



# ERB INSTITUTE

FOR GLOBAL SUSTAINABLE ENTERPRISE  
UNIVERSITY OF MICHIGAN

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## NEWS & EVENTS ▼

### TENTATIVE AGENDA

"What Do NGO's Want?"

A Senior-Level Dialogue on Business & Environment...

May 4-5, 2007

#### TENTATIVE AGENDA :

**Thursday, May 3 (The Earle Downtown)**

**6:00 pm Cocktails**

**6:30 Dinner Speaker: Mark Van Putten**

(President & Founder of *ConservationStrategy LLC* and *Former President and CEO of National Wildlife Federation*)

**Friday, May 4 (Kuenzel Room, Michigan Union)**

#### **Part I: Setting the Stage**

**8:00 am Registration and Refreshments**

**8:30 Welcome and Introduction**

Thomas Lyon, Dow Professor of Sustainable Science, Technology and Commerce, University of Michigan

**8:45 Keynote Address: The 21st Century NGO**

John Elkington, President, SustainAbility

**9:15 Coffee Break**

**9:30 Who is Part of the Environmental Movement?**

Andrew Hoffman, Holcim Professor of Sustainable Enterprise, University of Michigan

**10:00 Break**

#### **Part II: What Do Academics Know About NGOs?**

**10:15 The View from Sociology**

Speaker: TBA

Discussant: Michael Mason, London School of Economics

**11:15 The View Political Science**

Speaker: Lawrence Rothenberg, University of Rochester

Discussant: Daniel Diermeier, Northwestern

**12:15 Lunch Break**

**1:15 The View from Economics**

Speaker: John W. Maxwell, Indiana University

Discussant: Madhu Khanna, University of Illinois

**2:15 Break**

#### **Part III: How Do NGOs See Themselves?**

- 2:30 Conflict-Oriented Corporate Campaigns**  
Speakers: Lisa Krill, Rainforest Action Network  
Kert Davies, Greenpeace
- 3:15 Cooperation-Oriented Business Engagement**  
Speakers: Gwen Ruta, Environmental Defense  
Chris Williams, World Wildlife Fund
- 4:00 Break**
- 4:15 Linking NGO Presentations to the Academic Literature**  
Speaker: Mayer Zald, University of Michigan
- 5:00 Close for the Day**
- 6:00 Cocktails ([Melange Restaurant](#))**
- 7:00 Dinner ([Melange Restaurant](#))**

**Saturday, May 5** (Kuenzel Room, Michigan Union)

**8:30 am Registration and Breakfast**

***Part IV: Bringing NGOs and Corporations Together***

- 9:00 am The View from the Corporate World**  
Speakers: Scott Noesen, Dow Chemical  
Martin Zimmerman, University of Michigan  
Steve Percy, former CEO, BP America
- 10:15 Creating Intelligent Markets**  
Speakers: Ben Cashore, Yale University  
David Driesen, Syracuse University  
Bill Shireman, CEO, The Future 500
- 11:15 Break**
- 11:45 The Future Research Agenda**  
Speaker: Aseem Prakash, University of Washington  
Discussants: David Baron, Stanford University  
Oran Young, University of California, Santa Barbara
- 1:00 Lunch**
- 2:00 Conclusion**

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