

## Feb 3 CM&E Luncheon/Webcast Event

### "Profiting from Sustainability Through Open Innovation"

**ABSTRACT:** Never before in history have we faced a global population increase of 3 billion in four decades. The combination of resource depletion with economic, geopolitical, environmental, health and safety impacts will be unprecedented. It demands a shift from isolated sustainability attempts by individual companies to collaboration and innovation along entire value chains to identify the best opportunities to increase value generation while reducing impacts. Where are the opportunities? What innovation tools will accelerate the process and maximize the business value of sustainability improvements? Join us to:

- Gain insights about the future from the world's largest chemical company with over 400 Life Cycle Assessments
- Discuss a case study where Open Innovation leverages the best available science, commercial concepts and technical support to find the biggest business opportunities using affordable LCAs
- Learn to identify and quantify sustainability performance in your supply chain network and get the most value for your portfolio of products or companies

BASF, the first chemical company to become a founding member of The Sustainability Consortium, has been utilizing tools both internally and in innovation partnerships to address these factors since 1996 – assessing and optimizing environmental, economic and societal aspects of products and technologies. Come and learn from their pioneering vision and vast experience.



**SPEAKER: Charlene Wall-Warren**, North American Sustainability Leader, **BASF Corporation**, leads sustainability programs for BASF in North America. Her role includes identifying new opportunities to communicate and apply BASF's sustainability management systems, measurement tools and product innovations. Prior to this she led a company-wide team pursuing opportunities for packaging technologies with environmental and economic benefits, as well as enhanced shelf-appeal. In 2001 she launched BASF's North American Eco-efficiency Analysis program, bringing sustainability measurement and optimization tools to BASF businesses and customers in this region. She is a Board Member of the American Institute of Chemical Engineers (AIChE), and from 2006 to 2008 was the Inaugural Chair for AIChE's Center for Sustainable Technology Practices. She spent the first ten years of her career as a process and project engineer designing BASF's manufacturing facilities after graduating in 1992 with a B.S.Ch.E. from Drexel University.

#### EVENT INFORMATION (All times are EDT, Prices subject to change without notice)

**Event Times:** 11:15 am - 12:00 noon Registration and Networking  
12:00 noon - 1:00 pm Luncheon  
1:00 pm - 2:00 pm Presentation & Webcast

**Luncheon Fees:** \$70 for members of CM&E who paid 2011 dues or NYSCC or NYSSA.  
\$90\* for non-members/prior CM&E members who did not attend Jan 6 event.  
\* Includes automatic CM&E membership at the special rate of \$20 for 2011.

**Save Now - Early-Bird discount:** \$20 for all who pay via credit card by Friday, Jan 28.

**Double "Green" Bonus:** If you are one of the first 10 who sign up for the February 3 luncheon, you will receive complementary copy of the Chemical Week article "2011 Forecast" on key sectors of the chemical and related industries including M&A and access to and slides of the April 1, 2010 webcast on "**Green Branding through Bioplastics Innovation**" where Bob Dombrowski, Principal at Nanoview Associates, and George Rodriguez, Director at Argeni LLC discussed how to timely capitalize on the acceleration of the shift towards green plastics.

**Webcast or its recording:** \$30 for all. \$15 discount if you reserve by Friday prior to the event.

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