



## PLENARY SESSIONS

### July 1 – Wisby Strand

- 08:00 Registration
- 08:45 Opening words and Award Ceremony
- 09:15 Honorary Key-note speaker  
Planetary Boundaries and Global Impact  
Award Acceptance Speech  
*Dr Johan Rockström - Professor, Executive Director of Stockholm Environment Institute & Resilience Centre, and Winner of the World Ecological Forum Global Impact Award for Environmental Research*
- 09:45 Balance Between Economic Growth and Environmental Sustainability  
*Dr Wang Yi, Institute of Policy and Management, Chinese Academy of Sciences*
- 10:15 Climate Change Negotiations - Past and Future  
*Dr Lars-Erik Liljelund, Negotiator for Sweden at Cop 15, Swedish Prime Minister's Office*
- 10:40 Social Innovation for Global Export  
*Dr Ilkka Herlin, Chairman of the Board, Baltic Sea Action Group and Cargotec Corporation*
- 11:00 Intergovernmental Co-operation for a Healthy Marine Ecosystem  
*Dr Samuli Korpinen, Project Manager, Helsinki Commission*
- 11:30 Panel Discussion: A Safe Operating Space for Humanity - Anthropogenic Climate Change  
*Panellists: Dr Johan Rockström; Dr Wang Yi; Mr Pasi Rutanen, Columnist and the former Finnish Ambassador to P.R. China and to the OECD; Dr Lars-Erik Liljelund; Mr Alec Arho Havrén, Founder, World Ecological Forum; Dr Niclas Ihrén, Sustainability Expert, Advisor to Tällberg Foundation and other Think Tanks; Bishop Lennart Koskinen, Lutheran Church of Sweden and Professor Markku Wilenius, Senior Vice President, Allianz*
- 12:30 Lunch
- 13:30 - 17:00 Seminars and Workshops

### July 2 – Wisby Strand

- 09:00 Opening Words
- 09:15 Thrivability and Innovation  
*Dr Niclas Ihrén, Sustainability Expert, Advisor to Tällberg Foundation and Global Utmaning*
- 09:45 Global Green Wave: Governments and Business  
*Mr Pasi Rutanen, columnist and the former Finnish Ambassador to P.R. China and to the OECD*
- 10:15 Venture Capitalism, Green Tech and Environment  
*Dr Po Chi Wu, Managing Director, DragonBridge Capital LLC. Co-founding Executive Director of the Global Innovation Research Center, Peking University*
- 10:45 The Eight Overarching China Automotive Trends that are Revolutionising the Global Auto Industry  
*Mr Bill Russo, President, Synergistics Limited and Senior Advisor, Booz & Company*
- 11:15 Panel Discussion: China's Green Revolution - Just in Time?  
*Panellists: Dr Po Whi Wu; Mr Bill Russo; Dr Matthew Yuen, Professor, Vice-President for R&D, Hong Kong University of Science and Technology; Dr Wang Yi; Mr Pasi Rutanen; Dr Peter Lund, Professor, Department of Applied Physics, Aalto University School of Science and Technology*
- 12:00 Lunch
- 13:00 - 16:30 Seminars and Workshops
- 16:30 - 17:00 Closing Summary



## WORKSHOPS DAY 1

### Energy Paradigm

What is the energy mix direction of the future? Both industry and individuals are facing important decisions. This seminar emphasises sustainable energy production, efficiency and related new innovations to identify future energy alternatives.

#### Sustainable Energy Paradigm

*Dr Peter Lund, Professor, Department of Applied Physics, Aalto University School of Science and Technology*

#### Energy: More – and less – than meets the eye?

*Dr Petri Vasara, Principal, Pöyry Management Consulting Ltd.*

#### Smart Grid

*Mr John Christie, Department of Energy and Climate Change (UK) TBC*

#### Green IT

*Mr Andrew Skinner, The Global Lead for Green IT Community, Accenture London*

#### Case: Business Opportunities in the Rural Energy Market of China

*Mr Hannu Hoviniemi, Director, CAREI*

### Climate Strategies and Investments

#### Hosted by GreenStream Network Plc

Climate change affects the business of almost any company. At the same time the climate markets provide exciting new investment opportunities. This seminar addresses the impact of climate change on business strategies, investments and financial result. It also looks into the activities of carbon compliance buyers, financial investors and actors seeking to neutralise their emissions as investors in the markets.

