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26 - 28 May 2010

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The Amsterdam Global Conference  
on Sustainability and Transparency

**Rethink. Rebuild. Report.**

[www.amsterdamGRIconference.org](http://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. The following is now clear:

- There is a recognition that the current economic and business model is unsustainable, unstable, and often unfair;
- We have an 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
- There is 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

- Mr. Ian Ball, CEO, IFAC
- Ms. Helen Bloustein, Executive Manager Sustainability and Education, VicSuper
- Mr. Yogesh Chander Deveshwar, Chairman and CEO, ITC Limited
- Mr. Robert Corcoran, Vice President, Corporate Citizenship GE, President, GE Foundation
- Dr. Stephen Davis, Chair of the Security and Exchange Commission's (SEC) Investor as Owner Advisory Committee
- Dr. Robert Eccles, Senior Lecturer, Harvard Business School
- Ms. Sonia Favaretto, Director of Sustainability at BM&FBOVESPA
- Mr. James Gifford, Executive Director, Principles for Responsible Investment
- Mr. Rodolfo Guttilla, Corporate Affairs and Government Relations Vice-President, Natura Cosméticos
- Mr. Eric Hespenheide, AERS Global Leader of Climate Change & Sustainability, Deloitte & Touche LLP
- Mr. Matthew Kiernan, Founder and Chief Executive, Inflection Point Capital Management
- Ms. Christine Loh, CEO, Civic Exchange
- Mr. Alex Malley, CEO, CPA Australia
- Mr. Kevin McKinley, Deputy Secretary-General, ISO
- Ms. Estelle Mironesco, Director SRI Department, Vigeo
- Mr. Kumi Naidoo, Executive Director, Greenpeace International
- Mr. Dumisani Nyoni, Member, Earth Charter International Council
- Mr. Pedro Ortún, European Commission Director, Directorate-General for Enterprise and Industry
- Mr. Hans Rademaker, Head of Mainstream Investments and Member of the Management Board, Robeco
- Mr. Pavan Sukdhev, Study Leader TEEB
- Mr. Mathis Wackernagel, President of the Global Footprint Network
- Mr. Hans Wijers, CEO, AkzoNobel

# Rethink. Rebuild. Report.

Wednesday 26 May, 2010

Draft program as at 1 March 2010. This program is subject to change.

10:00 - 18:00

Market Place

10:00 - 12:15

GRI Organizational Stakeholder General Assembly (closed event)

GRI Global Action Network for Transparency in the Supply Chain (closed event)

12:30 - 13:30

Video Program: Documentaries on Sustainability

14:00 - 17:15

Opening Plenary

**Navigating towards a sustainable global economy**

It's clear that the current economic model is unsustainable. We need to Rethink. The following decade will be crucial. Thus the third Amsterdam Global Conference has set itself the challenge of crafting an action agenda for the period up to 2020.

17:30 - 18:15

GRI Training Community Celebration (closed event)

17:30 - 19:15

GRI Organizational Stakeholder Celebration (closed event)

## Session Category

- Plenary/Main Hall Sessions
- Learning Sessions
- Shaping the Future Sessions
- Academic Conference
- Other Sessions



# Rethink. Rebuild. Report.

Thursday 27 May, 2010

09:00 - 18:00

Market Place

09:00 - 10:15

**Governments Main Hall Session**

**Partner or regulator: Can government make the invisible hand do the right thing?**

Based on the hard lessons of the recent global financial crisis, this session will explore what conclusions governments have drawn and how their role in Rebuilding the economy to ensure sustainability should be defined.

- The Future Steps in Developing the GRI Guidelines
- Learn about ISO 26000 and the GRI Guidelines
- Reporting for SMEs: Learn from Small Pioneers
- The Role of Media in Shaping the Future of a Transparent Economy
- Learn about the GRI Certified Software and Tools
- Sustainability Reporting Panel

11:00 - 12:15

**Financial Markets Main Hall Session**

**On price and value: Helping markets make sustainable choices**

How should sustainability Reporting evolve to meet the information needs of a sustainable economy? Can the leading sustainability ratings and indexes equip markets to mitigate risk and generate value?

