

FOUNDATION *for social* CHANGE

GLOBAL CONFERENCE FOR SOCIAL CHANGE

UNITED NATIONS
NOVEMBER 18-19 | NEW YORK

HONORING
THE WORLD'S TOP LEADERS OF CHANGE

Presented in conjunction with



United Nations Office for Partnerships

World Economic Forum
The Grameen Creative Lab
NYU Stern School of Business
The Bridgespan Group
Penn Schoen Berland



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THE WALL STREET JOURNAL.

**What is a Leader of
Change?**

A driving force

“Leaders of Change are visionaries and inspirational leaders - those who have integrated socially responsible innovation – top-to-bottom- into their core business to address social problems. It becomes a part of their corporate ‘DNA’ - making money while doing good.”

— [Louise M. Guido | CEO | Foundation for Social Change Inc.

A new era of business responsibility

“The responsibility principles that every business leader should follow...”

- Make sure that the business does not imperil anybody’s life on this planet*
- Contribute to making the planet safer than it would have been without the business*
- Conduct the business within the framework of social and political responsibilities”*

— [Muhammad Yunus | Nobel Peace Prize, 2006 | Managing Director, Grameen Bank

Turn social responsibility into social action...

The demand for ***social action*** is coming from employees, stockholders, investors and the marketplace for corporate leaders to take a more proactive role in helping to solve the world's social problems with ***measurable results*** that yield ***financial returns***.

You are invited...

The Foundation for Social Change, in cooperation with the United Nations Office for Partnerships, invite you to learn from the **World's Top Leaders of Change** about how to turn social responsibility into social action...*and yield financial returns while doing good.*

Global Conference for Social Change

Turn Social Responsibility Into Social Action | November 18-19, 2010 | United Nations

Honoring

The World's Top Leaders of Change

Conference Program

- Interviews with the World's Top Leaders of Change** about how they integrated social action into their core business strategy
- Presentations from 'Thought Leaders'** about the value of social-benefit programs
- Examples of innovation** and opening new markets to solving problems
- Workshops run by the Leaders of Change** in a 'deep-dive' discussion for implementing social innovation into the corporate DNA.

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Honoring

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Who Attends

- ▶ **CEO, COO, CFO executives** of multinational corporations
- ▶ **SVP executives** involved in corporate social responsibility and citizenship
- ▶ **Presidents, directors and managing directors** of private foundations, non-profits
NGOs and government entities

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Why Attend

Peter Senge's book, *The Necessary Revolution*, outlines seven reasons to embrace *leadership in the new economy*. The Leaders of Change demonstrate how socially innovative initiatives positively impact the bottom line.

1	There is significant money to be SAVED
2	There is significant money to be MADE
3	Provide customers with a competitive EDGE
4	Sustainability is a point of DIFFERENTIATION
5	Shape the future of an INDUSTRY
6	Become a PREFERRED SUPPLIER
7	Change your IMAGE & BRAND

2010

Leaders of Change



ANTHONY CORSANO
PRESIDENT
ANVIL KNITWEAR



RAY C. ANDERSON
FOUNDER & CHAIRMAN
INTERFACE



MINDY S. LUBBER
PRESIDENT
CERES



FABIO BARBOSA
CEO
GRUPO SANTANDER BANK
(BRAZIL)



JEFF SEABRIGHT
VP, ENVIRONMENTAL & WATER
RESOURCES
COCA-COLA



GARY HIRSHBERG
CHAIRMAN, PRESIDENT & CE-YO
STONYFIELD FARMS



MARK PARKER
CEO
NIKE, INC.



HANNAH JONES
VP
NIKE, INC.

LEADERS OF CHANGE

FOUNDATION *for social* CHANGE



EMMANUEL FABER
CO-CHIEF OPERATING OFFICER
GROUPE DANONE



ULI BECKER
PRESIDENT
REEBOK BRAND



BENNETT FREEMAN
SVP
CALVERT INVESTMENTS



ANDREW LIVERIS
CHAIRMAN & CEO
DOW CHEMICAL

LIFETIME LEADERS OF CHANGE



QUINCY
JONES



SIR RICHARD
BRANSON

SHAKIRA
MEBARAK



Program Agenda | November 18 - 19

DAY	TIME	PROGRAM AGENDA
Thursday November 18	8:00 - 9:00am	Registration
	9:00 - 9:30	Opening Remarks / Keynote Speaker
	9:30 - 10:00	Bennett Freeman, Calvert Investments
	10:00 - 10:15	Break
	10:15 - 10:45	Jeff Seabright, Coca-Cola
	10:45 - 11:15	Mindy Lubber, Ceres
	11:15 - 11:45	Anthony Corsano, Anvil Knitwear
	12N - 1:30pm	Lunch / Leaders Videos: Nike, Danone, Stonyfield
	1:30 - 2:15	Fabio Barbosa, Grupo Santander Bank
	2:15 - 2:45	Andrew Liveris / Mike McCaffrey, Dow Chemical
	2:45 - 3:00	Break
	3:00 - 3:30	Uli Becker, Reebok
	3:30 - 4:00	Ray Anderson, Interface
	4:00 - 5:30	Workshops: Leaders of Change and Thought Leaders
	5:30 - 7:30	VIP Reception
	7:30 - 9:00	Awards Presentation/Concert/Social Change Artists with Patti Austin and Special Guests

Program Agenda | November 18 - 19

DAY	TIME	PROGRAM AGENDA - November 19
Friday November 19	8:00 - 9:00am	Breakfast
	9:00 - 9:30	Opening Remarks
	9:30 - 10:00	Thought Leader Presentations / Interactive Discussions
	10:00 - 10:15	Break
	10:15 - 10:45	Thought Leader Presentations / Interactive Discussions
	10:45 - 11:15	Thought Leader Presentations / Interactive Discussions
	11:15 - 12 N	Open Discussion
		12N - 12:30pm

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GLOBAL CONFERENCE FOR SOCIAL CHANGE

NOVEMBER 18-19 | UNITED NATIONS

REGISTRATION DEADLINE
NOVEMBER 4, 2010

GENERAL \$495
VIP \$650
SEATING IS LIMITED



For more information, contact:
Foundation for Social Change

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TO REGISTER
www.fscglobal.eventbrite.com