

“The Greening of America: An Opportunity for Europe?”

Rencontres Franco-américaines sur l’engagement des secteurs public et privé dans le développement durable

April 12, 2010

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08h30: Registration, coffee, networking around poster sessions

09h00: Mr. Byron Rader, CFO of Microsoft – Welcome

09h05: Mr. Christian Sautter, Former Minister, Deputy Mayor of Paris – Welcome

09h10: Mr. André Santini, Former Minister, Mayor of Issy-les-Moulineaux – Welcome

09h15: H.E. Charles H. Rivkin, U.S. Ambassador to France – Opening Remarks

09h25: Mr. Suresh Kumar, Assistant Secretary of Commerce for Trade – Keynote Address: President Obama’s Strategy for Sustainable Development: The Role of the Private Sector

09h45: Public/Private Partnerships: Key Players in the Greening of America

Moderator: Mr. Walid Malouf – Consultant and Green Entrepreneur

- U.S. Department of Energy (Assistant Secretary David Sandalow – invited);
- City of Chicago (Commissioner for Environment Suzanne Malec-McKenna),
- U.S. Green Building Council (Mr. Scott Horst – Vice President)
- Johnson Controls (Mark Wagner - Vice President of Corporate and Regulatory Affairs),
- Durapole (M. Alexandre Sauvage – Président)

10h35: Break – Encourage networking around poster sessions

10h55: Panel –U.S. Private Sector Initiatives: Pro-active Approaches to Sustainability
How U.S. companies are adapting their business models for long-term sustainability

Moderator: M. Manuel Flam, Counselor to the Commissioner for Sustainable Development

- FedEx (Ms. Karen Ellis – Director of Corporate & International Environmental Programs)
- Bristol-Meyers-Squibb (Mr. Michael Seeley, CEO of BMS France)
- General Electric (Ms. Clara Gaymard, CEO of GE France - invited)
- Gensler Architects (Tom Lindblom – Senior Associate)

- American SME from the Green Industries TM (TBD)

11h55: European and American Companies: Investors in Sustainability

Moderator: Mr. Matt Christensen – European Sustainable Investment Forum

- Air Liquide (Dr. Martha Heitzmann, Director of Worldwide R&D, Vice President American Air Liquide, Inc.)
- RATP (Mr. Jean-Marc Janaillac – Director General of Development)
- First Solar – Pierre-Yves Le Borgn, Vice President for Public Affairs in the EU
- EDF: Ms. Claude NAHON, Senior Vice-President for Sustainable Development

12h55: Networking Lunch (sandwiches and drinks at standing-tables)

14h00: Debate: *Creating a trans-Atlantic Market for Sustainability: The Role of the Private Sector After Copenhagen*¹

Moderator: Jean-Bernard Guerrée –Trans-Atlantic Green Platform, World Investment Conference, La Baule - Confirmed

- Mr. Suresh Kumar, Assistant Secretary of Commerce for Trade
- M. Christian Estrosi, Minister in charge of Industry (invited)
- Director General – European Commission (invited)
- Mr. Ian Hudson, President DuPont Europe, Middle East & Africa
- Pierre Gauthier, President and CEO of Alstom North America

15h15– Trade Mission participants depart for B2B at Hotel de Ville

15h30 – 17h30: Breakout Sessions (at Microsoft)

Breakout Sessions²

- How municipalities create incentives and shift mentality towards sustainability
 - Co-chaired by the Cities of Paris and Chicago
- Clusters and publicly-funded labs: Sharing Best Practices for working in parallel with the private sector (as opposed to sequentially) to speed the commercialization of green technology
 - Co-chaired by officials of U.S. and French Government

18:30 – 20:00: Reception at Hotel de Ville

¹ The US and the EU comprise nearly 60% of global GDP and have enormous scientific and business capacity. How can the US and the EU accelerate progress on sustainability by creating a single, huge, dynamic market which gives companies incentives to create and commercialize innovative technologies with rapid product cycles approximating IT? Is there the political will to optimize the contributions of the private sector towards sustainability?

²Microsoft's teleconference facilities will make it possible to include other speakers from the USA and EU.