



Tremblant Forum on Corporate Responsibility & Sustainability
Thursday, September 21, 2006
Westin Resort and Spa
Mont-Tremblant Quebec

Program



N|A|T|I|O|N|A|L
|Corporate Responsibility



Building sustainable communities

NATIONAL Public Relations is pleased to announce the theme of the 2006 Tremblant Forum on Corporate Responsibility & Sustainability, to be held on September 21, at the beautiful Westin Resort and Spa in Mont-Tremblant, 1 ½ north of Montréal, Quebec.

Following two successful editions of this one-day international conference in 2004 and 2005, the third edition will focus on the how leading corporations, governments and non-governmental organizations are building sustainable communities for the benefit of current residents and future generations.

The 2006 Tremblant Forum will provide a platform for learning and discussion on how to overcome some of our biggest economic, environmental and social challenges – whether involving stakeholders in a large metropolis, a company town, a resort community or a village in a developing country. Global best practices presented in four roundtable discussions will inspire those seeking innovative, practical, profitable and sustainable solutions for change.

Participants at the Tremblant Forum will once again benefit from the experience and expertise of international thought leaders and practitioners and will enjoy a networking opportunity unique in Canada.

What's a sustainable community?

- A sustainable community meets our economic, social and environment needs in a manner that can be continued for future generations.
 - To business owners it means having a healthy economy in which businesses can produce and market their products and services.
 - To parents it means having a safe environment in which to bring up their children, and a wide spectrum of educational opportunities.
 - To workers it means a secure, productive job that is easy to get to.
 - To everyone it means clean air to breathe and clean water to drink; and the opportunity to live in a nurturing community that brings us together to meet our cultural and spiritual needs.

- The sustainable communities approach taken by corporations, investors, governments and members of civil society applies to issues as varied as urban planning, inner-city and brownfield redevelopment, socio-economic development, ecosystem management, agriculture, biodiversity, green buildings, energy conservation, watershed management, and pollution prevention.

- Key characteristics
 - Respect for basic rights and recognition of basic responsibilities
 - Living within ecological carrying capacity
 - Equal opportunities for individual development
 - A diverse economic base supported by sustainable investment
 - A vibrant democracy - with an informed, involved citizenry
 - Protection of natural diversity
 - Improving the minimum standard of living
 - Maximizing the use of people's abilities while minimizing the use of natural resources.

- Given the confluence of many global/local issues (urbanization, climate change, water supply, health, income gaps, etc.), sustainable communities are increasingly seen as a core part of the solution.

What's the situation in Canada?

- Several Canadian municipalities are making strong steps towards the vision of sustainable communities, while others have just begun to build the components of an integrated approach. While some Quebec municipalities have also begun to develop the sustainability vision, framework and tools, most have not.
- The Federation of Canadian Municipalities is providing leadership among municipal governments in Canada outside of Quebec and recently hosted a conference on sustainable cities.
- The UN-Habitat sponsored World Urban Forum is being held this June in Vancouver. The theme: sustainable cities.
- The federal government, through its Infrastructures project and the Green Municipal Fund, is linking funding to sustainable urban development.
- Many leading Canadian corporations are supporting sustainable communities through initiatives such as community investment, green infrastructure development, energy efficiency, urban transit, anti-poverty capacity building, action on health and education, and many others.
- The challenge: identify and integrate best practices from across Canada and around the world to transform our villages, towns and cities into truly sustainable communities.

Sessions

The conference will feature four roundtable panels covering the cornerstones of communities that meet the needs of current citizens while ensuring that those of future generations will be as well: sustainable building, partnerships, energy, and relations. While it is a daunting challenge, leading thinkers and practitioners from business, government and civil society in Canada and abroad will share illustrative and inspiring experiences. At lunch, the Conference Board of Canada will launch the Carbon Disclosure Project Canada report. Keynote presentations will be made before the morning session and in the afternoon.

Sept 20, 2005

5:30 - 7:30 p.m. ***Welcoming cocktail reception***

Sept 21, 2005

7:30 - 8:45 a.m. ***Registration & Networking Breakfast***

8:45 – 9:00 a.m. ***Welcoming remarks*** – Rick Petersen, Senior Vice-President, Corporate Responsibility, NATIONAL Public Relations

Introduction of day's activities – Master of Ceremonies

9:00 – 9:30 a.m. ***Keynote Speech*** – Dr. Karl-Henrick Robèrt, Founder, *The Natural Step*, Stockholm, Sweden
Introduction – Luc Beaugard, Chairman & CEO, NATIONAL Public Relations

9:30 – 10:45 a.m. ***Panel 1***
Sustainable Community Building
 One-half of the world's urban infrastructure of the year 2050 must be built between now and then, to say nothing about renewing the existing built

environment. At the same time, rural and suburban communities will undergo radical transformations as well. Given growing resource scarcity, income gaps, and environmental impacts, there are few simple solutions. This session will share innovative views on planning, infrastructure and architecture.

