

WORKSHOP SERIES 2011



World Economic Forum Briefing



Workshop components

- Presenter
- Presentation
- Post workshop questionnaire and feedback form



Workshop Length: 1 hour

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 **World Economic Forum Briefing - Redefining business value using sustainability**, explores how the World Economic Forum and member companies are utilising sustainability to re-define business value and related business models. Many leading international companies have found that this project has transformed the way the view sustainability and realised it can fundamentally shift their business model and can create significant new business opportunities.

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

Content:

This briefing will cover:

- WEF sustainable business pathway
- Sustainable Consumption Project
- Recent industry sustainability trends and drivers
- The business case for sustainability
- Snapshot of some key risks and opportunities
- Case stories of leading global companies

Learning Outcomes:

From attending this briefing you will learn the following:

- How sustainability can be a catalyst to create new business opportunities
- What are some of the key international trends and drivers that need to be considered by your organisation
- Practical lessons learnt to address some of the key challenges to integrating sustainability thinking and practice into your organisation

Audience:

Chairman, CEO's, Directors, Business Owners, Executives, General Managers.

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. Dan is a pioneer in the sustainability sector and 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