



United Nations Environment Programme

برنامج الأمم المتحدة للبيئة · 联合国环境规划署
PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT · PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE
ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

Finance Initiative

Innovative financing for sustainability

UNEP FI North American Taskforce Event: Green Financial Products and Services – Current Trends and Future Opportunities

27 September 2007

Royal Bank of Canada, 200 Bay Street, South Tower
Royal Bank Plaza, 40th Floor, Georgian Room, Toronto

Time	Topic	Speaker
Morning session: Drivers and Trends - Chaired by Sandra Odendahl, Director, Corporate Environmental Affairs RBC, Chair NATF		
9:30-9:35	Welcome	Sandra Odendahl, Director, Corporate Environmental Affairs RBC, Chair NATF
9:35 -9.45	Introduction	Shari Austen, VP Risk Policy, RBC
9.45-10:15	What is the public appetite for green products and services?	David Saffran, SVP Financial Services, Ipsos Reid
10:15-10:45	What is the corporate appetite for green products and services?	Peter Johnson, VP Sustainable Business Solutions, Price Waterhouse Coopers
10:45-11:00	Coffee break	
Chaired by Lisa Petrovic, Programme Officer, UNEP Finance Initiative		
11:00-11:30	Government incentive schemes: A Canadian perspective	Marie-Christine Tremblay, Director, Sustainable Markets Division, Environment Canada
11:30-12:00	Government incentive schemes: A US perspective	David Gardiner, President, Gardiner and Associates
12:00-12:30	A corporate experience in green product development	Tom Heintzman, President, Bullfrog Power
12:30-13:45	Lunch	
Afternoon session: Products and Services - Chaired by Scott Tomlin, Senior Manager, Client Strategies, RBC		
13:45-14.15	Experiences in Retail Banking	Mark Evans, Segment Head, UK Credit Cards, Barclaycard
14.15-14.45	Renewable Energy Project Finance	James Anderson, Director, WestLB, New York, New York Branch
14.45-15.15	Asset Management and Socially Responsible Investment	Vijaya Govindan, Director SRI, UBS Global Asset Management Laurence Loubieres, SRI Analyst, Meeschaert AM
15.15-15.30	Coffee break	
Chaired by Richard Pearl, Vice President, CSR Officer, State Street Corporation		
15:30-16.00	Environmental Insurance Products	George Boire, SVP Environmental Solutions, Marsh Canada
16.00-16.30	What really works: Can green products enhance your reputation and image?	Andrea Southcott, President, TBWA Vancouver
16:30-16:45	Closing Remarks	Sandra Odendahl and Lisa Petrovic