



Cornell University
The Johnson School
Center for Sustainable Global Enterprise

Cornell Global Forum on Sustainable Enterprise

Note to Delegates

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Welcome to the Cornell Global Forum on Sustainable Enterprise: The Great Convergence. The purpose of the Global Forum is to:

- Connect Clean Technology and Base of the Pyramid practitioners in domains of common interest (energy, water, agriculture, health, IT etc.);
- Inspire, energize and build commitment to the Great Convergence;
- Accelerate commercial activity in the Great Convergence zone;
- Institutionalize the Global Forum as the facilitator of this expansion.

You are one of the roughly one-hundred pioneers in the world selected as a Delegate in this inaugural meeting of the Cornell Global Forum. As a Delegate, we invite you to participate in all three segments of this inaugural event: The Opening Session (June 1), the Delegate Working Sessions (June 2-3), and the Closing Session (June 3). Each segment has a special purpose and is being held at its own location in New York City. Below we provide a bit more detail about what you can expect as a Delegate.

Opening Session (June 1, 4:00-7:30pm)
Location: American Museum of Natural History

The Opening Session is the “kick-off” for the Global Forum. It will feature a short content program (4:00-5:30pm) followed by a reception (5:30-7:30pm). Attendees will include the Global Forum Delegates along with an invited group of about 150 Cornell Alumni chosen for their interest in and support of the work of the Global Forum, sustainable enterprise, and other sustainability initiatives at Cornell.

Content Session: Cornell President **David Skorton** and Dean **Joe Thomas** of the Johnson School of Management will kick off the event by providing the context for Cornell’s initiatives on sustainability. Following this brief introduction, **Stuart Hart** will provide the “stage setting” for the Global Forum and the “charge” to the group. This will include the following:

- Overview of the Global Forum focus—“The Great Convergence”
- Objectives of the Global Forum
- Introduction of the Global Forum Working Sessions
- Invitation for Cornell Alumni engagement

Following this “stage-setting” talk, **Fisk Johnson**, Chairman and CEO of S. C. Johnson and Son, Inc., will offer his thoughts and reflections regarding the “Great Convergence” in the S. C. Johnson context.

Reception: Following the content session, the entire group will adjourn to an adjacent space for a reception including refreshments. There will be no organized dinner for Delegates this evening. You are free to return to your hotel, go to dinner, etc. following the Opening Session.

Delegate Working Sessions (June 2-3)
Location: The Hilton New York

The Working Sessions for Delegates on June 2 and 3 will be held at the Hilton New York, where a block of rooms has been reserved for Delegates (we encourage you register as soon as possible for these rooms). These are “closed door” private working session, not open to the public. The sessions will begin on June 2nd starting at 8:30am and continue through a working dinner served at about 7:15pm. The June 3rd working sessions will also start at 8:30am and will conclude at 4:30pm to give Delegates and Staff time to transition to the Closing Session at the 92nd Street Y, which starts at 8pm that evening (see below).

We have entered into an agreement with **Skillsoft** (an on-line management education company) to capture the key results from each of the Task Teams as well as video the plenary sessions. This recording process will take place throughout the Working Sessions and will form the basis for the short video that will be shown at the Closing Session.

The design of the Working Sessions is focused on jointly optimizing two goals: New Initiative Development and Network/Community Development. Each of these goals (and its corresponding design element) is discussed in more depth below.

New Initiative Development. The core objective of the Working Sessions is to catalyze new action initiatives among the delegates in the “Great Convergence” space. To facilitate this process, Delegates will be assigned to Task Teams which will remain intact throughout the two days. The Task Teams will be given specific assignments with a work product (develop a new “Convergence” initiative) expected by the close of the Working Sessions. Delegates will be assigned to 10 Task Teams of approximately 8-10 people each. A staff facilitator and student assistant will be assigned to each team. Task Teams will be mixed with regard to delegate **roles** (intrapreneur, entrepreneur, change agent, financier), **focus** (Clean Tech versus BoP), and **geography** (all geographic areas will be represented). However, with regard to **domain**, Delegates will be clustered according to industry sector/problem focus (i.e. water, IT, food, energy, health). This will encourage more focused and unique initiative development by each Task Team.

