



**SUSTAINING
SUCCESS.**

**SPEAKER
PACKAGE**

DESAUTELS BUSINESS CONFERENCE ON SUSTAINABILITY

JANUARY 19-21, 2012

Funded by generous support from

**The Hantho Fund for Sustainability
and Environmental Management**



DESAUTELS

Faculty of Management
Faculté de gestion

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The Desautels Business Conference on Sustainability provides a forum for students to learn, share and connect with those most passionate about sustainability, empowering them to drive this next wave in corporate sustainability. It is now time for businesses to revolutionize the environment they work in, and do well in the process. As students and future leaders we know that together we can *sustain success*.

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- Dylan Kristofic & Anne Pigott DBCS 2012 Co-chairs



BACKGROUND

Established in 2003, the Desautels Business Conference on Sustainability (DBCS) is a fully student-initiated and student-run annual conference borne through business students answering the increasingly pressing call for action in the environmental and social spheres of our business world. The event is supported by the generosity of *The Hantho Fund for Sustainability and Environmental Management* as well as the Management Undergraduate Society of the Desautels Faculty of Management at McGill University.

MISSION

DBCS targets some of the brightest students from universities across North America to gather a multilateral perspective on issues related

to sustainability. The conference invites leading experts from corporations, non-government organizations and academia to speak to students and provide them with the tools and knowledge they need to help ensure a sustainable future. DBCS focuses on the three realms of sustainability that affect and are affected by business practices: social, economic and environmental.

ACHIEVEMENTS

Highly anticipated among post-secondary students, DBCS has developed a reputation for gathering a large and inspiring forum of individuals each year. From the students and future leaders in business to the speaker panels, we are growing into one of the most distinguished business conferences

on sustainability among Canadian universities. The 2008 “Looking Backward to Move Forward” conference brought Dr. David Suzuki to speak to over 600 students, parents, professors and business professionals. The conference was met with a strong interest from the Montreal community, and stirred both national and local media coverage. This provided us the momentum we needed to further improve for the “Awake” conference in 2009, which took on a more diverse perspective and included keynote addresses by Steven Guilbeault of Équiterre and Robert Weiss of GE Canada. The 2010 Conference was designed to act as “A Catalyst For Change”, and featured Dr. John Francis, avid environmentalist and UN Peace Ambassa-





dor and Scott Hammell, entrepreneur and motivational speaker. In 2011, the conference focused on bringing a new sustainable approach to business with the theme “Redefine. Redesign. Re-business.” This conference brought in the renowned author, journalist and founder of the grassroots climate campaign 350.org Bill McKibben to deliver the keynote address.

DEMOGRAPHICS

DBCS delegates consist of students from a number of major universities across North America who share a genuine interest in sustainable development and lifestyle. While most delegates are in business programs, students from other fields of study such as engineering, science, arts, and environment also attend. The largest

contingent of students matriculate from McGill University, with external delegates hailing from Columbia University, Ryerson University, the University of Victoria, and the University of British Columbia, among others. Other attendees include McGill’s staff and faculty members, administrators, parents of students, and Montreal community members who share an interest in sustainable advancement.

THEME

DBCS 2012: Sustaining Success. It is no longer the case that quick fixes and regulatory compliance can drive business performance in the environmental and social spheres. It is time now for businesses to revolutionize the environment they work in and do well in the process. We are entering into a new

age of sustainability where principles of responsible environmental and social practices are not only required, but also make good business sense. Companies incorporating sustainability as a key aspect of their bottom line are gaining a competitive edge at present and ensuring long-term success. Leaders in business sustainability will *sustain success*.

Over the past 8 years DBCS has provided a forum to learn, share and connect students with similar interests in sustainability. We hope to continue this trend and in the three short days of this conference to create a lasting sense of empowerment in each participant to continue to drive this next wave in sustainability. As students and future leaders we know that together we can *sustain success*.





KEYNOTE ADDRESS

DBCS strives to bring the most prominent speakers each year in order to keep its delegates in touch with current events in the field of sustainability. This year, DBCS is proud to welcome Craig Kielburger founder of Free the Children the world's leading youth-driven charity. He is also co-founder of Me to We, a social enterprise encourages ethical living and social responsibility while also aiming to bring Free The Children's already low administrative rate to 0%.



Craig Kielburger

Our second keynote this year will be Bob Willard an author and leading expert in presenting the value of incorporating

sustainable strategies into companies.



