



FIRST MOVERS

THE ASPEN INSTITUTE

2011 INNOVATION PROJECTS



JOHN BUCKLEY, Managing Director, BNY Mellon

Refining the focus of corporate social responsibility at BNY Mellon to emphasize issues core to its role as a leading systemically important investments company.



MICHAEL DUPEE, Vice President, Corporate Social Responsibility, Green Mountain Coffee Roasters

Integrating social and environmental considerations effectively into product development and R&D processes.



NIKKI FOSTER, Chief Corporate Responsibility Officer, Sunrise Banks

Integrating social impact and social responsibility metrics into strategic decision-making and management evaluations of company success.



JAMES INGLESBY, New Business Unit Project Leader, Unilever

Providing access to sanitation for low-income households in Ghana by building a business that offers a branded, affordably-priced, self-contained plastic toilet.



ANNALIE KILLIAN, Director, Innovation, Collaboration & Communication, AMP

Piloting online forums to provide financial education and advice for underserved populations.

RYAN KUDER, Independent Consultant

Building stronger communities by supporting innovation in small local businesses and downtown development districts.



SETH MARBIN, Social Responsibility Business Partner, Google

Exploring new models of pro bono service for software engineers.



RAHUL RAJ, Senior Manager, Sustainability & Merchandising Innovation, Walmart.com

Helping Walmart customers trade-in their used electronics for market value, so they can purchase more of what they need and want.



JOHN RENEHAN, Strategic Marketing Director, Renewables, GE

Encouraging a culture of innovation at GE Power and Water.



GEMA SACRISTÁN, Lead Investment Officer & Program Manager, Financial Markets Division, Inter-American Development Bank

Encouraging financial intermediaries in developing countries to become agents of change through impact investing.



REGULA SCHEGG, Vice President, Finance & Business Development, Energy & Industry, Hilti Foundation

Developing a best practice social business model for housing the urban poor through the development and application of alternative building technologies and modular housing solutions.



DIANA SIMMONS, Senior Manager, New Production Commercialization, Clif Bar & Company

Inspiring and supporting teams to create innovative ways to incorporate Clif Bar & Company's 5 Aspirations (Business, Brands, Planet, People, and Community) into new product commercialization.



KESHAV SONDHI, Chief Engineer, Global Vehicles, FedEx Express

Reducing the reliance of FedEx Express fleet on petroleum-based fuels by reducing fuel consumed by conventional vehicles and integrating vehicles powered by alternative energy sources like electricity.



JOANN STONIER, Senior Vice President, Global Privacy & Data Protection Officer, MasterCard

Developing best practice privacy and information values to ensure ethical use of personal data.



JOHN THOMPSON, President, Advent Financial

Pursuing a business model to help low income, working taxpayers receive their tax refunds efficiently, while in the process connecting them with the mainstream banking system for year round use.



ARLIN WASSERMAN, Founder & Partner, Changing Tastes

Using contests and social media to engage large workforces in innovation and product development.



NATHAN WATERHOUSE, Co-Lead of OpenIDEO, IDEO

Increasing the social impact of OpenIDEO.com by experimenting with approaches such as: micro-grants, hackdays, partnerships, and new community tools.



JEFF WISHNIE, Director, Social Impact, ThoughtWorks

Scaling the impact and availability of information technology for social causes by using pro bono resources effectively, reducing costs to enable discount rates for IT services, and expanding IT knowledge and capability in emerging markets.