

WORKSHOP SERIES 2011



Understanding the Business Case for Sustainable Business Practices

Workshop components



- Presenter
- Presentation
- Workbooks
- Post workshop questionnaire and feedback form



Workshop Length: 4 hours including morning / afternoon tea

Venue Requirements: Ability to connect to a large screen. Possibility of internet connection or WIFI would be excellent.



Workshop Investment: Please contact us to discuss your specific need and we will provide a quote.

The **Understanding the Business Case for Sustainable Business Practices** workshop explores the business case for sustainability – providing the knowledge and insight for businesses to minimise organisational risk and maximise opportunities for value creation through sustainable business practices. Businesses will gain a detailed understanding of the business drivers for sustainability - including innovation, brand and marketing position, supply chain management and new business opportunities.

The **Business Shaping Workshop Series** aims to help businesses embed sustainable practices to increase revenue, reduce costs, enhance reputation and achieve competitive advantage in their market.

Content:

This workshop will cover:

- An introduction to sustainability
- The introduction to the business case for sustainable business practices
- Overview of the 11 business drivers for action including:
 - How each driver can be used to enhance competitive advantage
 - Domestic and international case studies from organisations that have demonstrated leading practices in the area of this driver

Learning Outcomes:

From attending this workshop you will learn the following:

- Understanding the business case for sustainability and how it applies to your organisation
- Making sustainable business the source of business growth and profitability
- Identification of new opportunities in line with the business case for sustainability

This workshop could be run in conjunction with "[Harnessing the Business Case for Sustainable Business Practices](#)" as a full-day session.

Audience:

CEO's; Managing Directors; Business Owners; Executives; General Managers; Sustainability Officers; Heads of Marketing, Procurement, Business Development, Risk management, Operations and Human Resources of small, medium and large sized businesses or anyone interested in understanding the business case for sustainable business practices.

Workshop Facilitator



As one of Australia's leading sustainability practitioners and entrepreneurs, **Dan Atkins** has more than 15 years experience advising organisations across Australia, Asia, Europe and the USA. A pioneer in the sustainability sector, Dan was responsible for establishing Deloitte's sustainability division in Australia, and managed their Global Centre for Excellence for Environmental and Sustainability Services in Denmark. Dan was the former head of environmental affairs at Toyota Australia and has advised many of the world's leading companies including Toyota Motor Corporation, Novo Nordisk, Norsk Hydro, UBS, Amcor, Santos, Europcar, BHP Billiton, Spotless, ANZ, George Weston Foods, National Foods and 7 Eleven. Through his thought leadership, Dan has been an advisor to organisations around the world including the World Economic Forum, World Business Council for Sustainable Development, United Nations Environment Program and the European Environmental Awards. As a sought-after speaker, Dan has presented at over 100 worldwide conferences & events.

Are you interested?

Contact Lauren Kehoe on: **p:** +61 (03) 9686 7772 **e:** lk@shapergroup.com **w:** www.shapergroup.com

The Shaper Group seeks to inspire global change in business thinking and practice for a sustainable future. We are a group of companies that works with businesses, government and not-for-profit organisations who want to improve their competitive advantage and reputation by embracing sustainable business practices. As the only Australian company to be invited by the World Economic Forum to assist in developing strategies to create a sustainability future for the international business community, the Shaper Group is linked into the latest sustainability thinking from around the globe. With our extensive knowledge and expertise in sustainability, climate change, carbon, CSR, industrial symbiosis, sustainable branding, communications and events our focus is to make the complex simple for you. www.businessshaper.com/workshops