SUSTAINABILITY COMMUNICATION.
The rules of the game have changed.

As a result of more than ten years work by green growth leaders, a new sustainability story and how to tell it, has emerged.

Sustainability is no longer a science problem, it’s a communication problem and if you work in or have responsibility for economic, social or environmental sustainability it’s time to discover the new strategy and rules to achieve success. With more than 70% of the population confused by CSR and sustainability messages, there’s never been a better time to learn the NEW rules of the game.

Exceeded my expectations. 10/10. It went beyond coms challenges and provided great examples of ‘best in practice’ and also deepened my knowledge of sustainability.

Alex, IAG.
In one day you’ll learn:

- The 9 Principles of Communicating Sustainability and how cities and global brands are growing their businesses, diversifying their economies, building resilience and achieving their goals through the use of these principles.
- The simple 4 step process behind the new sustainability narrative.
- Why some organisations struggle with the basics of sustainability and how to sustain interest.
- How complex concepts such as the products made by renewable energy, and the blue and circular economies are being communicated to drive mass market uptake.
- How LOHAS, Home Firsts and new consumers make informed purchase decisions.
- How to create shared value through storytelling and why stories win over stats.
- The essentials of a HERO brand/community/city.
- How to engage the board, inspire employees and get public support for your big ideas and campaigns.
- How to address the naysayers and climate skeptics.
- How to achieve attitude and behavior change in your target audience.
- Keys to effective CSR storytelling and common sustainability or CSR plots.

You’ll get to take home:

- A workbook on ‘How to communicate sustainability’.
- Best practice case studies by leading brands, government agencies, NGOs and cities including: Vestas, GE, IKEA, Patagonia, Phillips, M&S, Interface, Unilever, NOAA, DPI, Royal Mail, Shanghai [and 15 other Chinese cities], City of London, Copenhagen, Singapore, Paris, Songpa, Beijing and New York as well as the city of the future ‘Sustainia’.
- New tools, reports, videos and industry contacts that can support your communicating sustainability journey.
- New ideas and concepts that you can incorporate into sustainability strategy and your various campaigns.
- Guide to Sustainia and supporting resources for business, industry groups, NGOs, academia and government, especially cities and LGAs.
- “The seven sins of green washing” and other resources to help your organisation avoid green wash.
- The psychology and principles of Climate Change Communication.
- 6 social-media skills every leader needs.
- An outline on how to take the compelling journey into business story telling.
- Enhancements and amendments for your own communications programs (delegates are required to bring corporate and or campaign specific marketing collateral to work on and or reference throughout the day).
8.30 - 8.45 Registration, coffee, meet your fellow delegates and your facilitator. Note we will start at 9am sharp!

9.00 Introductions, background and key issues.
- Who’s in the room and why.
- Discuss local challenges and issues in communicating sustainability.
- Introduction of levels of thinking that ultimately shape strategy and determine levels of success.
- Discuss new sustainability concepts including Creating Shared Value (CSV), Blue and Circular economies and how they are being communicated to build resilience and create hero brands and communities.

10.00 Consumption has become multi-dimensional. What does that mean and how to communicate it?
- Meet the new consumer, LOHAS and Home First consumers.
- Discover ongoing research to support decision making.

10.15 Part of being sustainable is sustaining people’s interest. But how do you do that?
- Local trends and best practice in a new era of transparency and collaboration.

10.30 Morning Tea.

10.50 Global best practice principles for communicating sustainability. Introduction to the 9 principals developed by Green Growth Leaders for the UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum and best practice examples.
- Case studies include (but are not limited to): Vestas, GE, IKEA, Philips, Interface, M&S, DPI, NOAA, Unilever, Focus Press, Royal Mail, VW, City of Copenhagen, the plight of bees and The City of London and Lifex. At the end of each principal explanation and example, there will be time allocated to explore how you can apply it to your organisation.
- Introduction to financial tools and models including use of Marginal Abatement Cost Curves to build your business case and win support from governments and the board.

