Regulatory and market signals are not yet sufficient to mainstream sustainable business practices. Sustainability reporting is often lacking, inconsistent, or unused.

A key outcome of this session will be an assessment of where business best practice is on the sustainability journey, and a set of recommendations on the incentives, actions, and policies that will be necessary to ensure that sustainable development becomes normal business practice by 2020.

Thursday 27 May

Plenary Session: Readers' Views 16:00 - 17:15

The availability of sustainability reporting – on an organization's economic, social and environmental vision, plans, challenges, and achievements – is one of the most historic developments in progress towards a sustainable global economy over the last decade. It has enabled organizations and their stakeholders to better understand and communicate on the vital issues affecting recent performance and their common future. The second Biennial Readers' Choice Survey and Awards provides unique insights into sustainability reporting effectiveness. Are the objectives of sustainability reports being met? How are reports influencing readers' views and actions? What are the lessons for reporting organizations?

A key outcome of this session will be a set of suggestions on the refinements needed in sustainability reporting to make reporting a common and valued practice by all organizations by 2020.



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Friday 28 May

Plenary Session: Integrated Reporting 09:00 - 10:15

While progress continues to be made in developing a common global approach to traditional financial reporting, progress towards a sustainable economy will not be possible until all organizations are able to integrate key economic, social and environmental aspects of performance into their decision making. The time is coming to an end in which the market views environmental and social impact as ignorable externalities. For some organizations, the issue might be one of carbon risk. For others, human rights issues. For still others, the need to ensure that stocks of renewable resources are preserved and non-renewable resources are better recycled. How can current financial accounting models better value and integrate these additional aspects of future performance? How will the integration of sustainability impacts into core reporting help organizations handle these issues, and how will the emergence of this new practice in turn drive them to do so? What assurance and audit capacity will be required? What is the role of government in developing an integrated reporting process?

A key outcome of this session will be a road map for a practical, widely-used and integrated reporting framework for 2020 that will make economic and sustainability performance consistent and transparent.

Friday 28 May

Plenary Session: 2010 Action for 2020 Vision 11:00 - 12:15

This session will challenge panelists representing broad global frameworks together with the audience to sketch a map of the road to a sustainable and transparent economy. The key questions will be: what do we do now – in 2010 – to ensure that our 2020 vision becomes a reality? What are the main trends? What are the most striking proposals and ideas that have emerged from plenary and parallel sessions? Which issues and ideas have not received enough attention so far in other sessions? How can we carry these ideas forward? What are recommendations for action on how to develop a road map?

Closing Plenary: Friday 28 May

Closing Plenary Session: 14:00 - 16:00

This session will provide an opportunity for GRI and high level guests to reflect on and respond to the suggestions and recommendations emerging from the thematic sessions, and to add some further ideas of their own.

The session will provide an inspiring and challenging conclusion to the Conference and leave all participants feeling a shared sense of renewed focus, engagement and commitment to building a sustainable global economy, and the satisfaction of having shared their ideas with a community of global experts on how sustainability reporting can be taken to the next level.



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The **2010 GRI Readers' Choice Awards** will be presented at the Amsterdam conference.

**There's no judge. There's no jury.
You decide.**

Sustainability reporting is experiencing a massive increase, with thousands of reports - some in new formats - produced every year. But which reports deserve recognition for striking a chord with their readers, and why? The GRI Readers' Choice Awards is the only award survey of its kind to be generated by everyday readers. The Amsterdam Conference will see the presentation of the 2010 Awards as well as the results of the powerful new Reporters' Survey.

GRI inaugurated the Readers' Choice Awards in 2008. It shaped the future of reporting. That year, with more than two thousand respondents, organizations from emerging markets stole the show in many of the award categories. The 2010 Awards will see six categories representing the spectrum of GRI stakeholders, including the award of best overall report - the Readers' Choice Award.



New for the 2010 Awards, user-friendly innovations make it even easier to take part in the Readers' Survey. And fascinating new analysis will be generated by the addition of the Reporters' Survey.

By taking part in the GRI Readers' Choice Awards, participants help address some of the most vital questions around sustainability today. What do readers think of sustainability reports? What are reporters' objectives in issuing reports? How can reporters' and readers' objectives be better reconciled? And, perhaps most important of all, how do reports change readers' views and behavior towards a reporting organization?

With the scoring platforms opening in late 2009, expectations will be high for the conference's celebratory presentations in May 2010. It was similar celebrations that helped to make the last GRI Conference such a spectacular and memorable event.

Visit <http://awards.globalreporting.org>

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Sponsors

The Conference: your opportunity

In sponsoring the conference you will benefit from access to a unique audience of thinkers, leaders and doers in the field of sustainability reporting.

