

WORKSHOP SERIES 2011



Innovation & Sustainability the key to competitive advantage

Workshop components



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



Workshop Length: 8 hours including tea and lunch

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 **Innovation & Sustainability the key to competitive advantage workshop** explores how innovation inspired by sustainability thinking and practice, can lead to improved productivity and identification of new business opportunities. Translating the latest in global thinking and best practice case studies to the local business context, this workshop will provide the opportunity for participants to discover strategies to leverage sustainability as a driver of business innovation and competitive advantage.

The **Business Shaping Workshop Series** aims to help small and medium 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:

- Latest market trends on sustainable business practices, products & services
- Using sustainability as a lens for innovation: how does the emerging market and regulatory need for sustainability result in the next wave of business innovation this century?
- Overview of the World Economic Forum's project to put sustainability at the heart of business models
- Life cycle thinking and whole system design for fostering innovation and collaboration throughout a company and its value chain
- International & local case studies of companies using sustainability to innovate
- A usable framework for identifying and evaluating innovations in sustainable business practice

Learning Outcomes:

From attending this workshop you will learn the following applications:

- Understanding of how sustainability can be used to foster product, services process and entire business model innovation
- Awareness of how to apply life cycle thinking to identify opportunities for collaboration and innovation
- Be able to identify a clear practical strategies to innovate new sustainable processes, products and services that are more competitive
- Have identified at least one new possible sustainable business innovation
- A process to continually explore new innovations

Audience:

CEO's , Managing Directors, Business Owners, Executives, General Managers, Sustainability Officers and Risk Managers of small, medium and large organisations.

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