



**WORLD SUSTAINABLE
FORUM ECONOMY
LILLE**

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Organisé par
le réseau
Organized by the network

 **Alliances**
POUR LA RESPONSABILITÉ SOCIALE ET ENVIRONNEMENTALE

FRAMEWORK DOCUMENT « SUSTAINABLE FINANCE »

What are the best practices in the field of finance?

19th, 20th & 21st November 2009

World Forum Lille: a global approach

OBJECTIVE: All over the world, an increasing number of companies are showing that they can **improve their results while better respecting man and the environment.**

The World Forum Lille has set its goals upon going through these **“best practices”** and getting them to spread.

ORIGINALITY:

- A **concrete approach**, based on business cases: the « best practices »
- An **international scale** strengthened by the diverse perspective of actors and experts in CSR from all over the world
- **Opened to all types of businesses**, from SMEs to biggest companies
- A **strong involvement of the youth**, future stakeholders of the economy

All of this in a **favourable environment** – Lille and its area – land of social innovation at the heart of Europe.

THEMES ADRESSED:

Social and Environmental Responsibility as a way to “look after society” encompasses many different themes. In order to look at each of the three CSR components (social, environmental and economic) and encourage meetings between experts and business leaders, three major events, the international meetings, have been planned:

- in October 2007 on diversity and equal opportunity in the workplace;
- in October 2008 on responsible commitment to feed and protect the Earth;
- in November 2009 on sustainable finance

**TO THINK IS GOOD
TO ACT IS BETTER.**

The World Forum Lille is organized by the Alliances network, along with public and private partners.

"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 170 businesses have already joined Alliances, which was founded in 1993. Alliances is financed by public and private organisations.

Alliances is involved in four spheres of activity:

- **Searching for and Promoting Socially-oriented Actions**

Each year, Alliances rewards good practices supported by the businesses and organisations of the Nord - Pas de Calais region.

- **Inclusion into businesses and Diversity**

Alliances opens businesses to diversity to fight against discriminations and ensure equal treatment. Alliances makes them more aware of the Charter, plans a forum of seminars for equal opportunities and assists young graduates as they search for jobs.

- **Assisting Organisations on their way to CSR**

Alliances raises the awareness of organisations concerning Social & Environmental Responsibility via meetings, workshops or audits.

- **The World Forum Lille**

Alliances organises each year international meetings in Lille and convene the global players of Responsible Economy.



Current President of Alliances and of the World Forum Lille, **Philippe VASSEUR**, has a triple background:

- State responsibilities
- Information medias
- Business activities.

Formerly, he was Minister of French government (Agriculture, Fishing and Alimentation) and Member of Parliament. Previously, he was chief economic editor of « Le Figaro », chief editor of « Les Echos » and chief of economic and social informations of TF1 TV.

At the moment Philippe VASSEUR is President of a Bank and member of the Board of several companies.

October 2007: The International Meeting on diversity and equal opportunity in the workplace



All over the world, companies are confronted to the universal question of diversity. **Handicap, man-woman equality, ethnic origins, age, social origin, health...** are all issues that affect all countries without exception but are lived differently on different continents.

Speakers of the 2007 edition

Guest of Honour: Shirin EBADI (Iran) Nobel Peace Prize

AFRICA

Lassaâd EL BEJI, International Association of Craft and Small and Medium-sized enterprises (Tunisia)
Françoise FONING, World Association of Women Entrepreneurs (Cameroun)
Deon ROSSOUW, International Society of Business, Ethics and Economics (South Africa)

AMERICA

Flavio DE OLIVEIRA, Disabled department of the Minas Gerais government (Brasil)
Brian NOSEK, Department of Psychology - University of Virginia (United States)
Fernando FRANCISCA & Rita FAGUNDES NETTO, Petrobras (Brasil)
Michael HARADOM, Fersol (Brasil)
Cheryl WOMACK, Leading Women Entrepreneurs of the World (United States)
Sergio MAURO DE SOUZA, Institut ETHOS (Brasil)
João RIBAS, Programme focused on Persons with disabilities, Serasa (Brasil)

ASIA

Arije AL-AMAD, Microfund for Women (Jordan)
Shan HUANG, CAIJING Magazine (China)
Prem K. THOMAS, Blue Dart Aviation (India)

