



FIRST MOVERS

THE ASPEN INSTITUTE

2010 INNOVATION PROJECTS



AJAY BADHWAR, Strategic Market Manager, Dow Chemical Company

Harnessing existing technologies to transform byproducts from power plants and industrial sources to reduce greenhouse gas emissions and meet industry demand for CO2.



ANTONI BALLABRIGA, Director, Corporate Responsibility, BBVA

Ensuring this global banking group's client communications reflect Transparent-Clear-Responsible practices.



RACHAEL BARBER, Director, Global Community Investment, Barclays

Developing innovative and profitable financial products that achieve positive social impacts in the countries where the bank operates



ANUPAM BHARGAVA, General Manager, Line Maintenance Services, Pratt & Whitney

Collaborating with senior leadership to establish the company as a global leader in the field of renewable energy and clean technology.



ERIC GOLDBERG, Director, International Online Strategy, MetLife

Leverage social media and emerging technologies to transform the relationship among companies, employees and the beneficiaries of their corporate citizenship programs.



JOANNA HAFENMAYER, Citizenship & Sustainability Officer, Microsoft

Creating an innovative leadership development program that will broaden the perspective of corporate leaders by linking them with social entrepreneurs around the world.



ALICIA LEDLIE, Senior Director, Associate Development, Walmart

Grow enrollment in Walmart's new Lifelong Learning Program, making it more affordable and convenient for employees to attend college and complete a degree while also working at the company.

IDEO

SALLY MADSEN, Designer & Leader of Social Innovation, IDEO

Launching a knowledge-sharing platform that leverages the firm's insights and experience in social innovation, invites participation from practitioners around the world and leads to new business in the social sector.

MARIKA MCCAULEY SINE, Group Director, International Public Affairs, The Coca-Cola Company

Launching and activating the ambitious 5 BY 20 pledge to empower 5 million women entrepreneurs throughout Coca-Cola's global business system by 2020.

HAMLIN METZGER, Senior Manager, Corporate Responsibility, Best Buy

Building sustainable business models that transform lives by enabling underserved communities to access the benefits of a digitally connected world.

JEREMY NEUNER, Co-Founder & CEO, NextSpace

Founded and now growing NextSpace, offering an innovative infrastructure which is redefining how people work in the emerging freelance economy.

ASSIL OMAR, Senior Manager, Leadership Development, Agility

Adapting an innovation and learning lab in which key Agility talent can partner with customers to work on business opportunities and potentially uncover actionable green logistics measures.

BRITTA RENDLEN, Senior Risk Manager, Swiss Re

Leading industry-wide effort to incorporate environmental, social, and ethical considerations into insurance companies risk management practices and value added client service offerings.

EMMA STEWART, Senior Program Lead, Sustainability, Autodesk

Making Autodesk into a "Living Lab" to build and validate new software solutions that accelerate the greening of buildings and infrastructure.

ERIC WILMOT, Innovation Strategist, Head Anvil

Redefining how innovation services are delivered to help marketing, product, and service leaders capture new value at the intersection of business model design, customer experience, and social responsibility.

The Coca-Cola Company



**HEAD
ANVIL**