

WORKSHOP SERIES 2011



Harnessing 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 **Harnessing the Business Case for Sustainable Business Practices** workshop follows on from the "Understanding the business case for sustainable business practices" session. The workshop builds on participants understanding of the business case for sustainability. Exploring how to systematically implement sustainable business practices, the focus is on the business driver(s) that represents the greatest opportunity for participant's organisations to gain advantage through sustainable business.

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:

- Recap the eleven business drivers that constitute the business case for sustainable business practices with a look at current trends and market developments for each.
- A guide as to what some of the potential initiatives to support the business drivers can be
- Introduce a 6-step process for implementing initiatives under each business driver.
- Hints and tips for each business driver to assist with implementation

Learning Outcomes:

From attending this workshop you will learn the following:

- A simple and straight forward framework for implementing sustainable business initiatives
- A draft Action Plan for implementing sustainable business initiatives to unlock the value from the most pressing business driver

This workshop could be run in conjunction with "[Understanding 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