#### Towards a new global climate agreement - key issues

- Development since COP15 globally and in China
- Key issues for a global climate agreement - the Chinese view

*Professor WANG Yi, Deputy Director-General Institute of Policy and Management, Chinese Academy of Sciences*

#### Towards a climate deal: binding and global?

*Ms Simone Ruiz, IETA*

#### Climate and investment opportunities: how can you invest in climate?

*Mr Tomas Otterström, GreenStream Network*

#### Climate and market access: products and trading developments

*Mr Trevor Sikorski, Barclays Capital*

#### Climate and the role of financing: does carbon financing work?

*Mr Greger Flodin, Executive Director, Rabobank International*

#### Climate and financial investors: requirements and expectations

*Mr Jens Thomassen, HGCapital*

#### Climate and technology: clean power solutions

*Mr Nils Lannefors, Global Power Sales, Nordic and*



## WORKSHOPS DAY 1

### Green Leadership and Management

#### Hosted by Accenture

Ecological sustainability is no longer the sole property of starry-eyed idealists, but sober reality for businesses struggling to remain afloat in the current crisis. Business has jolted to the realisation that sustainable business practices are not only necessary from an ecological standpoint - they also make more money. This seminar explores ways in which industry is harnessing corporate greed for the good of the planet. Is a more holistic paradigm for leading change and managing processes arising out of pure necessity?

Global Compact CEO Study 2010 - what is needed to reach a tipping point?

*Mr Peter Lacy, Managing Director of Accenture Sustainability Services for Europe, Africa and Latin America*

Building a Sustainable Business Culture and Strategy

*Ms Susanna Perko, Kestävä, Sustainable Business Concepts*

Green Manufacturing and Packaging

*Dr Matthew M.F. Yuen, Professor, VP for R&D, The Hong Kong University of Science and Technology*

Value Creation Through Sustainability -

Case Gotland Ring

*Mr Alec Arho Havrén, Founder of the World Ecological Forum and Gotland Ring*

Sustainable Leadership

*Dr Markku Wilenius, Senior Vice President, Allianz*

### National and Regional Environmental Policies

CASE Hong Kong: Environmental Strategies

*Ms Sarah Wu, Director-General, Hong Kong Economic & Trade Office*

Nine countries of the Baltic Sea – how to save the most polluted sea in the world?

*Ms Saara Kankaanrinta, Secretary General of the Baltic Sea Action Group*

Sustainability work at Stockholm-Arlanda Airport

*Mr Fredrik Jaresved, Director, Sustainable Development*

Case Estonia: Environmental Challenges

*Mr Mart Jüssi, Member of the Estonian Parliament*

Global Water Challenges

*Dr Mercy Dikito-Wachtmeister, Network Officer, GWP Southeast Asia/ GWP South Asia/ the Caribbean, Global Water Partnership Secretariat*

From National to Regional: US-California-Los Angeles-Santa Monica

*Professor Derek Shearer, Occidental University, USA*

CASE Isle Pact

*Mr Bengt-Olof Grahn, Project Leader, Technical Department, Municipality of Gotland*



## WORKSHOPS DAY 1

### Zero and Low Emissions Vehicles

Venue: Gotland Ring

One of the biggest game changes is materialising within the automotive industry. Propulsion systems are in a rare paradigm shift. This seminar will gather experts and manufacturers from both industry leaders to small new innovators to brainstorm around future technology, standards, policies, and government incentives.

In addition to participating in programming in Wisby Strand Congress Hall (Day 2), the seminar will utilise Gotland Ring - the first ecological race & test circuit in the world - for test drives and other demonstrations.

**Day 1 - Test Drives and Exhibition in Gotland Ring**

## WORKSHOPS DAY 2

### Zero and Low Emissions Vehicles

Venue: Wisby Strand

China - will the largest automotive market in the world take a green tech leap?

*Mr Bill Russo, President, Synergistics Limited and Senior Advisor, Booz&Company, China/USA*

Conversion to EVs

How are policy makers and the industry able to define and shape the new mobility? Tax incentives? Will the voluntary collaboration be effective?

*Mr Björn Karlström, ElectroEngine Sweden*

Gotland Ring - Social and Environmental Entrepreneurship

*Alec Arho Havrén, Founder, Gotland Ring*

Presentation of case studies include electric cars and motorcycles

Goals for the seminar

- Provide an informative and dynamic environment for demonstration test drives for mission-specific zero- and low-emission vehicles
- Provide a networking forum for technological collaboration and standard evaluations
- Provide a recommended EV policy for various markets around the world

Target group: main stream and specialist journalists, potential business partners and investors, policy makers



## WORKSHOPS DAY 2

### Climate Active Building

#### About The Aim

Ecological building has been a subject in countless seminars and workshops. However, good realizations are hard to find. The workshop addresses the gap between intentions and results universally and even with a brief local exercise by formulating recommendations for local sustainable building strategies in Gotland. The overall focus is on defining realistic aims & efficient tools instead of Utopia with Band-Aids.

The construction industry affects our ecosystem in five ways - pollution, consumption of nonrenewable resources, health, biodiversity and nourishment. As buildings consume nearly half of the global energy supply and are directly connected to polluting and consuming of nonrenewable natural resources, the operational topics are energy efficiency and energy harvesting.

