



CENTRE FOR \_\_\_\_\_  
**RESPONSIBLE LEADERSHIP**

*8th Annual  
Summit*

\_\_\_\_\_  
INTEGRITY • INNOVATION • IMPACT  
\_\_\_\_\_

Oct. 12-13, 2012  
Kingston, ON



## Welcome from the Dean

Welcome to the 8th annual Responsible Leadership Summit at Queen's School of Business! This year's Summit promises to be another exceptional learning and networking opportunity for conference delegates. I encourage you to make the most of this experience – explore new ideas, ask questions and join in discussions with guest speakers and fellow delegates.

Delegates of this year's Summit include Queen's Commerce, Accelerated MBA, full-time MBA students, and, for the first time, Master of International Business students, all of whom are enrolled in QSB's Certificate in Socially Responsible Leadership Program. We are also delighted to welcome back a number of QSB alumni, along with members of non-profit organizations and the local community.

We are grateful to the sponsors who have made it possible for the Centre to assemble such an exciting program, and pleased that many sponsor representatives are attending the Summit.

Best wishes for a wonderful conference.

A handwritten signature in black ink that reads "David M. Saunders". The signature is written in a cursive, flowing style.

**David M. Saunders, PhD**  
Dean, Queen's School of Business

## About Us

Queen's School of Business Centre for Responsible Leadership was created in 2004 with the generous support of our sponsors. Our mission is to develop outstanding socially responsible leaders through education, research, outreach, and advocacy.

### We Do This By:

- Fostering leading-edge education in the fields of responsible leadership and social responsibility
- Supporting research and providing advice in the areas of business ethics, social responsibility, social innovation, social entrepreneurship and sustainability
- Providing support for the non-profit community
- Being a global advocate for responsible leadership.

### Our Focus Areas:

#### Integrity

Ethics, Respect, Transparency & Courage

#### Innovation

Social Innovation & Social Entrepreneurship

#### Impact

Sustainability, Community Leadership & Outreach

### Contact Us

Queen's School of Business  
Centre for Responsible Leadership  
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(613) 533-3331

### Connect with the Centre Online

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## Welcome from the Director

We are so pleased that you have chosen to participate in this year's Responsible Leadership Summit. Our team has worked hard to bring you an exciting line up of speakers and sessions, in the hopes that by hearing these speakers' messages and stories, you will gain knowledge and inspiration that will help you succeed in being effective and responsible leaders both at work and in your local communities.

As a new feature of the Summit, we have four themes to the concurrent sessions running Saturday afternoon: Social Innovation/Entrepreneurship, Social Intrapreneurship, Impact Investing, and Sustainability. Each of these areas will have a panel discussion with experts and practitioners, and a skill building session to help you develop concrete skills in that area. This will give you an opportunity to deepen your knowledge and expertise in an area of interest.

I wish to extend a special thank you to our corporate sponsors for their generous support, and to our many invited guest speakers for taking the time from their busy schedules to come to Queen's. It is only with their support that we are able to host this truly world-class conference.

Enjoy the Summit! I look forward to seeing what interesting discussions and ideas are generated...



#### Dr. Tina Dacin

Director, QSB Centre for Responsible Leadership  
E. Marie Shantz Chair of Strategy & Organizational Behaviour



### Thank you to our Centre's ongoing supporters:



# Itinerary Friday October 12th

(Please visit [responsibleleadership.com](http://responsibleleadership.com) for full bios of our speakers.)

2:00 - 5:00 pm	<b>Registration</b>	Goodes Hall Atrium
5:30 - 5:45 pm	<b>Welcome &amp; Opening Remarks</b> <b>Dr. David M. Saunders</b> , Dean, Queen's School of Business <b>Dr. Tina Dacin</b> , Director, QSB Centre for Responsible Leadership	Dunning Auditorium
5:45 - 7:00 pm	<b>Keynote Address: <i>Building a Business Model that goes Beyond the Triple Bottom Line: The Entrepreneurial Journey Behind the World's Leading Adventure Travel Company</i></b> <b>Bruce Poon Tip</b> , Founder, G Adventures Introduction by <b>Kevin Spreekmeester</b> , V.P. Global Marketing, Canada Goose Inc.	Dunning Auditorium
7:00 pm	<b>Networking Reception</b>	Goodes Hall Atrium

## Opening Keynote Speaker Friday October 12th



**Bruce Poon Tip**  
 Founder, G Adventures

Brought to you by:



In 1990, Bruce Poon Tip founded G Adventures in order to deliver authentic experiences to travellers who craved adventures beyond all-inclusive resorts. When no bank was willing to provide a loan, he started the company with two credit cards. Since then, G Adventures has grown to become a world leader in adventure travel, with offices around the world, offering small group experiences in over 100 countries worldwide to more than 100,000 travellers annually.

Passionate about sustainability and philanthropy, Bruce is an authority on social entrepreneurship, 'quintuple bottom line' versus 3BL, corporate social & environmental responsibility, leading with service and innovation.

Determined to lead his industry in sustainable tourism and community development initiatives, Bruce founded the non-profit Planeterra Foundation in 2003 to make a positive difference in the lives of people around the world. In recognition of Bruce's dedication to ethical business practices' and responsible travel, he received the Ethics In Action Award, World Savers Award by Condé Nast Traveler magazine, as well as the Travel and Leisure Global Vision Leadership Award for voluntourism. He has also received the Global Traders award for his groundbreaking ideas in exporting services.

