Innovating for Green Growth – the new frontier in Sustainability

A series of FREE workshops to assist Directors and Senior Managers of small to medium business in Manufacturing, Defence, Resources, Clean Technology and or Creative Industries to innovate and prosper in a low carbon economy.

Climate change presents both risks and opportunities. Much attention is being focused on managing the risks of climate change to improve both the environment and business innovation. Leading companies are recognizing the opportunities to leverage and adapt their strengths to find the intersection between strong strategy and a better world.

Climate change mitigation and adaptation (especially energy efficiency) is not only good for the environment, it’s good for business and the economy. 35 countries now have a price on Carbon. The green economy in Europe is now bigger than Aviation and Pharmaceuticals and is expected globally to be worth upwards of $2.7t by 2020.

Join this series of events presented by MOSS the industry body for Corporate Responsibility and Sustainability to learn:

✓ How you can prosper and grow your business
✓ How you can become a supplier of choice to business and government
✓ The keys to success in a low carbon economy. Discover who’s winning and why – it will astound you!
✓ The risks and opportunities of climate change and international climate law
✓ Management tools and standards for business excellence
✓ How to adapt, innovate and prosper with a carbon tax
✓ Barriers and solutions to energy efficiency
✓ The competitive advantage of carbon neutrality
✓ Behaviour change to achieve real and lasting efficiencies and innovation
✓ How to market and communicate in a green economy – it’s not what you would expect
✓ How to improve processes, production and service delivery
✓ How to maximise profits and win accolades from employees, consumers and investors

The series includes attendance at a one day workshop followed by three 90 minute webinars.

If you are a Director or Senior Manager working in Manufacturing, Defence, Resources, Clean Technology or Creative Industries – then you are eligible to attend this workshop series run during the month of August FREE of CHARGE.

Catapult your business forward – sign up today.

An Australian Government Initiative

84% of senior executives state that education and awareness is the key to achieving organisational sustainability.  

KPMG Climate Change Business Leaders Survey (2007)
Perth – Monday 1 August  Northbridge Piazza, Corner Lake and James Streets, Northbridge

Adelaide – Wednesday 3 August  Marion Cultural Centre Domain Theatre, Diagonal Road (adjacent Marion Shopping Town and the new State Aquatic and Leisure Centre)

Melbourne – Friday 5 August  Siemens Auditorium and Forum, 885 Mountain Highway, Bayswater

Townsville – Tuesday 9 August  Peppers Blue on Blue, adjacent to Nelly Bay Ferry Terminal, Magnetic Island (all delegates receive free ferry transfers thanks to Sunferries)

8.00am  Registration, networking, exhibition

8.45am  Official welcome
Celebrating the triple bottom line of the clean green revolution.

9.00am  Who's in the room. Why are you here and what are you hoping to learn
Introductions and sharing of the local success stories in green innovation.

9.10am  What is a green economy and how will it impact my business
Description of frequently used terms and jargon busting to demystify sustainability, climate policy and corporate responsibility.
How climate science domestic and international policy is affecting business all over the world.
How can we survive future climate crisis and dwindling resources? We take a look at innovation examples that help us to meet and surpass our needs. Case Study: Climbing Mount Sustainability – Ray Anderson and Interface Carpets.

10.00am  Tools for data collection, measurement, analysis and auditing
Scope 1, 2 and 3 emissions and marginal cost of abatement cost curves and case study.

10.30am  Morning Tea

10.50am  Resource Management, water, waste and energy efficiency
Local case studies to show savings, innovation and market advantages.
International case studies showing cost savings and innovation include Marks and Spencer; Walmart, Coca-Cola, Siemens and Dow.

11.50am  Business excellence, product labelling and certification. How can you benefit from green credentials and improve processes, production and service delivery?
Tesco’s PAS 2050; EarthCheck; ISO - Quality Assured - Business Excellence Low Carbon/No Carbon; Carbon Neutral.

12.30pm  Lunch

1.30pm  What is sustainable procurement and how can I benefit?

2.00pm  Supply Chain Management
How all levels of government and large corporates such as NAB, Walmart, Nike and Unilever are managing supply chains, invoking innovation and affecting suppliers. What are the new expected norms and how can suppliers outsmart and outperform their competitors.

2.45pm  Innovation in Energy Efficiency (EE)
Barriers and solutions to EE. Examples of new technologies from lighting and refrigeration, to fuels and house paint. We will also look at best business practices on energy efficiency and innovation including local and global case studies along with the 7 steps to highly efficient companies.

3.15pm  Afternoon Tea

3.35pm  Activity – how you can benefit from the Sustainability Challenge and Cultural Auditing
We will look at scenarios to break down company silos, test knowledge and build capacity. Learn how to prioritise the issues (group challenge using a real life example) and develop a sustainability roadmap.

5.00pm  Summary of day – what have we learnt?

5.15pm  Ends
**Webinar 1 – Management Tools and Standards to maximise profits and win accolades from employees, customer and investors.**
*Tuesday 16 August*

3.00pm – 4.30pm Townsville and Melbourne | 3.30pm – 5.00pm Adelaide | 5.00pm – 6.30pm Perth

Introduction to Standards ISO 14000 Series, CSR 26000, Climate Analysis Indicators Tool (CAIT, EcoSystems and Wellbeing Standard (currently under development). Join speakers from SAI Global, European Environment Agency and World Resources Institute.