Bob Willard

COCKTAIL

Our opening cocktail is one of the key networking events of the conference, bringing together conference participants and members of the Montreal community who embrace and support our event's mission. Many speakers and sponsors attend this event which allows our delegates to expand their networks within the growing field of sustainability in a relaxed yet professional atmosphere. We invite all of our conference speakers to join us for some delicious food and drink, and to reflect on the evening's keynote speech.

WORKSHOP PRESENTATIONS

Workshops during the conference afford our delegates the opportunity to learn from speakers in a more intimate setting. Delegates are divided into groups and given the chance to hear entrepreneurs, NGO representatives, McGill professors, and corporate guests speak about their current projects and best practices in sustainability. The smaller group setting allows students to engage in discussions with our speakers. This interactive environment promotes shared learning, not only for delegates but for speakers, as well. It is also a great venue for representatives to demonstrate their organization's culture and promote employment at their firms. Classroom workshops are scheduled to last for approximately 75 minutes.





This allows time for an hour-long presentation, followed by a 15-minute question and answer period. They take place in state-of-the-art McGill classrooms, each of which provides seating for roughly 65 conference delegates. Classrooms are equipped to support PowerPoint presentations, and other mediums such as video can be made available with advanced notice.

INTERACTIVE WORKSHOPS

Interactive workshops were first introduced last year to provide delegates with a taste of hands-on experience in a practical setting, thus allowing them to apply their new knowledge and leave the conference with a new skill set. We received much positive feedback from these workshops, and hope to continue them this year by including interactive skill-building



workshops. These two hour sessions will allow delegates to gain a new skill during the conference or simply apply their existing knowledge of sustainability in a new way. If you have a skill or practical expertise to share, we invite you to lead an interactive session.

SPEAKER PANEL

Speaker panels intend to demonstrate different perspectives on a hot topic in sustainability in order to inspire delegates to question the world around them. Panels may consist of three to four speakers discussing their thoughts, research, or experience on a topic in sustainability. Bringing diverse speakers together will permit our delegates the opportunity to witness the flow of ideas and differences in perspective that allow for a dynamic business environment. We intend for the panel discussion to encourage those in attendance

to embrace differences in opinion and use those differences to create innovative solutions in the future.

SUSTAINABILITY FAIR

Each year, DBCS hosts a sustainability fair which is open to the entire McGill community as well as to the public. It gives organizations a chance to meet potential customers, exhibit projects and products, and share the mission of their company with attendees. Bringing together a number of sustainable organizations from the local community creates a forum conducive to networking with potential clients, employees, or business contacts. Speakers at this year's conference are invited to participate in the Sustainability Fair by hosting a booth, or simply to attend the fair to connect with Montreal's sustainable business community.





WHY WE WANT YOU

DBCS targets speakers who share our vision for a more socially, environmentally, and economically sustainable business world. We aim to collaborate with individuals and organization that can provide our delegates the knowledge, insight, and tools to succeed in the future. Above all, we are looking to partner with speakers who are engaged and passionate about what they do. Our goal is not to make our delegates experts in atmospheric science or carbon markets in a single weekend, but to inspire and create a perception shift that will guide their studies and talent during this pivotal time of self-discovery. We hope to bring a wide array of issues and viewpoints to the conference in order to empower our

delegates to strive for change, and we encourage you to sit in on other lectures and participate in workshops during the weekend.

GETTING INVOLVED

The DBCS Committee will work closely with you to cater your involvement to maximize the potential for gain this event has, both for you and for our delegates. The conference has built an impressive reputation in its history, attracting participants who have the potential and the motivation to be the future leaders in the field of sustainability. Help us make this possible by sharing your thoughts and experiences at *DBCS 2012: Sustaining Success*.

If you are interested in participating in this year's conference in any capacity,

please contact the DBCS committee to discuss your preferred presentation format and the topic(s) you may be able to teach our delegates.

CONTACT US!

E-MAIL

info@mcgilldbcs.com

FAX

(514) 398-8362

MAIL

ATTN: DBCS 2012

Management Undergraduate Society

1001 Sherbrooke Street West,
Suite 036

Montreal, QC

H3A 1G5

**We look forward to
partnering with you!**



I'M INTERESTED!

Please send this form to us by e-mail, fax, or mail, along with any additional material you may have.

Name:

Gender:

Organization:

E-mail:

Mailing Address:

City:

Province/State:

Zip/Postal Code:

Please indicate the title or topic of your talk:

Please give us a short summary of your talk:

Please check what you will need for your presentation:

Powerpoint

Video with sound

Other, please specify:

Preferred time and date of talk:

Friday, January 20

Time:

Saturday, January 21

Time:

Any

Please include a high-resolution picture of yourself and your biography to be posted on the website. We look forward to meeting you!



Think of the trees, don't print me please.



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