



# Green Communications— The Case Studies

Tuesday, July 24, 2007



Microsoft Executive Customer Briefing Center  
1290 Avenue of Americas, New York, NY 10104  
Tuesday, July 24, 2007 1:30 PM — 6:00 PM

## EVENT DESCRIPTION

The green movement is more than just the latest trend. Aside from global warming, political and economic realities are forcing our nation to embrace cleaner energy and other green initiatives. Companies and organizations are asking themselves how they participate in the movement. Business Development Institute and PR Newswire have partnered to produce a half day conference that specifically addresses the questions, issues, and opportunities facing the corporate communicator and marketer.

- How are leading organizations embracing the green movement?
- What are specific examples and case studies that demonstrate how companies communicate and participate in the green movement?
- What's the business case for going green?
- How does my company go green authentically without being perceived as "jumping on the bandwagon"?
- What resources are available to my company to help go green?

## SPEAKERS



Deb Berlin,  
Director of Marketing,  
U.S. EPA Climate Leaders



Michelle Horowitz,  
Vice President, Strategic Business Development,  
PR Newswire Association LLC



Bart Feder,  
President & CEO,  
The FeedRoom



Usha Raghavachari,  
Car & Crossover Communications Manager  
Ford Motor Company



Adrienne Garland,  
Vice President, Marketing  
PR Newswire Association, LLC



Linda Recupero  
EVP, Public Affairs,  
HSBC USA



Stephen P. Giannetti  
Vice President and Group Publisher,  
National Geographic Magazines



Joseph Vansyckle,  
Global Marketing Director,  
MSN Consumer Marketing



Jim Hartzfeld,  
Director, InterfaceRAISE & Past Chairman  
U.S. Green Building Council



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## AGENDA:

1:45 - 2:00 pm

### Opening Comments

- Steve Etzler, Founder and CEO, Business Development Institute
- Adrienne Garland, Vice President Marketing, PR Newswire Association

2:00 - 2:30pm

### National Geographic Case Study

• Stephen P. Giannetti, VP and Group Publisher, National Geographic Magazine -- The National Geographic Society is committed to “Inspiring People to Care about the Planet”. Today The Society touches the lives of 250,000 million people each month through its many resources that include magazines, a cable channel, Digital Media, entertainment, education, and enterprises. Stephen Giannetti will help break down who the “green consumer” is today, how The Society engages them through their many assets, and show the initiatives of National Geographic to engage their employees in their mission.

2:30 - 3:00pm

### HSBC Case Study

• Linda Recupero, EVP Public Affairs, HSBC USA -- HSBC has created a five-year, US\$100 million partnership to respond to the urgent threat of climate change world-wide with the support of The Climate Group, Earthwatch Institute, Smithsonian Tropical Research Institute (STRI) and WWF. The HSBC Climate Partnership will help some of the world’s great cities - Hong Kong, London, Mumbai, NY and Shanghai - respond to the challenge of climate change. It will also create ‘climate champions’ worldwide who will undertake field research and bring back valuable knowledge and experience to their communities. Linda Recupero will discuss this and other environmental projects that HSBC is leading.

3:00 - 3:30pm

### Ford Hybrid Case Study

• Usha Raghavachari, Car & Crossover Communications Manager, Ford Motor Company -- The Ford Escape Hybrid is the most fuel efficient SUV on the planet and the first U.S. automotive application of 100% recycled fabric seating surfaces. The Escape Hybrid is a “full” hybrid meaning that unlike “mild” hybrid vehicles, it can run on 100% electric power up to about 30 mph, maximizing in-city fuel economy. Usha Raghavachari will discuss the marketing and communications program behind the award winning Escape Hybrid.

3:45 - 4:15 pm

### MSN Live Earth Case Study

• Joseph Vansyckle, Global Marketing Director, MSN Consumer Marketing  
The Live Earth Concerts on MSN.com were the most watched entertainment event in online history. MSN Delivered over 30 million streams to over 8 million people worldwide who enjoyed live online coverage. Live Earth marked the beginning of a multi-year campaign to drive individuals, corporations and governments to take action to solve the climate crisis. Joseph will share insights into the marketing and communications plan behind this amazing and important event.

4:15 - 4:45pm

### Interface Case Study

• Jim Hartzfeld, Managing Director, InterfaceRAISE & Past Chairman, U.S. Green Building Council -- The “greening of business” has exploded during the last 12-24 months fundamentally altering the competitive landscape due to three historic and interacting trends. When seen as strategic opportunities, business leaders are developing new approaches that incorporate transparency, dialogue and identity as strategically as technology, globalization and brand. Jim Hartzfeld will share his experience within Interface, Inc. one of the earliest and most ardent supporters of this new model.

4:45 - 5:15pm

### Environmental Protection Agency Case Study

• Deb Berlin, Director of Marketing, U.S. EPA Climate Leaders  
Climate Leaders is an EPA industry-government partnership that works with companies to develop long-term comprehensive climate change strategies. Partner companies commit to reducing their impact on the global environment by completing a corporate-wide inventory of their greenhouse gas emissions, setting long-term reduction goals, and annually reporting their progress to EPA. Through program participation, companies create a lasting record of their accomplishments and identify themselves as corporate environmental leaders. Deb Berlin will present the marketing and communications plan that helped create this very successful program involving many well known brands.

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