

**GREEN BUSINESS AFRICA SUMMIT & EXPO 2010  
JUNE 2 - 4, 2010 NAIROBI, KENYA**

**KENYATTA INTERNATIONAL CONFERENCE CENTER (KICC)**

**Summit Day 2 - 3 June 2010**

08:00 - 08:30	<b>Summit Attendees Registration</b>
08:30 - 08:45	<b>Announcements</b> <i>Chairman: TBD</i>
08:45 - 09:30	<b>Keynote Address: Sustainable CSR as Component for Business</b> <i>Speaker: TBD</i>
09:30 - 10:15	<p><b>Reactions from the Floor and Panel Discussion:</b> <b><i>Achieving a Win-Win Situation with Sustainable CSR</i></b></p> <ul style="list-style-type: none"> <li>○ <i>Mapping the future need for sustainability: Identifying choke points in CSR in Africa</i></li> <li>○ <i>Bridging the gap on sustainability from a bottom line perspective</i></li> <li>○ <i>Business strategies in creating corporate sustainability plans</i></li> <li>○ <i>CSR for sustainable development: How businesses can best support creation of sustainable economic opportunities that benefit local people</i></li> <li>○ <i>Demonstrating strategies to generate sustainability</i></li> <li>○ <i>Establishing what sustainability means for your business and implementing it</i></li> <li>○ <i>Creating new business opportunities and overcoming the challenges</i></li> </ul> <p><i>Panelists: TBD</i></p>
10:15 - 10:45	<b>Networking Coffee/ Tea Break</b>
10:45 - 11:30	<b>Keynote Address: Communicating Corporate Green Credentials</b> <i>Speaker: TBD</i>
11:30 - 12:15	<p><b>Reactions from the Floor and Panel Discussion:</b> <b><i>Capitalizing on corporate green credentials as a strategic selling point</i></b></p> <ul style="list-style-type: none"> <li>○ <i>Green marketing and communication strategies</i></li> <li>○ <i>Best practices in green social media</i></li> <li>○ <i>Greenwashing as a No-No: avoiding the pitfall of greenwash</i></li> <li>○ <i>Top tips for successful green communications that will build your company's reputation</i></li> <li>○ <i>Media matters: the role of the media in a sustainable world</i></li> </ul> <p><i>Panelists: TBD</i></p>
12:15 - 13:15	<b>Luncheon and Networking</b>
13:15 - 14:00	<b>Keynote Address: Creating Ecocities in Urban Areas to Achieve Sustainable Urbanization</b> <i>Speaker: Kirstin Miller, Executive Director, Ecocities Organization</i>

14:00 - 14:45	<p><b>Reactions from the Floor and Panel Discussion:</b>  <b><i>The Future of Cities and Sustainable Urbanization</i></b></p> <ul style="list-style-type: none"> <li>○ <i>How cities and citizens can stop and reverse global climate change</i></li> <li>○ <i>Role of business in sustainable urbanization practices in Africa</i></li> <li>○ <i>Analyzing the Ecocity concept - biodiversity, transport, buildings, industry, economy</i></li> <li>○ <i>Sustainable mobility systems within city areas</i></li> </ul> <p><i>Panelists: TBD</i></p>
14:45 - 15:15	<b>Networking Coffee/ Tea Break</b>
15:15 - 16:00	<p><b>Keynote Address: Carbon Finance, Emissions Trading and Offsets: Issues &amp; Opportunities</b>  <i>Speaker: TBD</i></p>
16:00 - 16:45	<p><b>Reactions from the Floor and Panel Discussion:</b>  <b><i>Carbon Trading as Key to Africa's Economic future</i></b></p> <ul style="list-style-type: none"> <li>○ <i>Gauging carbon sequestration and emission reduction projects</i></li> <li>○ <i>The policy debate - emissions trading and all that follows</i></li> <li>○ <i>CDMs and African governments engagement in post-Kyoto, Copenhagen negotiations</i></li> <li>○ <i>"Green" financial mechanisms: Which way forward for Africa</i></li> <li>○ <i>Would 'Green' financial mechanisms work for Africa, at what cost?</i></li> <li>○ <i>Assessing risks and opportunities within CDM framework</i></li> <li>○ <i>Capacity building and role of government in carbon trading</i></li> <li>○ <i>Proposals on REDD carbon markets and deforestation</i></li> </ul> <p><i>Panelists: TBD</i></p>
16:45 - 17:15	<p><b>Carbon Micro-credit Showcase: New Approach to Carbon Offsets and CDM - Introducing Carbon Manna System</b>  <i>Speaker: David Palella, Founder/ President, Carbon Manna Unlimited</i></p>
17:15- 17:45	<p><b>Q and A; Reactions from the Floor</b>  <i>Moderator: TBD</i></p>
17:45 - 18:00	<b>Networking Break</b>
18:00 - 0100	<b>CSR Kenya Awards Gala Night</b>
	<b>End of Day 2</b>