

Press Release, 19TH June 2008

WORLD FORUM LILLE 2ND EDITION

www.worldforum-lille.org

TKING PLACE ON OCTOBER 9TH, 10TH AND 11TH 2008 AT THE NOUVEAU SIÈCLE IN LILLE

TOPIC: « HOW TO FEED AND PROTECT THE PLANET »

Initiated and presided by Philippe Vasseur, former Minister of Agriculture, Fisheries and Food and also chairman of the Alliances network, this year, the Forum will tackle the crucial issues on how to feed and protect the planet.

Cycle of annual events, the World Forum Lille wants to promote companies that improve their results while better respecting man and the environment. For three days, the company's executives, worldwide recognised experts, students, unions, public sectors and NGOs will discuss on which good practices should be implemented in order to fight world hunger, improve water resource management and insure the environment protection.

THE FIRST FORUM UPGRADING THE WORLD GOOD PRACTICES IN TERMS OF CSR

How can we fulfil the needs of the world increasing population? How can we face the issues related to consumption, water and energy resources outlooks? How can we protect the planet and involve the economic actors in the preservation of the environment?

"On a daily basis, worldwide economically responsible companies deploy initiatives and projects, providing concrete answers to the crucial issues related to the feeding and the protection of the planet." By presenting Company's "good practices" undertaken in the Social and Environmental Responsibility, the World Forum Lille wishes to make those practices contagious, in order to make them a standard and not an exception anymore.

A UNIQUE COMMUNICATION AND EXCHANGE PLACE

For this second edition, the World Forum Lille focused on a reinforced interactivity (round tables, debates, worldwide chat, forum cafe, dedicated multimedia space...) and favoured shorter and less numerous interventions in order to ease the debates, with breaks and more important exchanges. On top of the workshops, the colloquiums and the conferences, planned meetings with partners will also take place, as well as the possibility to discuss in a personalised manner with experts during the « business speed meeting ».

*The « Good Practices » presented during the World Forum Lille are validated by an **international expert board** insuring that the economical actor implements an action that goes beyond the legal restrictions and enabling an advance on the social and environmental approach.*

ANIMATED AND CONSTRUCTIVE DAYS

Organised through workshops, colloquiums and committees of the whole, the three meeting days will be divided by topic:

- **Thursday October 9th, 2008:** economical initiatives in order to provide an **answer to vital needs** - food, health, housing.
- **Friday October 10th, 2008:** economical initiatives in order to **better manage the resources** - earth, water, air, energies.
- **Saturday October 11th, 2008:** economical initiatives in order to **preserve the environment** - carbon footprint, biodiversity, waste management, supply chain and transport, etc.

FASCINATING AND PASSIONATE SPEAKERS

Big companies or SME, world experts, NGO, present responsible economy challenges and outlooks related to the topic being discussed but also concrete examples: Christophe BONDUELLE, CEO, BONDUELLE (France); Michael BREMANS, CEO, ECOVER (Belgium); Niels CHRISTIANSEN, Head of Public Affairs, NESTLE (Switzerland); José RAIHNA, Movimento dos Trabalhadores rurais sem Terra (Brazil); Etienne DAVIGNON, President of CSR Europe, Vice-Chairman of SUEZ-TRACTEBEL (Belgium); Iftekhar ENAYETULLAH & Maqsood SINHA, Co-foundators and directors, WASTE CONCERN (Bangladesh); Gary HIRSHBERG, CEO, STONYFIELD FARM & O'NATURALS (United States); Bakary KANTE, PNUE Director (Programme des Nations Unies pour l'Environnement); Joël KARECKI, Chairman, Philips (France); Michiel LEIJNSE, Global Brand development manager, LIPTON (United Kingdom); Edline RAVELONIRINA, Farmer (Madagascar)...

ABOUT THE ALLIANCES NETWORK

"Alliances For Social and Environmental Responsibility" is a non-profit organisation pursuing **the objective of "assisting organisations so they may improve their performance while better respecting people and preserving the environment"**. More than 150 businesses have already joined Alliances, which was founded in 1993.

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