

WRI's 2008 MindShare Meeting
Interactive • Innovative • Informal
September 17, 2008 at the World Resources Institute

The MindShare Meeting provides you with an opportunity to broaden your understanding of critical social and environmental issues, deepen individual insights, and advance shared understanding. For WRI staff, it's a chance for us to tap your expertise to help shape the future direction of our work. A number of individuals from Corporate Consultative Group member companies may participate in person or by telecon.

9:00 a.m. - *The Issues to Watch* (WRI President, Jonathan Lash)

WRI President Jonathan Lash opens the inaugural meeting of WRI's Corporate Consultative Group. He will review the critical environmental challenges and policy developments facing business today as well as issues on the horizon that forward-looking companies should set their sights on.

9:45 a.m. – *Building Sustainable Companies: Sharing Experience*

(Facilitation by Elizabeth Cook, Vice President for Institutional Strategy & Development)

What's the most challenging sustainability initiative your company undertook this year? What's your most recent success story? Are there key lessons that others should know about? Where do you need the most help? In this interactive session, participants are invited to share their experiences, learn from peers, and inspire future WRI analysis and collaboration.

10:30 a.m. – *WRI: Managing for Results* (Executive Vice President, Manish Bapna)

Managing Director Manish Bapna will highlight significant positive impacts that WRI and its partners have made over the year, how we manage for results, and important changes the institute is making with its new strategic plan.

11:00 a.m. – *Break*

11:15 a.m. – *Issue Immersion: Session One (each participant may select one)*

These morning and afternoon sessions are designed as a unique opportunity to efficiently tap into WRI's multi-year research projects and business collaborations, and get an insight into their potential importance to your operations. They provide a keyhole glimpse into a storehouse of knowledge, analysis, and practical tools. It is also an opportunity to present your company's analysis, perspectives, and ideas. (More information about WRI's work in each topic area is available at www.wri.org)

- Sustainability Considerations for the Future of Biofuels
- Mainstreaming Ecosystem Services
- Earthtrends: Environmental Data for Better Business Management
- Sustainable Procurement of Wood and Paper-Based Products

12:30 p.m. – *Networking Lunch*

1:45 p.m. – *Issue Immersion: Session Two (each participant may select one)*

This follows a similar format to the morning session. A number of company specialists are encouraged to sign up on-line to participate, either in person or by teleconference. (More information about WRI's work in each topic area is available at www.wri.org)

- U.S. Climate Change Policy
- Water Availability as a Business Risk
- Greening & Diversifying Your Energy Supplies

3:15 p.m. – *Break*

3:30 p.m. – *Tapping Into Key Messages* (Facilitation by Chris Perceval, Corporate Relations Manager)

A feedback session during which participants in the Issue Immersion Sessions are invited to provide suggestions on how this work could evolve to help accelerate changes in business practice.

4:00 p.m. – *A Springboard for Action*

A number of innovation rooms will be open for participants to engage with one another and with WRI communicators, in reviewing new ideas or discussing implications of findings and recommendations in WRI's latest publications.

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