

Business as Unusual

Sustainability
DAY

February 8, 2010

Rome | Enel Auditorium

08.30 Registration

09.00 **Fulvio Conti** - CEO and General Manager Enel, *opening remarks*

09.05 **Mervyn King** - Chairman of the Global Reporting Initiative

09.30 **Stefania Prestigiacomo** - Italian Minister of Environment

09.45 Presentation of the Economist Intelligence Unit research
Aviva Freudmann - Research Director, CEMEA
The Business of Sustainability

10.15 **Roundtable**

BUSINESS: implementing the vision of climate change
Leading the change toward a new tomorrow

Moderator: **Gianni Riotta** - Editor in chief, Il Sole 24 Ore

Wim Bartels - Global Head KPMG Sustainability Services Network

Fulvio Conti - CEO and General Manager Enel

Amy Domini - Founder and CEO Domini Social Investments

Lord Anthony Giddens - Member House of Lords

11.45 Open debate with participants

12.30 Lunch Break

14.00 **Piero Gnudi** - Chairman Enel, *opening remarks*

14.05 **Roundtable**

SOCIETY: global sustainability and the shifting parameters
Living the change through the engagement of civil society and media

Moderator: **David Eades** - BBC World News

Fatih Birol - Chief Economist IEA

Enrico Giovannini - Founder OECD Measuring Progress Project, Chairman Istat

Jessy Tolkan - Executive Director Energy Action Coalition

Changwa Wu - Director Climate Group's Greater China

15.30 Open debate with participants

16.15 Concluding remarks Mervyn King