**Webinar 2 – How disclosure, reporting and certification programs can attract investment and grow your customer base.**
*Thursday 25 August*

3pm – 4.30pm Townsville and Melbourne | 3.30pm – 5.00pm Adelaide | 5pm – 6.30pm Perth

Introduction to carbon and water disclosure. Join Alec Tang – ERM; Louise O’Halloran – Responsible Investment Association and leading local corporations as they share learnings, lessons and trends on carbon disclosure and water disclosure and reporting.

**Webinar 3 – Sales and marketing opportunities in a changing marketplace.**
*Wednesday 31 August*

3pm – 4.30pm Townsville and Melbourne | 3.30pm – 5.00pm Adelaide | 5pm – 6.30pm Perth

Join Nick Bez – Mobium Group; Matt Perry – Republic of Everyone and Dan Ormond – Ideas Shop as they share secrets and learnings of changing consumer trends and behaviour; the LOHAS Market (Lifestyles of Health and Sustainability); carbon neutrality, sustainable marketing and packaging; green-washing and how to engage with stakeholders to grow you business.

**Learn why 90% of us want to live a healthier and more sustainable lifestyle but only 10% are actually doing something about it. What are the barriers and opportunities?**

Discover the 7 Sins of Green Washing; the UN Global Compact Management Model that guides companies through the process of formally committing to, assessing, defining, implementing, measuring, and communicating a corporate sustainability strategy based on the Global Compact and its principles; the Global Language for Packaging and Sustainability – a framework and measurement system for the Consumer Goods Industry (this packaging sustainability framework and measurement system is expected to soon be developed and launched as a global standard). We will also provide a report to the 52 indicators for packaging sustainability and share how marketing professionals need to build sustainability into, rather than onto, their brands.

The LOHAS framework has gained global prominence and has been used for over a decade in the USA, Europe and Asia. LOHAS accounts for more than 100 million consumers and represents a marketplace worth more than $500 billion.
Learn from Industry Leaders

The facilitator for this series of events is Anne-Marie Huxley, Founder and CEO of MOSS. Anne-Marie has hosted 3 Australian business delegations to the UNFCCC. She is a climate change, green economy and sustainability expert. Her bio can be found at http://yooyahcloud.com/MOSSCOMMUNICATIONS/QqPuyb/amh.pdf

Learn what business from around the country have to say about MOSS workshops...

“Very good speaker and the presentations had a lot of relevant and detailed information. Also loved the dialogue with the audience. The event gave me a better understanding of the CPRS and its mechanics and implications. Also abatement opportunities were well explained. Thank you.

Michael, Pacific Hydro

Very good practical information from well prepared educated speakers to understand the current and future impacts.

Alino, Computershare

This was a very good overview of a complex topic, highlighting key issues for business.

Tom, Tey Holdings

Excellent – The right amount of content in the given time frame...helped to think about strategising for the CPRS.

Gemma, George Western Foods

Very informative information on each topic, I especially enjoyed the practical applications.

Hayden, KU Children’s Services

Very good – helped me understand the pending issues and action our business needs to address. For me personally, it gave me a chance to get up to speed in this area. I greatly appreciated the quality of the speakers and the view of the upcoming issues.

Andrew, SCA Hygene Australasia

Provided a useful opportunity to identify components / issues we have not yet addressed...

Stuart, Cement Australia Brisbane

To register for this series of free events refer to: http://www.moss.org.au/Innovating_for_Green_Growth_Registration_Page

MOSS would like to thank its many supporters including Enterprise Connect for supporting this important workshop series.

Anne-Marie is a passionate and evocative presenter. Her deep belief in sustainability resonates through her powerful and meaningful stories of change and transformation. She creatively shows us that sustainability is not just an aspiration...it is a practical reality that is sweeping our businesses, communities and governance systems. I would strongly recommend her as highly capable facilitator and presenter who can make sustainability real!

Associate Professor
Andrew “Wilf” Wilford
Mirvac School of Sustainable Development, Bond University

I have known Anne-Marie Huxley for many years and can attest to her deep knowledge of how concepts of sustainability can be put into practice for the benefit of public and private enterprises. Anne-Marie is a passionate, articulate and compelling public speaker.

Andrew Beatty
Partner Baker & McKenzie

Anne-Marie is a highly effective speaker in delivering a message. She delivers with passion and facts. Anne-Marie is also extremely organized in that she researches her audience and targets the message to the audience.

Hon. Cheryl Edwardes LLM., B.Juris., B.A. EGM – External Affairs, Government Relations and Approvals Hancock Prospecting

Enterprise Connect is a $50 million a year Australian Government initiative that provides support to eligible Australian small and medium sized businesses. Core services include a Business Review for eligible businesses at no charge to firms and grant assistance to implement recommendations flowing from the Business Review. For more information visit www.enterpriseconnect.gov.au or call the Hotline on 131 791.