Bruce has spoken at the United Nations launch of the Year Of Eco Tourism in New York. He has also been invited by the World Bank and UNESCO to represent a team visiting the People's Republic of China to lecture on Sustainable Development. Bruce also received an invitation from the Prince of Wales International Business Leaders' Forum to present at the inaugural United Nations World Tourism Organization Seminar on Ethics in Tourism. Furthermore, Bruce has been an advisor to the popular television show Survivor.

In addition to receiving an award as one of Canada's Top 40 Under 40, Bruce has also won Canada's Entrepreneur of the Year twice and has been honoured as Canada's 100 Leaders of Tomorrow.

# Itinerary Saturday October 13th

8:00 - 8:30 am	<b>Arrival &amp; Coffee</b>	Dunning Hall
8:30 - 9:30 am	<p><b>Plenary Session: <i>Can Big Business Really Change the World?</i></b></p> <p>Join us for a spirited and very interactive discussion on the potential of large corporations to act as true change-makers for our world. Does size matter? What's the best formula for change? Is traditional CSR producing the right impact - or are leading corporations finding better ways to make a difference? What is the role of governments, regulators and other external stakeholders? Learn from three seasoned experts in this space - the President of Coca Cola Canada, the CEO of Nestlé Canada and the former Health Minister, Energy Minister and Deputy Premier of Ontario, moderated by one of this country's most prominent social entrepreneurs.</p> <p><b>Tim Brown</b>, President &amp; CEO, Nestlé Canada  <b>Nicola Kettlitz</b>, President, Coca-Cola Canada  <b>George Smitherman</b>, Chair G&amp;G Global Solutions  Moderator: <b>Andreas Souvaliotis</b>, Founder, AIR MILES for Social Change</p>	Dunning Auditorium
9:30 - 10:00 am	<b>Networking Break</b>	
10:00 - 11:00 am	<p><b>Plenary Session: <i>Giving Voice to Values: The "How" of Business Ethics</i></b></p> <p>Dr. Gentile will share a ground-breaking new approach to preparing business managers and leaders for values-driven decision making. Drawing on both the actual experience of business practitioners as well as cutting edge research, GIVING VOICE TO VALUES helps equip future business leaders to not only know what is right – but how to make it happen, answering the questions: “What if I were going to act on my values? What would I say and do?”</p> <p><b>Dr. Mary Gentile</b>, Director, Giving Voice to Values, Babson College  Introduction by <b>Michael Kehoe</b>, CEO, Cosmetics Laboratories Inc.</p>	Dunning Auditorium
11:00 - 11:15 am	<b>Break</b>	
11:15 am - 12:15 pm	<p><b>Plenary Session: <i>Community Impact: Pathways to Addressing the World's Social Needs</i></b></p> <p>It is understood that organizations with strong ties to their communities prosper and, in turn contribute to the resilience and vitality of that community. Traditional pathways for community impact include grant making, philanthropy, and volunteerism while newer approaches include leveraging cross-sectoral partnerships, efforts at social innovation, and the formation of social enterprises. This session brings together leaders from the For Profit and Non Profit Sectors to talk about their passion for investing in communities.</p> <p><b>Helen Burstyn</b>, Special Advisor, Social Enterprise, Ministry of Economic Development and Innovation Ontario &amp; Co-Founder, Pecaut Centre for Social Impact  <b>David Labistour</b>, CEO, Mountain Equipment Co-Op  <b>Kevin Spreekmeester</b>, V.P. Global Marketing, Canada Goose Inc.  Moderator: <b>Dr. Jacline Abray-Nyman</b>, President &amp; CEO, United Way Centraide Canada</p>	Dunning Auditorium
12:15 - 1:15 pm	<b>Field to Fork Luncheon</b>	Ban Righ Hall

