

2009 MMPA Conference - Agenda

- 8:00 Breakfast at Credit Valley Golf Club
- 8:45 Introductory Remarks: *Len Brooks, Director, MMPA & Yue Li, Conference Chair*
- 9:00 Yue Li: **“An Introduction to Climate Change and Challenges to the Accounting Profession”**

Yue Li is an Associate Professor of Accounting and Fellow of the AIC Institute for Corporate Citizenship at Rotman School of Management, University of Toronto. He received a Ph. D. degree from Queen’s University and an MBA from University of Toronto. His research focuses on the disclosure and valuation relevance of corporate environmental performance information. He has published in leading accounting research journals such as *The Accounting Review*, *Contemporary Accounting Research*, *Accounting, Organizations and Society*, *Journal of Accounting, Auditing and Finance*, among others. He was a visiting professor at Ivey School of Business, University of Western Ontario, and School of Accountancy, Chinese University of Hong Kong. He consulted for the World Resource Institute in Washington and presented his research work internationally. He was recently appointed to serve on the editorial board of *Contemporary Accounting Research*.

- 9:45 Jason Steinberg: **“Climate Change and Corporate Environmental Strategy: A Risk Management Perspective”**

Jason Steinberg is a Partner and Co-Founder of Carbon Foresight, a sustainable business consulting firm focused on climate change. Carbon Foresight helps organizations increase profitability and achieve their mission through environmental and social initiatives. This includes measuring, managing and reducing carbon emissions as well as discovering and developing opportunities for sustainable business. Clients include the Ontario Ministry of Health, Six Senses Spas & Resorts and Ontario Lottery & Gaming Corporation.

Jason’s areas of expertise include green house gas (GHG) emissions calculations & benchmarking, sustainability reporting, Enterprise Carbon Management (ECM) implementations, and climate change training & education. Previously, Jason was the Director of Client Services at Zerofootprint, where he managed a portfolio of customers to measure, manage, and reduce their carbon footprint and engage staff in combating climate change. Jason has consulted for the United Nations Development Program and the United Nations' Partnerships for Sustainable Development.

Jason holds a Master's degree in Environmental Studies from York University and an MBA from the Ivey School of Business at the University of Western Ontario.

10:35 Comments and Q&A

10:45 Coffee Break

11:00 Simon MacMahon: **“Assessing Corporate Climate Change Risks: Performance Metrics from Investor’s Perspective”**

Simon MacMahon is the director of Jantzi-Sustainalytics’ Sustainability Services division and the global lead of real estate research. In the former capacity Simon provides direction, coordination and expertise in the areas of sustainability market research, best practices and climate change mitigation and adaptation strategies. These services create the foundation upon which corporations can make informed decision on how to proactively manage environmental and social risks, and implement programs that deliver both shareholder and stakeholder value. As the global lead of real estate research Simon oversees the analysis of the environmental, social and governance (ESG) performance of all real estate corporations on major indices internationally.

Prior to joining Jantzi, Simon owned and operated his own business in Japan. More recently he was the international marketing director for a leading international education company in Toronto, where he was responsible for creating and executing a marketing strategy to penetrate international markets in Europe, South America and Asia.

Simon has a Masters of Business Administration (MBA) from the Schulich School of Business, where he focused on developing the skills necessary to drive positive business performance through sustainability. In his time there he won the two largest and most prestigious sustainability case competitions in North America. Simon also has professional certification from the Greenhouse Gas Management Institute.

11:50 Comments and Q&A

12:00 Lunch

1:00 Zoe Riddell: **“Climate Change Risks and Global Institutional Investors”**

Zoe Riddellis the Head of Investor Carbon Disclosure Project (CDP). CDP is an organization that works with shareholders and corporations to disclose the greenhouse gas emissions of major corporations. CDP operates from New York and London and has partners in 18 of the world's major economies which help deliver the programme globally. In 2008, it published the emissions data for 1550 of the world's largest corporations, accounting for 26% of global anthropogenic emissions. The CDP represents 475 institutional investors, with a combined \$55 trillion under management.

Zoe joined CDP in London in June 2004 just before the major global expansion of the project. In 2006, Zoe moved to New York to set up CDP’s New York office where she worked on establishing new relationships in the US; improving response rates from S&P 500 companies and organizing the Global launch events. With that office fully

established, Zoe has recently taken on a new role looking after CDP's work with its signatory investors. Prior to joining CDP, Zoe was Business Coordinator at a Japanese corporation Daimaru Incorporated, after four years as Senior Sales Manager at Rhinegold Publishing and Centaur Communications.

2:00 Comments and Q&A

2:15 Cathy Cobey: **“Climate Change and Accounting Profession”**

Cathy Cobey is the National Leader of Climate Change and Sustainability Services (CCaS) for Ernst & Young in Canada, and is a member of their CleanTech Team. Cathy has participated in a number of advisory panels and focus groups to discuss emerging opportunities and risks from climate change, particularly in the areas of disclosure and reporting. Cathy is a member of the CICA Climate Change Advisory Group, a multi-stakeholder group working to develop the CICA's framework for providing accounting rules, disclosure guidance, assurance standards, education, and government liaison efforts for Canadian Chartered Accountant practitioners related to greenhouse gas inventory and project services. Cathy is also a member of the CICA Climate Change Assurance Working Group and a judge for the CICA's Annual Sustainability Reporting awards.

Cathy has 16 years of experience with Ernst & Young, providing advisory and assurance services in the areas of sustainability, climate change, enterprise risk management, governance, internal controls and internal audit. She combines her financial audit and risk management experience to assess the business impact of multi-dimensional issues. Cathy has project managed both greenhouse gas and corporate sustainability assurance engagements. Her areas of focus include environmental, social, health and economical processes and controls. Recently Cathy has been providing advice to clients on the application of general accounting principles to environmental accounting and disclosure. She is a recent presenter at the CICA Audit Committee, Canadian Electricity Association and Canadian Mining Sector sessions helping executives understand the implications of upcoming government regulations, and current trends in best-in-class climate change and corporate responsibility reporting.

3:15 Comments and Q&A

3:30 **MMPA Class Debate: MMPA 2010 vs. MMPA 2011** **“Topic to be announced”**

4:15 Concluding remarks by Prof. Brooks.