Network/Community Development. In addition to the action focus of Initiative Development, the Global Forum also seeks to build a learning community and network in the “Great Convergence” space. To facilitate this process, the Task Teams will be punctuated with fast-cycle “speed dating” exercises for the Delegates on both June 2nd and 3rd to provide maximum exposure and networking potential with other like-minded Delegates. The first “speed date” will take place on June 2nd. This exercise will cluster the Delegates according to which of the **domains** they belong to (approximately 20 people each) and, over the course of one hour, provide a fast-cycle mechanism for meeting all the other Delegates sharing this domain interest (i.e. water, IT, food, energy, health). This activity should not only help build the network and community, but also facilitate the work of the Task Teams. The second “speed date” will take place on June

5:15-6:00pm Break
Delegates are free to check email, return to their rooms, prepare for the plenary or whatever they want to do to relax. The Skillsoft filming will also take place during this time.

6:00-7:00pm Plenary Report
Each Task Team will provide a 3-minute summary of their proposed convergence initiative, followed by feedback and suggestions in the plenary group. The session will close with the assignment for the remainder of the Working Sessions which will be: *“What specific steps need to be taken to implement your proposed initiatives? Draft an implementation strategy for “making it happen.”*

7:15pm Working Dinner
A “working” dinner will be served, and Delegates will be encouraged to continue their deliberations after dinner, if they so choose.

Wednesday, June 3

8:00-8:30am Continental Breakfast

8:30-9:00am Plenary Debrief
The group will briefly convene in Plenary to share any issues, challenges, questions, or learnings from the previous evening and to reconfirm the task and timeline for the day.

9:15-11:15am Task Team III
The Task Teams will continue their work to develop a practical implementation strategy for the Convergence Initiative they propose.

11:30-12:30 Speed Date #2 Role Groups
As with the previous event, the Delegates will be divided into groups for Speed Date Exercise number 2. This time, the groups will be composed of participants who share similar “roles” (i.e. intrapreneurs, entrepreneurs, change agents, financiers).

12:45-3:00pm Lunch and Reconnect Time
Following lunch, delegates can check email, take a walk, go back to their room, and prepare for the plenary session.

3:00-4:30pm Closing Plenary
Each task team will present its implementation plan via powerpoint, followed by discussion, feedback, and suggestions from the plenary group. The staff will group the initiatives into 3-5 categories, as appropriate, and ask the Delegates to select the top choice in each. The aim will be to select the 3-5 ideas to be captured in a short, high-quality, and compelling video edited by Skillsoft to show in the Closing Session later that evening. Delegates will also be asked to “sign up” to work on these initiatives moving forward. Necessary levels of Global Forum support and assistance will be scoped, with the aim being to raise the necessary resources to support each of the initiatives. Possible

strategies for future working sessions and Global Forum convenings will also be discussed.

4:30pm

Adjourn

Delegates are free to get out and walk, sight-see, rest, etc. prior to the Closing Session. A shuttle bus will take delegates to the 92nd Street Y for the Closing Session at approximately 6:30pm.

Closing Session (June 3, 8:00-9:30pm)

Location: The 92nd Street Y

The Closing Session will be open to the public. The 92nd Street Y has a well-established reputation for hosting high-profile events at their well-appointed 900 seat auditorium. The event will be simulcast to dozens of other sites in the U.S. The Closing Session will again be kicked off by Cornell President **David Skorton** and Dean **Joe Thomas**. Following this introduction, **Stuart Hart** will briefly summarize the core focus of the Global Forum (i.e. the “Great Convergence”) along with significant action outcomes resulting from the Global Forum Working Sessions, including the brief video summarizing the highlights of the meetings.

After this brief “report out,” the program will turn to a “Roundtable Discussion” on the Great Convergence featuring former Vice President **Al Gore** (co-founder of Generation Investment Management) **Ratan Tata** (Chairman of the Tata Group), **Fisk Johnson** (Chairman and CEO of S. C. Johnson and Son, Inc.) and **Stuart Hart** (Cornell Global Forum Founder and Co-organizer). PBS host **Charlie Rose** (The Charlie Rose Show) will serve as moderator for the Roundtable.

Following the program, there will be a special Closing Reception for Delegates involving Vice President Gore, Ratan Tata, Fisk Johnson, and selected Cornell alumni, and Y staff.

Next Steps

As a Delegate, kindly make certain that you:

- Register for the Cornell Global Forum (www.cornellglobalforum.org)
- Confirm your room at the Hilton Hotel (www.cornellglobalforum.org)
- Organize your travel plans

We will be in touch with Delegates soon with some “pre-work” and a questionnaire so that we can all learn more about Delegates’ particular interests, resources, and experiences. We have also created a Discussion Forum on the Global Forum website for Delegates to begin to network with each other. Our objective is for everyone to have a good idea of who the other Delegates are prior to arrival in New York in June so that we can really “hit the ground running.”