<p>1:30 - 2:30 pm</p> <p>Social Innovation/ Entrepreneurship</p>	<p><b>Concurrent <i>Knowledge</i> Building Sessions:</b></p> <p><b><i>The Business Opportunity for Social Innovation</i></b>  Social innovation is about applying new ideas to address existing social and environmental challenges. This plenary session will provide the unique opportunity to learn about starting new ventures that co-create social and economic value from the personal experience of our panelists. The discussion will cover how to take an idea from the concept stage to reality, understanding the conditions that support innovation, and how to obtain support for your ideas.</p> <p>Panelists: <b>Simon Foster</b>, Co-Founder and Chair, Framework Foundation  <b>Chad Hamre</b>, CEO &amp; Co-Founder, EthicalOcean.com  <b>Rui Resendes</b>, Executive Director, GreenCentre Canada  Moderator: <b>Tania Carnegie</b>, Executive Director of Community Leadership, KPMG</p>	<p>Goodes Hall Room 141</p>
<p>Social Intrapreneurship</p>	<p><b><i>Social Intrapreneurship: Leading Change from the Inside</i></b>  Learn how you can use your passion and entrepreneurial spirit to create social good working inside a large company or organization. Social intrapreneurs are innovative individuals who find ways their organization can change which will have a positive impact on their business and the world. Panelists will share their experiences working as and with social intrapreneurs and offer tips that will help you become an effective changemaker within your organization.</p> <p>Panelists: <b>Heather Lang</b>, Director of Research, Sustainalytics  <b>Paul Pellizzari</b>, Director, Policy &amp; Social Responsibility, OLG  <b>Dave Robitaille</b>, Manager, Corporate Citizenship &amp; Corporate Affairs, IBM  Moderator: <b>Charmian Love</b>, Chief Executive, Volans</p>	<p>Room 151</p>
<p>Sustainability</p>	<p><b><i>Driving Sustainability Across the Value Chain</i></b>  Developing sustainability strategies and integrating them into a company's business model can be an exciting and tumultuous challenge. The rapid pace of globalization and technological and behavioural change have added yet another complexity to the puzzle: How can companies affect sustainable change and create value on a large scale, while operating in a continuously evolving environment? In this session, three sustainability leaders will discuss some of the common challenges they face in championing sustainability within their organizations, and speak to how using Michael Porter's concept of the value chain can help turn those challenges into opportunities, through internal and external collaboration.</p> <p>Panelists: <b>John Lawrence</b>, Director, Corporate Social Responsibility, Wal-Mart Canada  <b>Darryl Neate</b>, Director, Sustainability, Oxford Properties Group  <b>Jamieson Saab</b>, Sustainability Consultant  Moderator: <b>Peter MacConnachie</b>, Sr. Sustainability Issues Management Speciality, Suncor Energy</p>	<p>Room 153</p>
<p>Impact Investing</p>	<p><b><i>Impact Investing: What Is It and How Do We Measure It?</i></b>  This session will explore what impact investing is and its current state in Canada and around the world. Is it (should it be) simply 'normal' financial investing with a commitment to high environmental, social and governance standards or should it be true "double/triple bottom line" investing? If so, how can we best measure social impact? We are seeing the creation of many new impact funds, but there are not yet many examples of large and successful funds.</p> <p>Panelists: <b>Ted Anderson</b>, Director, MaRS Centre for Impact Investing  <b>Adrian Mucalov</b>, Investment Principal, Actis Energy Fund  <b>Magnus Sandberg</b>, Vice-President and General Manager, Social Capital Partners  Moderator: <b>Dr. Sean Cleary</b>, BMO Professor of Finance &amp; Director, Master of Finance, Queen's School of Business</p>	<p>Room 118</p>

## Itinerary continued... Saturday October 13th

2:30 - 2:45 pm	<b>Networking Break</b>	<b>Goodes Hall</b> Atrium
2:45 - 4:15 pm <i>Social Innovation/ Entrepreneurship</i>	<p><b>Concurrent <i>Skill</i> Building Sessions:</b></p> <p><b><i>Introduction to the Human Centered Design Process</i></b>          IDEO has been placed by many independent reviews among the most innovative companies in the world. In this 90-minute interactive session, we will explore how the human centered design process pioneered by IDEO can help organizations in business, government, education, healthcare and social sectors innovate and grow. Participants will get snapshots of how the design process works in three major ways: (1) Identifying new ways to serve and support people by uncovering their latent needs; (2) Visualizing new directions for products, services, media and strategy; and (3) Helping organizations change their cultures and build innovation capabilities.</p> <p>Session Leader: <b>Dr. José Colucci</b>, Director, Health &amp; Wellness, IDEO</p>	<b>Goodes Hall</b> Room 141
<i>Social Intrapreneurship</i>	<p><b><i>Art of Reframing Problems: An Intrapreneurship Workshop</i></b></p> <p>Mastering the art of reframing problems is the first step toward breakthrough solutions. Reframing is particularly critical for social intrapreneurs and business professionals who want to design products, services and processes that deliver both profitability and positive social and environmental impacts. This session will give participants an overview of the concept of reframing, offer a framework for approaching issues, and provide the opportunity to get hands on experience reframing a problem in a small group exercise.</p> <p>Session Leader: <b>Nancy McGaw</b>, Deputy Director, Business and Society Program, The Aspen Institute</p>	Room 312
<i>Sustainability</i>	<p><b><i>Sustainability Reporting</i></b></p> <p>Learn how to create a comprehensive sustainability report and communicate it to your key stakeholder groups. This session will cover topics such as transparency, materiality, stakeholder engagement, data gathering for the Global Reporting Initiative (GRI) and Carbon Disclosure Project (CDP) reporting frameworks, and the practical aspects of writing and communicating sustainability through Tim Hortons' experience. The session will conclude with an interactive exercise to challenge you to consider the realities of sustainability reporting in an environment where stakeholders are demanding more transparency from companies than ever before.</p> <p>Session Leader: <b>Jenna Feldman</b>, Manager, Sustainability and Responsibility, Tim Hortons Inc.</p>	Room 153
<i>Impact Investing</i>	<p><b><i>Measuring Social Impact</i></b></p> <p>This session will provide an overview of some of the tools/methods used to measure social impact. Participants will examine a real-life social purpose business and explore the opportunities and challenges in measuring the non-financial impact which the enterprise strives to deliver.</p> <p>Session Leader: <b>Joyce Sou</b>, Manager, B Corporation and Social Impact Metrics, MaRS Centre for Impact Investing</p>	Room 118

# Itinerary continued...

## Saturday October 13th

4:30 - 6:00 pm	<b><i>“Pause” Event: Lessons from the Honey Bee Network: Innovation &amp; Institutions for Inclusive Development</i></b> <b>Dr. Anil Gupta</b> , Founder, Honey Bee Network & Professor, Indian Institute of Management	Dunning Auditorium
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## Pause Event Speaker Saturday October 13th



