

**Social Capital Conference (SoCap09)**  
**Fort Mason – San Francisco**  
**September 1 - 3, 2009**

**Purpose:** Opening keynote for the Micro Media Conference, discussing the concept of disruption.

**Embrace Disruption!**

Adam Werbach, Global CEO of Saatchi & Saatchi S

Werbach, the youngest President of the Sierra Club, left his post at the Sierra Club to begin a production company, called "Act Now" which focused on social change. Adam now runs "Saatchi and Saatchi S," an organization dedicated to the next generation of marketing communications, merging sustainability with message by utilizing the full complement of old and new media platforms.

Adam's talk was designed to "set the stage" for the micro-conference showcasing the aligned interests of social entrepreneurs (both NGO's and for profit), media makers (who utilize media for social change) and Web 2.0/3.0 technology driven tools (such as social networking sites) to work together for mutual success.

**Findings/Assertions**

As consumers we must embrace disruption as a tool to challenge commercial enterprises and empower consumers to exploit, push and win. Sustainability is social, environmental, cultural and economic.

Disruption is in the aisles for major corporations; they are changing their products as a result of the way people buy. Many companies/industries have reestablished business plans and practices and re-communicated values as a result of disruption.

Examples of American industries/manufacturers forced to make changes after being exposed: Food production/processing: Disruption as an effort for industry transparency – where does the food supply come from? How is food sources and processed?

- Poultry industry – Eight-foot chicken with a bike lock around its neck in front of McDonald's restaurants. As a result, McDonalds went to the Amazon, worked with Green Peace, Cargill and more to stop the practice of buying soy from areas of the Amazon.
- Beef industry – Meat recall as a result of employee capturing cell phone camera footage in meat processing plant.
- Fiji Water "Yuppie Mouth." Kids not getting enough fluoride from drinking too much bottled water and not enough tap water. There is nothing "green" about transporting water around the world.
- HP: Flame-retardants in machines.
- Sigg water bottles – CEO had to address BPA in water bottle liners and address their so-called "Secret formula in bottle liners."

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