OCEANIA

Juliet BOURKE, Partner, AEQUUS (Australia)

EUROPE

Guy RYDER, International Trade union Confederation (United Kingdom)
Vincent COMMENNE, European Network for Responsible Consumption (Belgium)
Christian SCHARFF, DEXIA Bank & IMS Luxembourg (Luxembourg)
Annette KLEINFELD, European Business Ethics Network, expert-consultant (Germany)

Michel DE KEMMETER, Manager (Belgium)
Nicolas DE MALEZIEUX, AMM Finance (Switzerland)

Emma STRINGFELLOW, Warwick University (United Kingdom)
Werner DE PRINS, BAYER PHARMA SAS & SCHERING SAS (Belgium)
Sophia ECONOMACOS, Eurochambers Women Network (Greece)
Luc VAN LIEDEKERKE, European Business Ethics Network (Belgium)
Benoît PROOT, REPROBEL (Belgium)

FRANCE

Boulal ABDERAHIM, Lesaffre ;
Sylviane BALUSTRE D'ERNEVILLE, L'Oréal ;
Martine BALLA, CGT ;
Pierre BISMUTH, Schlumberger ;
Benoit BRUNE, Peugeot ;
Philippe CARLI, Siemens ;
Geert DEMUIJNCK, Université Catholique de Lille ;
François FATOUX, Observatoire sur la Responsabilité Sociétale des Entreprises ;
Lucien LESAFFRE, Lesaffre ;
Gregory LIENART, Lyreco ;
Nathalie MALIGE, Diverseo ;
Homer BENFAID, CFDT ;
Arnaud MULLIEZ, Auchan France ;
Nicole NOTAT, VIGEO ;
Venetta PLESCA, Lesaffre ;
Hélène RATTE, Deloitte ;
Maurice ROCK, Adecco ;
Jeff SQUALI, Ecodas

October 2008: International Meetings dedicated to « Best Practices to preserve our planet's resources »

Increasing numbers of organisations and players in the food-processing industry endeavour to use natural resources in a responsible manner, **save water**, design **environmentally-responsible products**, transform production means, **adjust logistical chains**, develop **greener technologies**, recycle and **recover waste...**



Speakers of the 2008 edition

Guest of Honour: Wangari MAATHAI (Kenya) Nobel Peace Prize

AFRICA

Bagoré BATHILY, Laiterie du Berger (Senegal)
Kimani CHEGE, TechNews Africa (Kenya)
Cheikh Bamba FALL, Novasen (Senegal)
Bakary KANTÉ, United Nations Environment Programme
Wangari MAATHAI, Nobel Peace Prize 2004, Green Belt Movement (Kenya)
Edline RAVELONIRINA, farmer (Madagascar)
Deon ROSSOUW, International Society of Business, Ethics and Economics (South Africa)

AMERICA

Leontino BALBO, Native (Brazil)
Lionel BONY, Rocky Mountain Institute (United States)
Christophe BOURILLON, Iogen (United States)
Fabien BRONÈS, Natura (Brazil)
Nancy DALE, Action against Hunger (United States)
Jean-Marc FLEURY, World Federation of Science Journalist (Canada)
Valter ISRAEL DA SILVA, Cooperativa do Biodiesel (Brazil)
André MALSCH, Steelcase International (United States)
Professor Bernardo MANÇANO, Université Presidente Prudente (Brazil)
Alex MARKEVICH, Rocky Mountain Institute (United States)
Professor Norman UPHOFF, CIIFAD / Cornell Institute (United States)
Patrick VILLEMEN, Verde Dominicana (Dominican Republic)
Tábata VILLARES, Ethos (Brazil)

ASIA

Emmanuel MARCHANT, Danone.communities Funds (Bangladesh)
Hiroshi MORIMOTO, Sharp (Japan)
Maqsood SINHA, Waste Concern (Bangladesh)
Shiow Shin TAN, SciDev.net (Malaysia)
Zhengping WANG, Shanghai Normal University (China)

OCEANIA

Craig KNOWLES, former Minister of the Environment (Australia)
Greig MERCER, Degreemont (Australia)