**Dr. Anil Gupta**  
Founder, Honey Bee Network & Professor, Indian Institute of Management

Dr. Anil K. Gupta is a Professor at the Indian Institute of Management, Executive Vice Chair of the National Innovation Foundation (India), and Founder of the Honey Bee Network. Dr. Gupta created the Honey Bee Network to support grassroots innovators after seeing how the rural poor of India were rich in knowledge and talent, developing a myriad of inventions out of necessity, but did not have the resources to scale up and convert these innovations into viable products. The Honey Bee Network brings together innovators, farmers, scholars, academics, policy makers, entrepreneurs and non-governmental organizations through which a cross-pollination of ideas, creativity and grassroots genius takes place.

Among his many accomplishments, Dr. Gupta has published extensively in national and international publications, consults widely, has delivered several TED talks, and writes a blog at [www.sristi.org/anilg](http://www.sristi.org/anilg). Dr. Gupta actively works to promote technological and social innovation based entrepreneurship, policies, institutions and networks, and support social change agents.

# Speaker Bios Saturday October 13th

(Please visit [responsibleleadership.com](http://responsibleleadership.com) for full bios of our speakers)

## Can Big Business Really Change the World? (8:30 - 9:30 am)



**Tim Brown**  
President & CEO,  
Nestlé Canada

Tim Brown is President and CEO of Nestlé Canada Inc. Prior to moving to Canada, Tim was Executive Vice President, Retail Operations for Nestlé Waters North America, Inc., based in Stamford, Connecticut where he spent 22 years. Tim's leadership helped position Nestlé Waters as the number one bottled water company in North America with \$4.5 billion in sales in 2011, growing market share from 25 percent to over 40 percent over the last 10 years. Prior to joining Nestlé Waters, Tim worked for Procter & Gamble for three years in Texas and Oklahoma. Apart from Nestlé, Tim is on the Board of Toronto's non-profit Harbourfront Corporation, and he actively participates in industry initiatives and sits on the Board of Directors of Food and Consumer Products Canada and the Grocery Foundation.



**Nicola Kettlitz**  
President,  
Coca-Cola Canada

Nicola was named president, Coca-Cola, Ltd. (Canada) in April 2011. He has been an integral member of Canada's leadership team and has played a critical part in re-establishing business fundamentals and the return to growth of business in Canada. In April 2010, Nicola joined the North America Business Integration Team as work stream lead for Canada and has been the acting GM for the Canada Juice BU from October 2010 till June 2011, responsible for the redesign of the juice strategy and development/execution of both short-term and long-term plans for the category in Canada. Previously, Nicola was GM of the Vancouver 2010 Winter Olympic Games, where he led a cross-functional team in flawlessly executing every aspect of the 2010 Winter Olympic Games, leading to increased brand ratings, renewed belief and strength in brand Coca-Cola and increased share and system profitability. Nicola joined The Coca-Cola Company in 1991 as a Senior Financial Analyst based in Atlanta after a variety of Finance roles with Chrysler Corporation.



**George Smitherman**  
Chair, G & G Global  
Solutions

George Smitherman is sought-after for his advice and recognized as one of Canada's leading public policy voices, having been active in public life as an elected official and senior advisor at the local, provincial and federal level. George most recently ran for Mayor of Toronto, after an 11-year career as a senior cabinet minister and Member of Provincial Parliament for the riding of Toronto Centre. He served as Ontario's Deputy Premier, a role that often saw him as the government's leading spokesperson on many of the most contentious issues facing the province, Minister of Energy and Infrastructure, and was one of Ontario's longest serving Ministers of Health and Long-Term Care. Post politics George has returned to his entrepreneurial roots founding G&G Global Solutions and three related business. G&G Global Solutions is focused on global trade and investment in energy, water and infrastructure sectors.



**Andreas Souvaliotis**  
Founder, AIR MILES for  
Social Change  
(Moderator)

Andreas is the Founder of Green Rewards and later AIR MILES for Social Change, the world's first national environmental and healthy lifestyle incentive programs. His achievements in influencing and rewarding behaviour change on a mass scale have been recognized by global social responsibility leaders, including The Prince of Wales. As a leading social entrepreneur in Canada, Andreas writes and speaks across the country about social change and innovation as well as the emerging shared-value model. He was trained twice by former US Vice President and Nobel laureate Al Gore and he chairs the national advisory committee on climate change for WWF Canada. He also chairs the advisory board of the Centre for Responsible Leadership at Queen's School of Business and serves on several other academic and non-profit boards.

## *Giving Voice to Values: The “How” of Business Ethics (10:00 - 11:00 am)*



**Dr. Mary Gentile**

Director, Giving Voice to Values, Babson College

Mary C. Gentile, Ph.D., is Director of Giving Voice to Values (GVV), a business curriculum launched by Aspen Institute and Yale SOM, now based and funded at Babson College. GVV is a pioneering approach to values-driven leadership that has been featured in Financial Times, Harvard Business Review, Stanford Social Innovation Review, McKinsey Quarterly, BizEd, etc. and piloted in over 250 business schools and organizations globally. The book – Giving Voice To Values: How To Speak Your Mind When You Know What’s Right – is out from Yale University Press ([www.MaryGentile.com](http://www.MaryGentile.com)). Gentile is Senior Research Scholar at Babson College; Senior Advisor, Aspen Institute Business & Society Program; and independent consultant. Previously Gentile was a faculty member and manager of case research at Harvard Business School.



