

**SYMPOSIUM ON SUSTAINABILITY:
Profiles in Leadership
October 17, 2001**

**Welcome
Dr. Michael B. Goodman, Director, CCI**

Thank you Jeff (Jeffrey Lane, President and CEO) and all the wonderful people at Neuberger Berman for your hospitality and generosity in hosting this Symposium on Sustainability for members of the investment community. You and your colleagues are demonstrating your leadership on this important issue by having this discussion of Sustainability in your offices.

I personally want to thank you all, speakers and participants, for showing up. I have done this at every meeting I have addressed since September 11th. And thanks to the people who worked extremely hard to make this possible.

Welcome to the Corporate Communication Institute's continuing SYMPOSIUM ON SUSTAINABILITY -Profiles in Leadership. Our discussion in April of this year was Communicating Sustainability Issues to the Investment Community.

My sources on the subject are European since they are leading the way. Our Keynote speaker in April was Dr. Bernd Schanzenbaecher, Vice President, CREDIT SUISSE GROUP Environmental Management Services (Zurich). His comments and the presentations from April are available from CCI.

The Corporate Communication Institute conducts an annual research study focused on trends and practices in corporate communication. One powerful force revealed in our annual study is Corporate Citizenship. The full range of corporate philosophy and communication practice now encompasses corporate behavior in the global community.

Current practice includes a corporation's attitude toward resources, the environment, and the community. In most of Europe, "Sustainability" is the term. The same concepts are known in the U.K as the triple bottom line -- environmental, social, and economic success. Sustainability as a concept is relatively new to the financial community, but it is now becoming a mainstream trend, for example -- 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 the RSA Journal (1/4 2001) 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." To frame the issue of sustainability for our discussion this morning, we must consider its social, environmental, and economic dimensions.

For this session we are focusing on the state of practice in U.S. and we expected EPA Administrator Christine Todd Whitman to be here with us this morning. It is with deep regret and apologies that Mrs. Whitman is unable to be here with us. I am sure you understand the reasons. On her behalf let me affirm her belief in the potential of this Symposium to help build a communication bridge on this issue between the business and financial communities. Joining us for Mrs. Whitman are Sol Salinas, Director of Strategic Planning and Marketing, Energy Star Buildings and Roger Ballentine, President of Green Strategies and former Deputy Assistant to the President for Environmental Issues.

Sol has a very special presentation to make. Sol, would you come up.

(Sol makes presentation to Ingrid Dyott.)

Thank you Sol, and congratulations Ingrid.

It is my pleasure to introduce to you our Keynote Speaker, Diane Morefield. She is Senior Vice President, Investor Relations for Equity Office Properties Trust, the nation's largest real estate investment trust (REIT) and owner of office properties. She is the liaison with Wall Street analysts, institutional investors, and other shareholders. An accomplished public relations practitioner and a CPA with more than 18 years of experience in corporate finance, she has served as a senior manager of corporate finance, Deloitte & Touche, and at Barclays Bank, PLC.

[Diane speaks.](#)

Thank you Diane. We are going to have a brief break now and we will return with our Panel of Experts:

Ingrid Dyott, VP Neuberger Berman
Andrew King, NYU
Ann Gualtieri, Dupont
Jim Thomas, Novartis Corporation

(BREAK.)

For our discussion I am joined by Sol Salinas and Roger Ballentine. We have some questions that we will pose to our panelists after each of them has an opportunity to make a brief statement.

Ingrid Dyott, VP of Neuberger Berman is an integral part of their Socially Responsible Investing Team and she is responsible for social and environmental analysis of all socially responsible portfolios and the firm's Socially Responsive Mutual Fund.

[Ingrid speaks.](#)

Thank you Ingrid.

Andrew King is Assistant Professor of Management at the Stern School at NYU, and the founder of the Business and Environment Program there. He has taught at the University of Michigan and MIT, and he is the winner of the Faculty Pioneer award from the World Resources Institute.

Andy speaks.

Thank you Andy.

Ann Gualtieri is Vice President of Investor Relations at Dupont. She is responsible for the company's communications and relationships with investors and analysts. She was also Vice President of Investor Relations at Monsanto.

Ann speaks.

Thank you Ann.

Jim Thomas is the Executive Director of Health, Safety and Environment for Novartis Corporation and actively involved with his company's support and endorsement of the UN Global Compact. Jim is currently Vice-Chairman of the industry group GEMI - The Global Environmental Management Initiative.

(Jim speaks.)

Thank You Jim.

1:00: FAREWELL

Thanks again to the wonderful people at Neuberger Berman.

Plans for the 2002 sessions devoted to Sustainability are available on the Corporate Communication Institute web site: <http://www.corporatecomm.org/>