EUROPE

Véronique BONNELYE, Suez-Degrémont (Italy)
Michael BREMANS, Ecover (Belgium)
Niels CHRISTIANSEN, Nestlé (Switzerland)
Patrick COLLIGNON, Volvo Europa Truck (Belgium)
Jean CORNET, Alpro Soya (Belgium)
Michel DENYS, Carmeuse Group (Belgium)
Chris HARRIS, Greenpeace (United Kingdom)
Peter HOFMAN, EDF Energy (United Kingdom)
Bethina HORSCH, WIGWAM Conseil (Germany)
Michael GIES, Gies Architekten (Germany)
Jason LEADBITTER, INEOS (United Kingdom)
Michiel LEIJNSE, Lipton (The Netherlands)
Scott McAUSLAND, the Global Reporting Initiative (The Netherlands)
Charlie PATON, SeaWaterGreenHouse (United Kingdom)
Simon PEARSON, Asda (United Kingdom)
Scott POYNTON, Tropical Forest Trust (United Kingdom)
Marco SELVA, World Food Program (Italy)
Goeff TOWNSEND, Nalco (United Kingdom)
Luc VAN LIEDEKERKE, EBEN (Belgium)
Monica VON SCHMALENSEE, Cabinet White (Sweden)
Boers Brita WESTELIUS, Kraft Foods Europe (Norway)

FRANCE

Marc BARRÉ, CDC Biodiversité
Manuel BERQUET-CLIGNET, Coca-Cola
Christophe BONDUELLE, Bonduelle
Claire, Eric and Michael, Coeur Vert
Damien DELEPLANQUE, Groupe Adéo
Geert DEMUIJNCK, EDHEC Business School
Bernard GIRAUD, Danone
Joël KARECKI, Philips
Nathalie MALIGE, Diverseo
Matthieu, Shake Your Planet
Hugues PERCY DU SERT, Sita Recyclage
Marc ROQUETTE, Roquette
Denis TARDIT, Syngenta Agro
Philippe TILLOUS-BORDE, Sofiprotéol
Patrice VALANTIN, Dervenn
Christine VIRON, Botanic
Et tous les experts de BeCitizen

3rd international meeting of the World Forum Lille

19th, 20th & 21st November
2009



“SUSTAINABLE FINANCE”

What are the best practices in the field of finance?

They say that « money leads the world », but where to?
Is the financial crisis a deplorable answer to that question?

This is the acute indication of a crisis of meaning. It was predictable to a large extent and was caused by:

- A greedy obsession with short-term gain (winning as much as possible in minimum time);
- The ensuing multiplication of increasingly complex and impenetrable financial products;
- An “easy money” policy (encouraged by certain public authorities) pushing for excessive indebtedness;
- A widening gap between the financial and speculative sphere, on the one hand, and « real economy », on the other.

This spiral generated increased inequalities, as factor of instability.

A DISASTER THAT BREEDS DISASTERS

The crisis affecting the financial area has already massively destroyed employment. Unfortunately, others will ensue elsewhere: the financial disaster will extend to the whole economy like a disease.

This extremely serious economic crisis promises to be long, with a sharp drop in growth and rising unemployment.

Under such tragic circumstances, the need for global regulations appears as both crucial and urgent.

Governments are working on this issue, but despite principles displayed, concrete results should not be taken for granted, far from it. Interests differ among developed and emerging countries. As for developing countries, they are, once again, forgotten.

If we look back at history, we can see that after the Great Depression of 1929, it took some fifteen years and World War II for the planet to be – temporarily – regulated by reasonable economic rules. That was in Bretton Woods in 1944 and this newly introduced system had not been applied for three decades when it was later laid aside in 1971.

REGULATIONS AND RESPONSIBILITY

World regulations are more needed than ever. But, however extensive they may be, this will not be sufficient. As John Kenneth Galbraith noted in his « Short History of Financial Euphoria », « any regulations declaring financial credulity and collective euphoria as outlawed are no practical option ».

To leave the crisis behind, economic players need to fully assume their own responsibilities, whatever the means of control and regulations may be:

- By giving preference to long term strategies over short term illusions;
- By incorporating extra-financial standards into their financial decisions.

