

Sustainability and Certification Workshop

Citi, 399 Park Avenue, New York, New York 10022

Wednesday, May 7, 2014

- 8:30 to 9:00 AM** **Registration and Breakfast**
- 9:00 to 9:15 AM** **Welcome and Opening Remarks**
- Bruce Schlein**
 Director Corporate Sustainability, Citi
- 9:15 to 9:45 AM** **2013-2014 Report: Rainforest Alliance Impacts**
- Tensie Whelan**
 President, Rainforest Alliance
- 9:45 to 11:00 AM** **Sustainable Lifestyles: Fashion, Fun, Entertainment and Travel**
- Moderator: Wendy Gordon, Rainforest Alliance Board Member*
- **Gregory Paul**, Chief Technology Officer, C.F. Martin & Co., Inc.
 - **Alex Silvester**, Senior Sustainability Engineer, Mattel, Inc.
 - **Antonia Simon-Stenberg**, Senior Advisor Sustainability, Oriflame Cosmetics
 - **Leilani Latimer**, Head of Marketing, Sabre
- Q&A**
- 11:00 to 11:15 AM** **Break - Coffee, Tea & Snacks**
- 11:15 to 12:30 PM** **Challenges & Opportunities: Helping Producers Adopt Sustainable Practices**
- Moderator: Annemieke Wijn, Rainforest Alliance Board Member*
- **Arnaldo Eijsink**, CEO, Grupo JD
 - **Rajeev Takru**, Director Plantations, McLeod Russel India Limited
 - **Nell Newman**, Co-Founder and President, Newman's Own Organics
 - **Kingsley Brown**, President, Nova Scotia Landowners and Forest Fibre Producers Association
- Q&A**

- 12:30 to 1:30 PM** **Networking Lunch**
- 1:30 to 1:45 PM** **Consumer Insights and Creating a Movement**
Diane Jukofsky, VP Communications, Rainforest Alliance
- 1:45 to 2:20 PM** **Follow the Frog: Making & Marketing a Movement**
- **Kristen Earls**, Account Director, WiT Media
 - **Charlie Wilkie**, Commercial Senior Vice President, Guardian Sustainable Business
- Q&A
- 2:20-2:45 PM** **Twitter for Good**
- Joel Lunenfeld, VP Global Brand Strategy, Twitter
- Q&A
- 2:45-3:00 PM** **Closing Remarks**
- Daniel R. Katz**
Founder and Board Chair, Rainforest Alliance