**Michael Kehoe**

CEO,  
Cosmetica Laboratories  
(Moderator)

Michael Kehoe is a Queen’s ‘78 B.Comm graduate, and has been a member of the Dean’s Advisory Board for Queen’s School of Business for the past four years. Michael’s career included 27 years with Procter & Gamble, most recently as President of the company’s Global Oral Care business, CEO of CIBA-Vision, and for the past four years, CEO at Cosmetica Laboratories, a leading provider of innovative, new make-up and skin care products to the beauty industry. Michael has been active in fundraising roles with the United Way as well as Queen’s. Michael has also been an active supporter of the Centre for Responsible Leadership at Queen’s.

## *Community Impact: Pathways to Addressing the World’s Social Needs (11:15 am - 12:15 pm)*



**Helen Burstyn**

Special Advisor,  
Social Enterprise, Ministry of  
Economic Development and  
Innovation Ontario

Helen Burstyn has enjoyed a 30-year career in government, business, and community service. She served for over six years as the Chair of the Ontario Trillium Foundation and she co-chaired The Partnership Project, and she was recently named Chair of The Partnership Forum, an advisory body to the Minister of Citizenship and Immigration. Helen is an active volunteer and sits on several non-profit boards. With The Boston Consulting Group and MaRS, she recently co-founded the Pecaut Centre for Social Impact, a non-profit organization dedicated to creating the next generation of social entrepreneurs. Helen received the YWCA Women of Distinction Award for Community Leadership in 2010 and the Ontario Citizenship Award for Volunteer Service that same year.



**David Labistour**

CEO,  
Mountain Equipment Co-Op

David Labistour is the Chief Executive Officer of Mountain Equipment Co-op, Canada’s leading outdoor retailer. David brings both passion for outdoor adventure and extensive business experience to the position. Over the past 25 years he has worked in product development and retail management with companies such as Adidas, Marks & Spencer’s affiliate in South Africa, and Aritzia in Canada. David is MEC’s first CEO to have been appointed from within the 41-year-old organization. In his former capacity as the senior manager of Buying and Design, David was instrumental in leading the renaissance of MEC-brand products as well as product sustainability initiatives. He enjoys backcountry skiing, snowboarding, mountain biking, kite-boarding, and paddling.



**Kevin Spreekmeester**

Vice President of Global  
Marketing,  
Canada Goose Inc.

Kevin Spreekmeester took the scenic route on his journey to becoming Vice President of Global Marketing for Canada Goose. With a remarkable background in marketing, travel and photojournalism, Spreekmeester brings a unique skillset to his position, where he works relentlessly to elevate the awareness of the Canada Goose brand on the global stage. Spreekmeester’s approach to marketing is richly influenced by the years he’s spent behind the lens; he has travelled the world as an accomplished outdoor and wildlife photographer. It was this background that first brought him in contact with Canada Goose, when he was asked to develop and shoot Goose People, a book marking the company’s 50th anniversary. As Vice President of Global Marketing for Canada Goose, he defines his core job as being a good storyteller, which he says isn’t hard to do thanks to the brand’s authenticity, heritage and commitment to conservation.



**Dr. Jacline Abray-Nyman**

President & CEO,  
United Way Centraide  
Canada  
(Moderator)

Jacline joined United Way Centraide Canada in April 2012 from Queen's University, where she was the Executive Director of Development and Alumni Relations and an Assistant Professor at Queen's School of Business, focusing in the areas of marketing and social responsibility. Jacline has led fundraising activities at a series of universities across Canada, and brings to United Way Centraide strong leadership and relationship building skills, deep strategic insights and passion for change. She recently completed her doctorate focusing on linkages between strategic philanthropy and social change.

***The Business Opportunity for Social Innovation (1:30 - 2:30 pm)***



**Simon Foster**

Co-Founder and Chair,  
Framework Foundation

Simon is a new media executive and social entrepreneur. He is the Co-Founder and Chair of the Framework Foundation, an organization that has successfully generated over 100,000 volunteer hours from Canadians in their 20s and 30s. Simon is also proud to sit on the board of Canada's National Ballet School. In his professional life, Simon is SVP Digital Publishing & Business Development at GlassBOX Television, responsible for building and profiting from GlassBOX's entertainment and lifestyle digital media business, managing product development, sales, marketing, content, funding, and tax credits.



**Chad Hamre**

CEO & Co-Founder,  
EthicalOcean.com

Chad Hamre is CEO and Co-Founder of Ethical Ocean, a founding B Corp member in Canada, and a fast growing International start-up head quartered in Toronto, Canada. Ethical Ocean exists to strengthen and grow the entire market for fair-trade, organic and cruelty free products. Before founding Ethical Ocean Chad was a big contributor of Engineers Without Borders. He also worked for ICF International, a top US climate change and energy consulting company, specializing in carbon offsets and climate policy modeling. Chad is a Queen's MBA grad.