- The Future of Stakeholder Engagement Using Interactive Technology
- Learn about Regulatory Approaches around the Globe
- Learn about Reporting in Emerging Economies
- Learn about "The Economics of Ecosystems and Biodiversity" (TEEB)
- The Future of NGO Reporting
- Assurance of Sustainability Reporting

12:30 - 13:00

All You Want To Know About GRI Publications

12:30 - 13:30

- Video Program: Documentaries on Sustainability
- A Small Country Can Be Big: Sustainability Reporting in the Netherlands

12:30 - 13:45

- UN Global Compact and GRI - Creating a Value Platform for Sustainability
- Workshop: Become a Leader on Sustainability Issues in Your Company
- Workshop: Employee Motivation and Responsible Management
- Mining & Metals Sector Supplement

13:15 - 13:45

All You Want to Know About GRI Training Programs

14:00 - 15:15

**Business Main Hall Session**

**From mitigation to innovation: Can reporting help companies become sustainable?**

How can Reporting help to inform corporate decision making and engage stakeholders in managing today's eco-efficiency, innovating tomorrow's business model, and ensuring good corporate governance?

- Learn about Sustainability in China
- How Financial Services Shape the Future of Reporting
- Main Drivers for the Future of Reporting: GRI & Volans Research Program
- Learn how State-Owned Companies Take the Lead in Reporting
- Sustainability Reporting and XBRL - Learn about the Applications
- Carbon Disclosure Panel

16:00 - 17:15

**Readers' Main Hall Session**

**Readers' Views: Is sustainability reporting progressing?**

The second biennial GRI Readers' Choice Awards will grant us unique insight into readers' views on sustainability reporting's effectiveness. The session will explore the readers' verdict and will aim to identify what Reporting entities can do to better meet their readers' expectations.

- Integrated Reporting: Learn from Real Examples
- The Future of Reporting: Do Accountants Get It?
- Learn about Earth Charter Principles and the GRI Guidelines
- Digital Tools in the Future of Reporting
- Learn how Reporting Drives Gender Equality
- NGO Accountability

18:00 - 19:45

Readers' Choice Awards Ceremony

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Friday 28 May, 2010

09:00 - 16:00

Market Place

09:00 - 10:15

Integrated Reporting Main Hall Session

**Closing the gap: Should financial and non-financial accounting merge?**  
 This session will seek to identify the drivers and obstacles in the transformation towards integrated reporting. Is integrated Reporting the blueprint for corporate reporting in a sustainable economy?

How to Define Report Content: Learn Materiality from Practitioners

Learn about Transparency in the Supply Chain

Future Trends on Reporting and Product Disclosure

Green Economy Coalition

Learn about Current Approaches to External Assurance

Workshop: Employee Motivation and Responsible Management

11:00 - 12:15

2020 Vision Main Hall Session

**Making it all add up: Action in 2010 for Universal Sustainability Disclosure in 2020**  
 Leaders representing the most widely used global ESG frameworks will reflect on the discussions in the previous main hall sessions. With a cross section of stakeholders they will discuss what government, financial markets, business, civil society and labor organizations can do to ensure a timely transition to a transparent and sustainable economy.

The Future of Reporting in the Supply Chain

Learn How to Get Stakeholder Input for Sustainability Reports

Learn about Trends in Online Sustainability Reporting

The Future of Reporting on Human Rights

The Future of Sustainability Reporting in the Food Processing Industry

Workshop: Become a Leader on Sustainability Issues in Your Company

13:00 - 15:15

Closing Plenary

**Signposts on the road to sustainability: Where do we go from here?**  
 Leaders from business, politics and civil society will sum up their views on how to achieve a transition to a sustainable economy. The GRI Chairman will close the conference reflecting on the lessons GRI should draw from participants' discussions and recommendations.



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

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

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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 scoring for shortlisted reports open from 15 March until 8 April, 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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## GRI Governance

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Current members of the Board of Directors:

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

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## What is the Global Reporting Initiative?

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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  
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