

WORKSHOP SERIES 2011



Introduction to Industrial Symbiosis



Workshop components

- Presenter and 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.

Industrial symbiosis engages traditionally separate industries in a collective approach for competitive advantage involving physical exchange of materials, energy, water, and/or by-products; in order to add value, reduce costs and improve environment. The **Introduction to Industrial Symbiosis** half day workshop is designed to immerse participants in the concept of Industrial Symbiosis, demonstrating the role it can play in developing new business models and driving transformational change. Participants will gain insights into the business case for industrial symbiosis and consider Australian and International case studies of where it is being used within regional business clusters to support the creation of mutual sustainable competitive advantage. The **Business Shaping Workshop Series** aims to help small, medium and large businesses embed green and sustainable practices to increase revenue, reduce costs, enhance reputation and achieve competitive advantage in their market.

Content:

This workshop will cover:

- What is Industrial Symbiosis?
- Australian and International case studies
- Emerging framework for Industrial Symbiosis: exploring exchange between organisations at physical, social, service and brand levels
- Stakeholder engagement a key component to identifying key issues and opportunities

Learning Outcomes:

From attending this workshop you will learn the following:

- An understanding of the Industrial Symbiosis concept
- Best practice case studies (national and international)
- A framework describing how to begin applying industrial symbiosis principles within your own business communities to reduce environmental impacts and create new business opportunities

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 opportunities presented

by Industrial Symbiosis . Regional clusters of SMEs with a focus on manufacturing and resource sectors; Representative from local, regional and state government; Industry-focused local and state agencies.

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. Dan has been leading a number of industrial symbiosis projects in New Zealand, Victoria and South Australia, which have led to the identification of significant business opportunities. 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