#### About The Setup

The workshop is hosted by three experts: Lars Bylund, professor in holistic building; Marcus Püttmer, economic engineer specialized in renewable energy and Kai Warttainen, professor in town building. Ms Sabrina Soussan, Head of Marketing for Siemens' Building Automation is the fourth expert in the workshop. The Climate Active Building Workshop continues the Energy Workshop from the first day.

Following the introduction the subject is dealt with as three topics: EcoCities, EcoBuildings and EcoComponents. The purpose is to generate understanding of the potential in different scales of building that leads to commitment and improved practice in the concluding final step.

#### The Five Step Program

Introduction presents two alternative intellectual frames to view building activity.

John Lovelock's Gaia Hypothesis proposes that the biosphere and the physical components of the Earth (atmosphere, hydrosphere, lithosphere etc) are closely integrated to form a complex interacting system that maintains the climatic and biogeochemical conditions on Earth in a preferred homeostasis. Human activity is negative and should be restricted. On the other hand Peter Ward argues strongly against Gaia ideology in "The Medea Hypothesis: Is Life on Earth Ultimately Self-Destructive?" In this view active human intervention is necessary if we want to keep the earth livable at all.

What are the questions that building should deal with? What has been done and what should be done within the three different scales of building activity?

Learning from EcoCities looks at some realized and proposed urban developments. Key questions: "How realistic are the aims and tools" and "What is the effect of current planning theories on sustainable developments?" Is the general approach striving at total solutions that are alien to contemporary life? Is it at all possible to define sustainable solutions on this level or should we only define goals for building performance and concentrate on urban quality as motivation for the investments in sustainable technology?

EcoBuilding Study deals with eco-buildings and how they succeed in energy efficiency and how the solutions affect user motivation and comfort. The goal is building concepts that can be adapted to many life styles and are open to future upgrades using non-polluting energy effective technologies.

Smart Component Survey studies technological solutions and promising developments with high potential to promote and support energy efficient building and support contemporary styles of life.

Conclusion aims at deeper practical understanding, recommendations and commitments for urban developments, buildings and components leading to low carbon economy.



## WORKSHOPS DAY 2

### Green Business Innovation and Investments

The global scale of serious environmental challenges is demanding attention from governments everywhere. Opportunities for innovation abound, but may require new forms of international collaboration between government, industry, and academia. Investors are tracking breakthrough technologies in these emerging markets. In this workshop, we will explore solutions that can achieve economic success in this dynamic Venture Biosphere.

#### Investing in Green Business

*Dr Po Chi Wu, Executive Director, Global Innovation Research Center, Visiting Professor, Peking University, Managing Director, DragonBridge Capital, LLC, USA*

#### Role of green innovations in a corporate strategy

*Mr Henrik Tegnér, Senior Director, Sustainable Services Nordic, Accenture*

Role of technology in enabling sustainable development: Case Afganistan – elementary education to everyone through mobile learning  
*Aape Pohjavirta, CEO, Sendandsee Ltd.*

#### Bottom of the Pyramid - green tech solutions for the rural and poor areas – case study of an ecological mobile hospital

*Dr Anna-Maija Raeste, eco- philosopher, surgeon, entrepreneur*

#### Social Entrepreneurship - How do we create sustainable business models?

*Ms Sue Toigo, Chairman of Fitzgibbon Toigo Associates*

#### “Venture Biosphere”

*Dr Po Chi Wu, Executive Director, Global Innovation Research Center, Visiting Professor, Peking University, Managing Director, DragonBridge Capital, LLC, USA*

### Baltic Sea Environmental Strategies

#### - Linking Different Initiatives

#### Hosted by SIDA and Baltic Sea Action Group

Many of the countries around the Baltic Sea have the same environmental goals but very different plans and actions to reach them. This seminar - which can function as a case study for several other regions in the world - will produce a best practices recommendation constituted by relevant active parties (regional governments, action groups, and companies). This is a part of a commitment made by the World Ecological Forum in co-operation with the Baltic Sea Action Summit.

#### Commitment Making in Saving the Baltic Sea

*Dr Ilkka Herlin, Mr Mathias Bergman, Baltic Sea Action Group*

#### CASE: SIDA

*Ms Anna Tjarvar, SIDA*

#### Clean Shipping

*Mr Sten Björk, Trelleborg County, Sweden*

#### Integrated Industrial Waste Water Treatment in the Wood Industry - Local and International Cluster Initiatives

*Dr William Hogland, professor in Environmental Engineering and Recovery, The School of Nature Sciences, Linnaeus University*

#### CASE: Kaliningrad Oblast with a water management project

*Mr Andreas Lindstöm, SIWI, Stockholm International Water Institute*

#### Environmental protection of the Baltic Sea through financial instruments

*Mr Johan Ljungberg, Senior Director, Head of Environmental Unit, Nordic Investment Bank*