Day 1: January 28, 2015

15:00 – 15:15  Opening
Dirk Voeste, Vice President Sustainability Strategy, BASF

15:15 – 16:00  Keynote Speech:
The chemical industry: a driver for sustainability
Margret Suckale, Member of the Executive Board, BASF

16:00 – 16:45  Elevator Pitches:
Sustainability product portfolio tools in the chemical industry
- Lorraine Francourt, Director of EH&S and Sustainability, Dow Europe
- Andreas Kicherer, Director Sustainability Strategy, BASF
- André Veneman, Director of Sustainability, AkzoNobel
- Michel Washer, Deputy Chief Sustainability Officer, Solvay
- Fokko Wientjes, Director Corporate Sustainability & Public Private Partnerships, DSM

16:45 – 18:00  Portfolio segmentation tool market place
- AkzoNobel
- BASF
- Dow
- DSM
- Evonik
- Sabic
- Siemens
- Solvay

18:00 – 19:00  Panel Discussion – Why portfolio segmentation?
Experiences, benefits, challenges
- Lorraine Francourt, Director of EH&S and Sustainability, Dow Europe
- Andreas Kicherer, Director Sustainability Strategy, BASF
- André Veneman, Director of Sustainability, AkzoNobel
- Michel Washer, Deputy Chief Sustainability Officer, Solvay
- Fokko Wientjes, Director Corporate Sustainability & Public Private Partnerships, DSM

19:00 – 19:15  Wrap up of the day

From 19:15  Get together
Dinner speech: The need of sustainability in business
- P. J. Simmons, Chairman, Corporate Eco Forum

Day 2: January 29, 2015

09:00 – 09:30  Start of the day and wake up speech:
“Why we need a revolution in the way we steer our business”
Saori Dubourg, President Nutrition & Health, BASF

09:30 – 10:30  Customer/customer view: What do customers expect from more sustainable products?
- Uwe Bergmann, Head of Sustainability Management Corporate Communications Headquarters, Henkel
- Dionys Forster, Sourcing Specialist Agricultural Raw Materials, Nestlé
- Juliane Kluge, Senior Manager Sustainability & Environmental Protection, BMW Group
- Ralf Pfitzner, Vice President Corporate Sustainability, Siemens

10:30 – 11:00  Coffee Break

11:00 – 13:00  Workshops: Understanding drivers for increased sustainability in product portfolios
- Customer needs (B2B view)
  KoAnn Vikoren Skrzyniarz, Founder and CEO, Sustainable Brands
- Needs of the financial community
  Sally Uren, Chief Executive, Forum for the Future
- NGO/political needs
  David Cook, Executive Ambassador, The Natural Step
- Comparison of the different portfolio segmentation tools
  Talke Schaffrannek, Director Applied Sustainability, BASF

13:00 – 14:00  Lunch and market place

14:00 – 15:30  Presentation of workshop results and panel discussion
Based on experiences and needs of different stakeholders, what could be the next steps?
- All workshop moderators

15:30 – 16:00  Call for action and closing remarks
Dirk Voeste, Vice President Sustainability Strategy, BASF