**Dr. Rui Resendes**

Executive Director,  
GreenCentre Canada

Dr. Rui Resendes is an inventor, a scientist, and a practiced industry leader. His educational and professional background adds up to a rare combination of expertise, one that has equipped him with the ability to bridge the two distinctive worlds of science and business for a singular cause: innovation. In 2007, Dr. Resendes assumed the role of Director of Commercial Development, Chemistry and Materials, at Queen's University's PARTEQ Innovations, one of Canada's foremost technology transfer offices. Shortly after joining PARTEQ, Dr. Resendes led the creation of GreenCentre Canada, an exciting new commercialization model that is the first of its kind in North America. In 2009, he was appointed the Centre's Executive Director.



**Tania Carnegie**

Executive Director of  
Community Leadership,  
KPMG  
(Moderator)

Tania established and leads KPMG's Community Leader strategy, which focuses the firm's resources and knowledge to drive social change and sustainability. The Community Leader strategy follows a venture philanthropy model, which identifies and prioritizes social needs in KPMG communities, and directs the firm's expertise and funding to enhance the effectiveness of partner not-for-profit organizations. Tania serves as a member of KPMG's G20 Global Corporate Citizenship Group, and has been named as one of KPMG's Global Thinkers. She is a member of the Advisory Committee of the Queen's School of Business Centre for Responsible Leadership, served as the Centre's inaugural Visiting Executive, and is a global ambassador for Free the Children.

## Social Intrapreneurship: Leading Change from the Inside (1:30 - 2:30 pm)



**Heather Lang**  
Director of Research,  
Sustainalytics

As Sustainalytics' Director of Research, North America, Heather Lang oversees product innovation and framework development for Sustainalytics' global platform and related research products. In managing the North American research analyst team, she is also responsible for promoting thought leadership and client engagement among analysts. Since joining the company in 2004, she has also worked as a senior research analyst focusing on the consumer staples sector, with a focus on human rights and supply chain management. Heather is a board member of Canada's Social Investment Organization (SIO). She is also a steering committee member of the Social Investment Research Analyst Network (SIRAN) and co-chair of its Sustainability Education and Company Engagement sub-committee.



**Paul Pellizzari**  
Director, Policy & Social  
Responsibility, OLG

Paul Pellizzari is Director of Policy and Social Responsibility at OLG. He has worked in public policy for the Province of Ontario, and as a consultant and communications professional in the private sector at Noranda Inc, EthicScan Canada, and JWT. Paul is the author of two books and many articles on corporate social responsibility. He holds a Master of Arts (l'Université de Montréal), an Honours Bachelor of Arts (University of Toronto), and an Honours Bachelor of Commerce (Queen's).



**Dave Robitaille**  
Manager, Corporate Citizen-  
ship & Corporate Affairs, IBM

Dave Robitaille joined IBM Canada's Supply Chain Management organization in 1990 and progressively built his career to management positions in the areas of compliance management, government relations and strategic planning. In 2007, Dave was asked to manage IBM Canada's Corporate Citizenship organization. In this dynamic and challenging executive role, Dave is responsible for IBM Canada's Corporate Social Responsibility programs, including community relations, Corporate Grants and philanthropy, and IBM's employee volunteerism programs.



**Charmian Love**  
Chief Executive, Volans  
(Moderator)

As Chief Executive of Volans, Charmian's role involves managing operations and business development, as well as advising Volans' government, private sector and investor clients. Her recent project work includes leading the development of corporate leadership programs, social innovation strategies, social innovation policy tours and a nation-wide stakeholder project to 'Build a Case for Social Finance in Canada'. Charmian joined Volans with a background in both the private and non-profit sectors. Her last position with The Boston Consulting Group (BCG) provided her with valuable experience working in both the financial services and social impact practice areas. Charmian graduated with an Honours BA from Queen's University and an MBA from the Harvard Business School.

## Driving Sustainability Across the Value Chain (1:30 - 2:30 pm)



**John Lawrence**

Director, Corporate Social  
Responsibility  
Wal-Mart Canada

John Lawrence currently serves as Director, Corporate Social Responsibility (CSR) for Wal-Mart Canada, a position he has held since November 2006. He is responsible for driving leadership and reporting for CSR, specifically in the areas of environmental sustainability, community involvement, ethical sourcing and employee programs. John began his Wal-Mart career in Bentonville, Arkansas in 1990 as a marketing manager. John is a graduate of Louisiana State University, the Walton Institute of Retailing and recently became a Certified Sustainability/CSR Practitioner through the Centre for Sustainability and Excellence.



**Darryl Neate**

Director, Sustainability,  
Oxford Properties Group

Darryl Neate is Director, Sustainability at Oxford Properties Group - one of Canada's leading commercial real estate firms with over 40 million square feet of Office, Retail, Industrial, Residential and Hotel property. Darryl leads Oxford's sustainability strategy and works with colleagues, co-owners, business partners, and tenants on green building programs that make financial sense and improve performance. He is responsible for Oxford's industry-leading Sustainable Intelligence program, and has been a driving force behind Oxford's leadership as the first real estate owner in Canada to publicly report on its sustainability performance and set corporate reduction targets for greenhouse gases, energy, water and waste.



**Jamieson Saab**

Sustainability Consultant

Jamieson's passion for the environment and his belief in the importance of global collaboration for sustainable change are core themes in everything that he does. Between 2009 and 2012, Jamieson managed the sustainability and social responsibility strategies for Grand & Toy, and he recently accepted an environmental sustainability position for another well-respected Canadian brand. His expertise in applying CSR concepts to business strategies is complemented by his ability to appreciate CSR from an academic perspective, which he honed while completing his Master of Environmental Studies degree. Jamieson is a graduate of the Queen's Commerce program, where he also earned a Certificate in Corporate Social Responsibility.



