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CEO Dialogue: *Is Green the New Corporate Imperative?*

Presented in association with ...

THE WEEK

**September 25, 2007
8:30 am – 10 AM**

Is Green the New Corporate Imperative?

Panelists

Mark Gumz, President & COO, Olympus America Inc.

Ashok Gupta, Air and Energy Program Director, National Resources Defense Council (NRDC)

John Hofmeister, President, Shell Oil Company (US)

Paul Zeven, CEO, Philips Electronics North America

Moderator

Sir Harold Evans, Editor-at-Large, *The Week Magazine*

Introduction by:

Jon Spector, CEO, The Conference Board



Is Green the New Corporate Imperative?

What has been the change in corporate America in the last five, ten, or twenty years in terms of energy?



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Twenty years ago was your company concerned about the effects on the environment?



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Lighting is the single most important use of energy anywhere in the world.

What are you doing at Philips to reduce the energy consumption?



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Are you in favor of government intervention?



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How much of your company's efforts are concerned with protecting the environment?

How would you go about measuring the benefits to society?



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India Greenpeace fingered your company as a very bad company. What was your response to that?



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Where do you stand between the European approach which is to fix a specific target or face government regulation or President Bush's approach which is to say leave it to voluntary industry?



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Can you give an example apart from energy where government regulation may be helpful in setting up the level playing field?



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Do you report to the SCC your carbon footprint?

Should that be enforced on everyone?



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Can we meet market demands while also saving the planet?



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Most major advances in electronics and the Internet have come from the government investing and things like superhighways work against it. Where do you stand on this?



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What do we do about the developing world? We know about India and China, who will gobble up the oil and don't much care about carbon emissions at the moment.



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Is it possible to have a technological Marshall Plan in which we here in the great American capacity for innovation find a way to make coal a tolerable energy source and give that technology to China and India and everywhere else to escalate the global warming situation ?



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Are you in favor of putting a tax on oil or gasoline?



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What about putting a \$5 tax into technology research and Marshall Plan technology so it is specifically earmarked?



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What do you think is the level of public debate on these issues?

What can we do individually?



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Audience question

What do you think of carbon credit buying?



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Audience question

Does everyone think business is really ready for what's going to happen?



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Audience question

How do you communicate in your company and to children about green?



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Audience question

Based on the book – “Zoom”, Oil is bad, cars are good and the two are headed for a divorce. What does that mean for the future of our industry?



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The Future

Are you prepared to make commitments or pledges in the next 20 years about what you will be doing?



Is Green the New Corporate Imperative?

Thank you!