A unique platform to promote your organization

As a gathering of hundreds of representatives from business, government and civil society, this conference is the place to be for any organization aiming to position itself as a leader in the fast-growing field of sustainability reporting.

Whether attending the conference to network, promote products or services (for which GRI will provide a lively market place), or to learn about the latest developments in sustainability reporting, participants will see that you are among the movers and shakers when it comes to sustainability and transparency.

GRI has chosen to offer a broad array of sponsorship opportunities, both in the form of packages and separate opportunities.

Platinum, Gold, Silver and Bronze sponsor packages each deliver unique opportunities to promote your brand, product or service. Multiple marketing channels drive your exposure and grab the attention of GRI's rich and vast network of sustainability reporting practitioners, academics, policy makers, NGOs and investors.

With over a thousand participants, extensive media coverage in dozens of countries, and a legacy of keynote speakers that includes royalty, politicians, Nobel prize winners and global business leaders, the Amsterdam Conference makes for a great partner to get your brand and product noticed.

Together, we can help make sustainability the principle concern of business and governments globally.

**For sponsorship opportunities
please contact:**

Romie Goedicke:

t: +31 (0)20 531 0019

e: goedicke@globalreporting.org

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GRI sets out to make this conference as attractive as possible for all types of participants. A broad array of market place and sponsoring opportunities means diverse participants and sponsors can add their value to the event whilst reaching the global leaders and key stakeholders in sustainability and transparency.

Market Place Presence

A market place booth at the Amsterdam Conference means over a thousand potential clients. It means promoting your organization and its activities to the prime movers in sustainability reporting: to practitioners, decision-makers, investors, competitors and journalists. With complimentary furniture and banner, booths can be customized to suit your organization's needs, and provide strong visibility.

Separate Sponsor Opportunities

Gain solid exposure by partnering with the Global Reporting Initiative at the 2010 Amsterdam Global Conference on Sustainability and Transparency. A diverse array of sponsoring opportunities is available separately from packages. Partner with GRI at the level that suits you and reach vital clients from across the sustainability field.

Separate sponsor opportunities include:

- Hosting an individual event
- Using private meeting rooms
- Brand and logo recognition at major networking sites
- Brand and logo recognition in the market place and program booklet
- Advertising in the program booklet
- Logo and hyperlink on conference website
- Inclusion in the VIP participant promotion pack



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GRI Governance

GRI was founded in 1997 in the USA by Dr. Allen White and Dr. Robert Massie.

Current member of the Board of Directors are:

- Chairman, Prof. Mervyn King S.C.
- Mr. Kumi Naidoo, Executive Director Greenpeace International
- Mr. Ricardo Young da Silva, President Instituto Ethos de Empresas e Responsabilidade Social
- Dr. Simon Longstaff, Executive Director St. James Ethics Centre
- Mr. John Elkington, Founding Partner and Director Volans Ventures
- Mr. Ignasi Carreras, Director Escuela Superior de Administración y Dirección de Empresas
- Mr. Herman Mulder, Former Senior Executive Vice President of ABN Amro
- Ms. Sylvie Lemmet, Director of Division of Technology, Industry and Economics UNEP
- Mr. Peter Wong, Senior Partner Deloitte Touche Tohmatsu
- Mr. Kishor A. Chaukar, Managing Director, Tata Industries Ltd.
- Ms. Denise Esdon, Partner Ernst & Young LLP / International Auditing and Assurance Standards
- Mr. Sean Harrigan, Former President CalPERS
- Mr. John Evans, General Secretary Trade Union Advisory Committee to the OECD

What is the Global Reporting Initiative (GRI)?

The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. GRI is a collaborating center of the United Nations Environmental Programme (UNEP) and has an alliance with the UN Global Compact. In order to ensure the highest degree of technical quality, credibility, and relevance, the reporting framework is developed through a consensus-seeking process with stakeholders drawn globally from business, civil society, labor, and professional institutions. The framework sets out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. The cornerstone of the framework is the Sustainability Reporting Guidelines. The third version of the Guidelines – known as the G3 Guidelines – was published in 2006, and is a free public good. KPMG figures show that 79% of the 250 largest companies in the world produced a sustainability report in 2008 and that 77% of them used GRI to do so.

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Venue

RAI Elicium
Europaplein 22
1078 GZ Amsterdam
The Netherlands

Contact information

www.globalreporting.org
www.amsterdamGRIconference.org

For sponsorship enquiries please contact:

Romie Goedicke

t: +31 (0)20 531 0019
e: goedicke@globalreporting.org

Other contact details

Simon Hale, Conference Director

t: +31 (0)20 531 0032
e: hale@globalreporting.org

Annelies Poolman, Conference Manager

t: +31(0)20 531 0007
e: poolman@globalreporting.org

Scott McAusland, Media Communications Manager

t: +31(0)20 531 0034
e: mcausland@globalreporting.org