**Peter MacConnachie**

Sr. Sustainability Issues  
Management Specialist,  
Suncor Energy  
(Moderator)

Peter is the Senior Sustainability Issues Management Specialist at Suncor Energy. He has worked in technical, marketing and business development roles over his career. He has worked extensively in the fields of alternate fuels and the assessment of emerging energy technologies. In his current position, Peter's role is to "look over the horizon" to identify future issues for Suncor and the oilsands industry. He is one of the co-authors of Suncor's oilsands blog which addresses issues relevant to oilsands in a larger energy context [osqar.suncor.com](http://suncor.com)

## *Impact Investing: What Is It and How We Measure It? (1:30 - 2:30 pm)*



**Ted Anderson**  
Director, MaRS Centre for  
Impact Investing

Ted has an extensive background in venture capital investing in both Canada as well as in emerging markets. With thirty years of experience in venture investing, most recently as the Managing General Partner of Ventures West Capital, Canada's largest institutionally backed venture capital fund management company, Ted has been an investor in many of Canada's most interesting technology companies. Ted is also a past President and a former Director of the Canadian Venture Capital and Private Equity Association Canada's national private equity trade association. He has been very active in e markets, particularly Africa. He has worked with the International Finance Corporation on initiatives relating to the establishment of venture capital funds in Africa and has participated in projects in east Africa and in Ethiopia. Ted has served as an advisor to the Government of Canada on the establishment of the Canada Investment Fund for Africa and currently sits on the Advisory Boards of the Aureos Southern Africa Fund and the Aureos Western Africa Fund.



**Adrian Mucalov**  
Investment Principal,  
Actis Energy Fund

Adrian joined the Actis Infrastructure team in London in 2009 after serving as Director of International Expansion for Endeavor Global in New York. Adrian's prior experience includes four years as a management consultant with Monitor Group & Monitor Corporate Finance, as well as a variety of engagements working in Africa, Asia and Europe with international development organizations including UNDP, EBRD and Care International. Adrian graduated in 2001 with a BCom from Queen's School of Business and completed graduate degrees at Harvard Business School (MBA) and Harvard Kennedy School (MPA/ID). He is also a C.F.A. charterholder. An avid traveler, Adrian has visited over 60 countries and enjoyed a stint as a travel writer for Let's Go Europe.



**Magnus Sandberg**  
Vice-President and General  
Manager, Social Capital  
Partners

Magnus Sandberg is the Vice President and General Manager at Social Capital Partners, a (non-profit) social finance and business advisory service organisation with a mission to harness market forces in innovative ways to solve structural social challenges. Prior to Social Capital Partners, Magnus managed operations and acquisitions in his role as divisional director at Constellation Software, Canada's 5th largest software company. A native of Sweden, Magnus has worked and lived in numerous countries throughout Europe, North America and Australia in his previous roles with Autoliv, a Fortune 500 global market leader in automotive safety, and as a management consultant with Accenture. Magnus also had a go as a social entrepreneur, utilizing art to raise awareness of social injustice.



**Dr. Sean Cleary**  
BMO Professor of Finance,  
Queen's School of Business  
(Moderator)

Sean Cleary is the BMO Professor of Finance and Director of the Master of Management in Finance, Queen's School of Business. Dr. Cleary holds a Ph.D. in finance from the University of Toronto, an MBA, is a Chartered Financial Analyst (CFA) charterholder, and is Chair of Awards for the Toronto CFA Society. Dr. Cleary has taught numerous finance courses, published numerous research articles and textbooks, and regularly serves as a reviewer for many of the top finance journals and research grants. He has also prepared chapters for professional courses and delivered seminars for the Canadian Securities Institute and frequently appears in the media on television, on the radio and in the newspapers.

## Concurrent *Skill* Building Session Leaders

### *Introduction to the Human Centered design Process (2:45 - 4:15 pm)*



**Dr. José Colucci**  
Director, Health & Wellness, IDEO

José Colucci is an associate partner at IDEO and currently co-leads IDEO's Health & Wellness Practice. José has been with the company since 2000. His interests range from medical and scientific instruments to product strategy, trends and innovation in science and healthcare. He has authored many patents and written on topics from the biotech revolution to design thinking. Recently, he's been researching and speaking about the impact of aging on society and its implications for the design of products and services. Prior to joining IDEO, José worked mostly for high-tech companies and a number of design consulting firms. Jose has training and experience in both Mechanical Engineering and Industrial Design. He also has a Ph.D. in Biomedical Engineering and was awarded the prestigious Fulbright Scholarship for academic excellence.

### *Art of Reframing Problems: An Intrapreneurship Workshop (2:45 - 4:15 pm)*



**Nancy McGaw**  
Deputy Director, Business and Society Program, The Aspen Institute

Nancy McGaw is deputy director of the Business and Society Program at the Aspen Institute and creator/director of the Aspen Institute First Movers Fellowship Program, an innovation lab for exceptional business professionals who have demonstrated an ability to integrate profitability and social value. She also leads Business and Society research and outreach projects including: Beyond Grey Pinstripes, a global database and alternative ranking of MBA programs, and CasePlace.org, an online resource to help faculty integrate social, ethical and environmental issues into their teaching and research. Previously, she worked for 18 years in relationship and portfolio management in corporate banking.