Speakers:

- Pierre-Marc Johnson, Counsellor, Heenan Blaikie / Chairman, Unisféra
- Ann Duffy, VP Sustainable Development, CH2M Hill and Vancouver 2010 Olympic Committee
- Peter Busby, Principle, Busby Perkins & Will, Architects
- Thomas Osboda, Manager, Sustainability Group, City of Vancouver
- Ken Melamed, Mayor, Resort Municipality of Whistler

10:45 – 11:00 a.m. Refreshment break

11:00 – 12:15 p.m.

Panel 2

Sustainable Community Partnerships

Creating and implementing sustainable development plans requires long-term vision and short-term collaboration among a broad range of stakeholders. At the municipal level this means elected officials, businesses and community groups finding common ground. Panellists in this session will show how to turn big challenges into big successes.

Speakers:

- Elisabeth Arnold, Director, Centre for Sustainable Community Development, Federation of Canadian Municipalities
- Bob Hawkesworth, Chair, Alberta Urban Municipal Association
- Christian Matossian, Corporate Responsibility Projects Manager, RWE Thames Water, London UK
- Jamie James, President, Windmill Developments
- Kelly Baxter, Executive Director, The Natural Step Canada

12:15 – 1:30 p.m.

Luncheon – Launch of Carbon Disclosure Project Canada Report by the Conference Board of Canada

1:30 - 2:45 p.m.

Panel 3

Sustainable Community Energy

Climate change. Peak oil. Carbon risk. Fossil fuels. Renewables. All terms pointing to the lifeblood of any community, large or small: energy. For some, effectively sourcing and managing our energy requirements now and forever seems an impossible dream. For others, including our panellists, it is this century's most important challenge and one that through foresight (and energy) can be achieved.

Speakers:

- Rob McMonagle, Executive Director, Canadian Solar Industries Association
- Brenda Kenny, VP Regulatory & Finance, Canadian Energy Pipeline Association
- Dr. Michael Raymont, CEO, Energy iNet
- D'Arcy Levesque, Director, Government & Public Affairs, Enbridge
- Martin Dussault, Director, Public Affairs, Waste Management

2:45 – 3:00 p.m.

Refreshment break

3:00 – 4:15 p.m.

Panel 4

Sustainable Community Relations

At the heart of any sustainable solution is identifying, understanding and integrating community needs and expectations into decision-making. As the responsibilities of governments, companies and non-governmental organizations evolve, so do their inter-relationships. Innovative approaches to building bridges is the theme of this panel and panellists will share their experience with aboriginal peoples, activists and neighbours here and abroad.

Speakers:

- Daniel Germain, Founder, Breakfast Club of Canada
- Deborah Summerville, Director, Seeing is Believing, Canadian Business for Social Responsibility
- Toni Cochand, Executive Director, Dans la Rue
- Matthew Pearce, President, Pearce Outland
- Jane Rabinowicz, Executive Director, Santropol Roulant

4:15 - 4:30 p.m.

Closing remarks (speaker to be announced)

5:00 – 6:30 p.m.

Networking cocktail

7:30

Speakers dinner

NATIONAL Corporate Responsibility

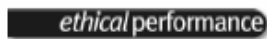
- NATIONAL's Corporate Responsibility practice serves clients in multiple industry sectors as well as government agencies across Canada. We provide strategic council and communications services, including stakeholder research, risk assessment, policy and program development, as well as a broad range of internal and external communications initiatives, including NGO engagement, branding, government relations, investor relations, media relations, employee communications, and others. Clients include Gildan, Yellow Pages Group, Kruger, Gap, Novartis, National Bank, EnCana, Bombardier, Enbridge, Loto-Québec, QIT Fer-Titane, Atlantic Lottery Corporation, and others. Rick Petersen, Senior Vice-President, Corporate Responsibility at NATIONAL is the host of the Tremblant Forum. In addition to client services, he serves on the Advisory Council for the Conference Board of Canada's *Carbon Disclosure Project Canada Report* and the *National Corporate Responsibility Report*, and is the author of the *Capital Markets and Sustainability* report for the National Round Table on the Environment and the Economy. He also gives speeches on the subject in events as varied as the World Lottery Forum, and the Engineers Without Borders and the IABC national conferences.
- NATIONAL Public Relations is Canada's largest public relations firm with offices in Montréal, Québec City, Ottawa, Toronto, Calgary, Vancouver, Victoria, New York, and London and is affiliated with Burson-Marsteller worldwide. The firm offers corporate communications, investor relations, public affairs, marketing, technology and health-care communications to a broad range of leading corporate, government and institutional clients.
- NATIONAL also collaborates with The Natural Step, one of the world's leading environmental and sustainability education and consulting groups with specific expertise in the development of strategic sustainability plans for municipalities. Organizations that have worked with The Natural Step include: Hydro Polymers, ICI Paints, Carillion PLC, Nike, Interface Inc., Starbucks, Scandic Hotels, IKEA, Resort Municipality of Whistler, Town of Canmore, Halifax Regional Municipality, in addition to over 60 municipalities in Sweden.

Tremblant Forum partners (2005)

N|A|T|I|O|N|A|L



CIRQUE DU SOLEIL



the NATURAL STEP