BEST PRACTICES TO FIGHT AGAINST THE CRISIS

Corporate social and environmental responsibility also applies to the use of money.

The sudden collapse of financial empires should not overshadow countless initiatives that show that an alternate approach to finance is possible... and beneficial.

This is demonstrated by best practices implemented by various businesses or organisations. Was such good practice jeopardised by the crisis? Or, quite on the opposite, did it enable its champions to better fight against the crisis?

In any case, one thing is certain: if such good practice had been spread more widely, the crisis would not have stricken the globe to such a large extent. Perhaps even, there would have been no crisis.

This is yet another reason to know and disseminate these best practices.

This is the ambition of the « World Forum of Lille » (World Forum on Responsible Economy) which will be held for the third consecutive time on 19, 20 and 21 November 2009 in Lille, France.

Crisis - How improper use of money can lead to economic and financial disaster.

Raising moral standards - How to eliminate the "black holes" of global finance: corruption, tax havens, opaque operations, etc.

Prospects - How to bring about a new world's conscience.

Ethics - How humanistic values can have a place in the financial business context.

Initiative - How proper use of money can foster economic and social progress.

Regulation - How to achieve a new world economic and financial order.

Solidarity - How to finance the development of the poorest countries on the planet.

Cross-perspectives - How Social and Economic committees analyse the financial crisis and its consequences.

1- SOCIALLY RESPONSIBLE MONEY:

AN ALTERNATIVE TO THE FINANCIAL OBSESSION WITH « SHORT-TERM » MONEY?

Best practices of investment funds taking extra-financial standards into account.

2- GREEN MONEY:

INVESTING INTO SUSTAINABLE DEVELOPMENT?

Best practices to direct investments towards environmental business and help reflate the economy and give a boost to employment.

3- THE COMPANY'S MONEY:

INVEST RATHER THAN SPECULATE?

Best practices to finance the creation, development and running of companies.

4- CO2 MONEY:

PAYING TO POLLUTE?

Best practices so that compensation for CO2 emissions may better help reduce greenhouse gases.

5- SOVEREIGN MONEY:

HOW CAN GOVERNMENT BONDS BE PROPERLY USED?

Best practices for sovereign wealth funds to provide acceptable answers to the financial needs of businesses.

6- BELIEVERS' MONEY:

WHAT FINANCIAL ATTITUDES FOR RELIGIOUS ORGANISATIONS?

Best practices to make investments in line with your religion's principles.

7- THE BANK'S MONEY:

HOW TO MAKE IT WORK FOR YOU?

Best practices to enhance and improve client's interests in banking activities.

8- THE INSURANCE COMPANY'S MONEY:
WHO PROFITS FROM RISK?

Best practices to satisfy policy holders and ensure good management of the assets they generate.

9- SOLIDARITY-ORIENTED MONEY:
SAVING MONEY FOR THE OTHERS TOO?

Best practices to use part of earnings from your savings to fund solidarity-based actions.

10- MONEY FOR THE MONEY-LESS:
WHAT DEVELOPMENTS FOR MICRO-FINANCE?

Best practices to help people having no access to traditional loans materialise their projects

11- EMPLOYEES AND MANAGERS' MONEY:
WHAT REMUNERATION IS FAIR?

Best practices to pay employees and business managers properly and fairly depending on their merits and responsibilities.

12- EMPLOYEE SHAREHOLDERS' MONEY:
HOW TO RECONCILE CAPITAL WITH LABOUR?

Best practices to share ownership of a business with staff members

13- MINORITY SHAREHOLDERS' MONEY:
WHAT CONSIDERATION FOR "SMALL HOLDERS"?

Best practices to take small shareholders' expectations into account.

14- THE UNVARNISHED MONEY:
IS INFORMATION RELIABLE?

Best Practices to enable economic players to implement financial transparency standards.

World Forum Lille 3rd edition !

2007: Diversity and equal opportunity

2008: Feed and protect the Earth

2009: Sustainable money

Ils sont engagés dans une démarche responsable et nous soutiennent

They are involved in sustainable development and support us

Partenaires Institutionnels / Public Partners



Grands Partenaires / Great Partners



Partenaires / Partners