### *Sustainability Reporting (2:45 - 4:15 pm)*



**Jenna Feldman**  
Manager, Sustainability and Responsibility, Tim Hortons Inc.

As Manager, Sustainability and Responsibility at Tim Hortons, Jenna is responsible for cross-functional management of the company's sustainability reporting and communications. Jenna is also involved in executing Tim Hortons sustainability and responsibility strategy and activities, including stakeholder engagement. Prior to joining Tim Hortons, Jenna was a CSR Advisor at Canadian Business for Social Responsibility. In 2009, Jenna acted as a judge for the CERES-ACCA Reporting Awards. Jenna holds an MBA from the Haas School of Business at UC Berkeley.

### *Measuring Social Impact (2:45 - 4:15 pm)*



**Joyce Sou**  
Manager of B Corporations and Social Impact Metrics, MaRS Centre for Impact Investing

In her role at MaRS, Joyce has been exploring the Social Impact Metrics landscape, tracking the various tools available for measuring impact and working to increase their accessibility. In addition, Joyce is responsible for the B Corporation community in Ontario and beyond. Joyce spent eight years at KPMG and worked as a Manager of Assurance Services in the Consumer Markets Group. She also spent time in South Africa on secondment, auditing oil and gas companies and chasing elephants on safari. Joyce is a partner at Social Venture Partners Toronto (SVPT) and serves on the Investment Committee as well as on the Advisory Team to selected investees. She holds a BComm from Queen's University and is a Chartered Accountant (CA).

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Gaming Resource Centres, found at our Slot and Casino facilities, provide players with information about safer gambling practices and referrals for professional help, if needed. We also educate Ontarians about gambling facts and myths, and provide tools to help people play within their limit via our [knowyourlimit.ca](http://knowyourlimit.ca) website. As well, we make sure that all OLG employees, from casino dealers and lottery representatives to corporate staff, are trained to recognize the signs of problem gambling. For more information on this or for any questions related to OLG, call us at 1-800-387-0098 or visit us online at [www.olg.ca](http://www.olg.ca).



\*Percentage of adults in Ontario over the age of 18+ that have moderate to severe gambling problems. Responsible Gaming Council 2005. Gambling and Problem Gambling in Ontario.



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**BRITISH COLUMBIA:**  
 - Incentive for retiring old fridges, for switching to paperless billing and for purchasing energy efficient appliances (powersmart)  
 - Incentive for participating in a health awareness campaign (BC GENERATIONS PROJECT)  
 - Incentive for purchasing healthier groceries at retail (BRITISH COLUMBIA)  
 - Incentive for signing up for renewable natural gas (FORTIS BC)

**ALBERTA:**  
 - Incentive for participating in an energy awareness campaign (C3 - Energy, Ideas, Change.)  
 - Incentive for purchasing a monthly transit pass online (ETS Edmonton Transit System)

**ONTARIO:**  
 - Incentive for pledging to conserve energy and for retiring old fridges (ONTARIO POWER AUTHORITY)  
 - Incentive for conducting a home eco energy audit (green saver)  
 - Incentive for signing up for Paperless Billing and for pledging to conserve energy (uniongas)  
 - Incentive for participating in a health awareness campaign (Ontario Health Study Etude sur la santé Ontario)  
 - Incentive for participating in a mental health awareness campaign (Canadian Mental Health Association)  
 - Incentive for purchasing an annual transit pass (TTC)

**NEWFOUNDLAND:**  
 - Incentive for taking public transit (Metrobus Transit)

**PEI:**  
 - Incentive for registering for the BeceL Ride for Heart (HEART & STROKE FOUNDATION)

**QUEBEC:**  
 - Incentive for purchasing a public transit pass (stm)

**TORONTO:**  
 - Incentive for participating in a health awareness campaign (Toronto Health Study)  
 - Incentive for proper disposal of hazardous waste (TORONTO)  
 - Incentive for pledging to conserve energy, purchasing CFL light bulbs at retail and for retiring old appliances (efficiency)

**NOVASCOTIA:**  
 - Incentive for pledging to conserve energy, purchasing CFL light bulbs at retail and for retiring old appliances (efficiency)

**NATIONAL:**  
 - Incentive for completing online risk assessment, signing up for a health support tool and for donating to the Heart and Stroke Foundation (HEART & STROKE FOUNDATION)  
 - Incentive for donating to WWF Canada and for pledging to participate in Earth Hour (WWF)  
 - Incentive for pledging to live a healthy lifestyle (Jimmy Craig)

**MULTI PROVINCIAL:**  
 - Incentive for signing up for 100% green electricity and/or green natural gas for your home (bullfrogpower)

**ATLANTIC:**  
 - Incentive for participating in a health awareness campaign (Atlantic PATH)

**Other callouts:**  
 - Incentive for joining a community promoting sustainable transportation options (Travel Smart)  
 - Incentive for participating in a health awareness campaign (Alberta Health Services)  
 - Incentive for switching to paperless billing and for ordering an energy savings kit (ENBRIDGE)

Visit [www.airmilesforsocialchange.com](http://www.airmilesforsocialchange.com) for more information.

This illustration depicts incentives that have been offered and may continue to be offered.

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