

**WELCOME**  
**CCI SYMPOSIUM ON SUSTAINABILITY — PART 1**  
**Communicating Sustainability Issues to the Investment Community**  
*April 25, 2001*  
Madison, New Jersey

Dr. Michael B. Goodman, Director  
Corporate Communication Institute

Welcome to the Corporate Communication Institute and the first part of the SYMPOSIUM ON SUSTAINABILITY — Communicating Sustainability Issues to the Investment Community.

The Corporate Communication Institute conducts an annual research study into trends and practices in corporate communication. One powerful force revealed in our benchmark study is Corporate Citizenship. The full range philosophy and practice now encompasses corporate behavior in the global community. A corporation's attitude toward resources, the environment, and the community—in most of Europe, "Sustainability" is the term; or in the U.K the triple bottom line — environmental, social, and economic success.

Sustainability is now a mainstream term — Dow Jones Sustainability Index (launched in 1999) and the Zurich-based SAM (Sustainable Asset Management) and the web portal <<sdgateway.net>> (Sustainable Development Communications Network); and the journal Tomorrow — Global Sustainable Business published in Stockholm.

In an article titled "What is Sustainability?" in latest issue of the RSA Journal (UK) we have this answer: "We must treat the planet as if we were going to live forever, not as though we had dropped in for a weekend break. Sustainable development thus defined covers almost every sphere of human endeavor."

My sources on the subject are European since they are leading the way. It is fitting, then that our Keynote speaker be European. I am pleased and delighted to introduce to you:

**Bernd Schanzenbaecher**, Vice President, Credit Suisse Group Environmental Management Services (Zurich)

At Credit Suisse Group Bernd is responsible for Product Ecology. In this function considers risks and business opportunities in the environmental field. He was a Lead Author of the Intergovernmental Panel on Climate Change (IPCC) Third Assessment Report's chapter on "Impacts on insurance and other financial services".

Before he joined the Credit Suisse Group he was Economic Affairs Officer with the United Nations Environment Programme (UNEP) in Geneva/Switzerland where he investigated Trade & Environment issues, and served as a UN delegate to the WTO Committee on Trade and Environment. He also served as the Coordinator for the UNEP Insurance Industry Initiative for Sustainable Development. Prior to that he has also worked as a Programme Officer for Environmental Economics at UNEP Headquarters in Nairobi/Kenya. Bernd received his doctorate from the Department of Agricultural and Resource Economics at the University. His father is a vintner in Alsace.