



FIRST MOVERS

THE ASPEN INSTITUTE

2012 INNOVATION PROJECTS

vmware

NICOLA ACUTT, Founding Director, VMware Foundation, VMware

Harnessing VMware's technology and high potential talent by engaging employees in service leadership and social innovation



DAWN BAKER, High Potential Program Manager, Human Capital Planning & Development, Dow Chemical Company

Designing leadership development initiatives at Dow to reinforce the company's strategic commitment to "Protect Our Planet."



JENIFER BICE, Senior Director, Global Associate Communications, Walmart

Identifying and empowering the Walmart associates who have the greatest potential for making a long-term, positive impact both inside and outside the company.



ERIN BINA, Solar Execution Leader, GE Energy, GE

Identifying and implementing breakthrough practices to encourage development of innovative technologies and visionary global leadership in GE's power generation business and the industry as a whole.

Bloomberg

NATHANIEL BULLARD, Director of Content, Bloomberg New Energy Finance

Coordinating data input from Bloomberg to support development of a TV series on climate change produced by James Cameron.

syngenta

JOSEPH BYRUM, Global Head, Soybean Seeds & Traits R&D, Syngenta

Developing outcome based financing models for agriculture research and decision-making tools to enable sustainable deployment.

IDEO

JEFF CHAPIN, Designer, IDEO

Piloting new project models that will enable IDEO to undertake more domestic social sector design work.



BLAIR COBB, Senior Director, Cause Marketing, AOL

Re-defining Patch.Org's mission and strategic purpose to build market share and create maximum impact for the communities they serve.

citi

ASLIHAN DENIZKURDU, Director, Corporate Strategy Department, Citi

Structuring innovative financing solutions for the public and private sectors to meet infrastructure investment needs in emerging market economies.

LEVI STRAUSS & CO.

PAUL DILLINGER, Senior Director, Color, Concept & Design, Dockers® Brand, Levi Strauss & Co.

Developing both an applied sustainable design and development method and a hypothetical sustainable business model that integrates principles of shared value across all stages of the apparel industry's concept-to-market process.

BLACKROCK®

MICHELLE EDKINS, Managing Director & Global Head, Corporate Governance & Responsible Investment, BlackRock

Distilling environmental, social and governance (ESG) data into a single risk signal for 5,000 of the largest global public companies to help portfolio managers distinguish between companies with high and low ESG risks.



PAUL ELLINGSTAD, Partnership & Program Development Director, Sustainability & Social Innovation, HP

Moving from the startup and experimentation stage into the scaling and full embrace of a sustainable Creating Shared Value (CSV) model embedded in the company's culture and operating model.

CBRE

MATT ELLIS, Associate Director, Sustainability, CBRE

Creating a scalable energy efficiency finance program that will increase revenue, reduce GHG emissions and serve as a model for the commercial real estate industry.



ANGELA FRANK, Director, Sustainable Manufacturing & Sourcing Operations, Nike

Creating an industry-leading transparency strategy by providing an opportunity for workers, consumers and factories to engage in dialogue to accelerate improvement in worker welfare.

 **Microsoft**

JOSH HENRETIG, Director, Environmental Sustainability, Microsoft

Examining the concept of "shared value" within Microsoft to develop strategies and policies that enhance the company's competitiveness while addressing social and economic conditions of communities.



MAYRA HERNANDEZ, Head of Corporate Responsibility & Sustainability, Banorte

Pursuing a holistic approach to help 5.1 million un-banked and under-banked Mexican small and medium-size enterprises (SMEs) gain access to formal financial services.

EgonZehnder

CHRISTOPH LUENEBURGER, Global Practice Leaders, Egon Zehnder International

Tapping the knowledge and global client reach of Egon Zehnder to publish a book on leadership in the age of sustainability that helps the firm's clients prepare the next generation of talent.

 **ARNOLD**

MEG SIEGAL, Creative Director, Senior Vice President, Arnold Worldwide

Incubating start-ups that have a business engine designed to solve social problems via barter exchange with Arnold.

 **Astonfield**

ABRAHAM TARAPANI, Vice President, Global Strategy & Business Development, Astonfield

Building an R&D park in India to test next-generation solar power technologies and methodologies.

 **Coloplast**

KRISTIAN VILLUMSEN, Senior Vice President, Emerging Markets, Coloplast

Establishing an exemplary service program in Brazil and Russia for ostomy patients and patients with spinal cord injuries to ensure they receive superior care.