

Sustainability + Competitiveness

2–3 December 2008, Puerto Vallarta, Mexico



cec.org

The main objective of the meeting will be to explore the relationship between environmental sustainability and competitiveness from a North American perspective, and identify opportunities for regional cooperation

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Joint Public Advisory Committee Regular Session 08-03 North American Workshop on Environmental Sustainability and Competitiveness

Agenda

Tuesday, 2 December 2008

- 7:30–8:30** Registration of participants
- 8:30–8:35** Welcome and opening remarks by the **JPAC Chair, Jane Gardner**
- 8:35–9:10** Introductory remarks by the **CEC Executive Director, Felipe Adrián Vázquez-Gálvez**
- 9:10–9:40** Opening address by **Mexican Secretary for the Environment, Juan Rafael Elvira Quesada**

9:40–10:00 **Break**

10:00–11:30 **Panel I: Drivers and barriers to improvements in environmental performance**
*What motivates industry-wide improvements in environmental performance?
How are those forces likely to change in the future? How are different firms in the industry responding to those forces?*

Moderator: Patricia McDonald – JPAC member for the United States

Panelists:

Tom Lyon – Director, Erb Institute for Global Sustainable Enterprise
Jorge Luis Chávez Zárate – Director of Communications, Meridian 100
Denis Leclerc – Vice President, Sustainable Development and Environment, AbitibiBowater



11:30–13:00 Panel II: Drivers and barriers to environmental performance innovation

*What motivates industry-wide improvements in environmental performance?
How are those forces likely to change in the future? How are different firms in
the industry responding to those forces?*

Moderator: Jean Guy Dépôt – JPAC member for Canada

Panelists:

Catherine Scrimgeour – Public Affairs Specialist, ZENN Motor Company

Mark Stoler – Director and Counsel, Environmental Health and Safety
Operations, General Electric Company

Dianne Dillon-Ridgley – Director, Interface Inc.

13:00–14:00 Networking Lunch [provided]

**14:00–15:30 Panel III: How are corporate improvements in environmental performance
influencing business competitiveness?**

*Are improvements in environmental performance or its drivers affecting
competitiveness? How? What are the most important factors in this relationship?
Are there specific considerations for this within North America?*

Moderator: Nelly Correa – JPAC member for Mexico

Panelists:

Alejandro Lorea – Executive Director, Commission for Studies on Sustainable
Development of the Private Sector (Cespedes)

Irene Henriques – Associate Professor, Schulich School of Business, York
University

John Gocek – President and CEO, SOFAME Technologies Inc.

15:30–16:30 Industry focus, the transportation sector

Stephen Blank – Ross Distinguished Visiting Professor of Canada-US
Business and Economic Relations, Western Washington University

Jorge Luis Chávez Zárate – Director of Communications, Meridian 100

Bill Prentice – Director, Transport Institute and Associate Professor, Faculty of
Agricultural and Food Sciences, University of Manitoba

16:30–17:00 Wrap-up



Wednesday, 3 December 2008

- 8:00–9:00** Registration of participants
- 9:00–9:05** Remarks by the JPAC Chair, Jane Gardner
- 9:05–9:45** Presentation by the **Head of the National Water Commission, José Luis Luege Tamargo** (Comisión Nacional del Agua)

- 9:45–12:00** **Roundtable: How can mutual supportiveness between environmental performance and competitiveness be promoted?**
Is there room for the participation of various sectors (private sector, public sector, academia, nongovernmental organizations, local and national governments) in defining and attaining improved environmental performance and, if so, what roles should particular sectors play?

Moderator: Carlos Sandoval – JPAC member for Mexico

Participants:

Isabel Studer – Director, Center for Dialog and Analysis on North America, Monterrey Institute of Technology and Higher Education, Mexico City Campus

Carlos Muñoz Piña – Director General for Research in Politics and Environment, National Institute of Ecology (INE)

Brent Parker – Senior Policy Advisor, Sector Sustainability Division, Environment Canada

Dianne Dillon-Ridgley – Director, Interface Inc.

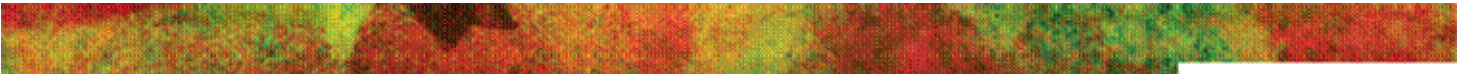
Fernando Gutiérrez – Director General, Nuevo León Institute for Environmental Protection (IPANL) (TBC)

Bill Prentice – Director, Transport Institute and Associate Professor, Faculty of Agricultural and Food Sciences, University of Manitoba

- 12:00–12:30** **Wrap-up session: Potential elements for a North American agenda**
What are the common challenges and opportunities for business and governments in North America in promoting synergies between environmental sustainability and competitiveness?

Moderator: Jane Gardner, JPAC chair for 2008

- 12:30–12:45** **Report from the National and Governmental Advisory Committee Representatives**



12:45–14:00 JPAC follow-up and administrative matters

- a) Discussion on a potential Advice to Council on the outcome of the meeting
- b) Election of the 2009 JPAC Chair
- c) Discussion of 2009 JPAC priorities and other meetings

14:00–14:30 Observers' comments

14:30 End of Session