1.00 Lunch.
1.45 Continue – Global best practice principles for communicating sustainability.

2.30 The NEW Sustainability Narrative. A simple 4 step process for success!

3.00 Afternoon Tea.

3.15 Additional Tools for effective communication and stakeholder engagement + common CSR plots and approaches to sustainability story telling and stakeholder engagement.
- Employee engagement case studies.
- Learn to be a problem solver.
- Stories V stats.

3.45 Hero Brands. Discover how creating shared value and taking the Hero’s Journey is diversifying economies and building resilience.
- Hero’s Handbook.
- Stories drive change. Discover how to take the Hero’s journey.
- Case studies include Interface, State of California, Timberland, Chipotle and Unilever.

4.10 How will you tell your story? What will you do that’s different tomorrow as a result of your learning’s today? Final development of individual plans and completion of workbooks. Group discussion on how you will apply this new innovation.

5.00 Close.
Who should attend

- Anyone responsible for internal or external communications and or strategy of sustainability, CSR, climate change, ethical investment and or clean tech.
- Chief Sustainability Officers, sustainability advisors and policy makers.
- Members of Public Affairs and Marketing Departments of companies and government agencies with a sustainability or climate change focus.
- Carbon, Energy Efficiency and or Sustainability/CSR consultants.
- Advertising and PR consultants and copy writers.

meet your facilitator

Change Agent Anne-Maree Huxley

After many years working to improve the reputation and or profitability of a range of charities, media outlets, iconic tourist destinations, sporting events, government bodies and corporations such as Lion Nathan, Coke, Samsung, DuPont, Darling Harbor Authority, World Masters Games and the Australian Army to mention but a few – Anne-Maree turned her focus to conscious capitalism, corporate responsibility and sustainable development where business take into account the social, environmental and economic impacts of doing business.

In 2005 Anne-Maree hosted Australia’s Inaugural Corporate Responsibility Summit and has since founded Models of Success and Sustainability (MOSS) www.moss.org.au the industry body for Corporate Responsibility and Sustainability in Australia. MOSS supports Australian business through education, training, networking, tools and advice to drive sustainability and competitive business. She has developed and delivered almost 200 workshops and events, hosted several business delegations to the United Nations Framework Convention on Climate Change (UNFCCC) and spoken at many other business, government and community events to more than 25,000+ representatives of business, government and community in Europe and across the Asia Pacific Region.

She has aided the commercialisation of various sustainability technologies to support a more sustainable world including the Carbon Trade Exchange www.carbontradexchange.com – the world’s first end to end electronic platform for trading voluntary and regulated carbon credits. She is also an international advisor for Be Sustainable www.besustainable.sg a global advisory firm bringing about positive change by bringing innovation and ethical investments to meet global needs where respect, trust and fairness to all life are primary considerations.

Anne-Maree is a former President of the Australasian Sponsorship Marketing Association and Chair of the Live N Learn Foundation (an initiative of the NSW Department of Housing in partnership with the CFMED and Youth Accommodation Australia to help break third generation jobless homeless in disadvantaged communities across Sydney.) For many years she has been a judge for the UN World Environment day Awards and more recently the International Green Awards.

For many years she was also a judge for the AFR Partnership Awards and has been instrumental in directing corporate investment into the NFP sector where they have a material relevance. She was involved in developing the global principals for Communicating Sustainability, was one of first 150 people in the world to be trained by former US Vice-President, Al Gore as a climate leader and has been named three years running as one of Top 100 Global SustainAbility Leaders by ABC Carbon in Singapore.

About: The principles for communicating sustainability

Without inspiring and clear communication, we will not have the sustainable growth we all desire. Transparency, dialogue, information and story telling are important tools for change, but until now, communication efforts have largely failed to motivate consumers and citizens to embrace the green growth economy. Governments too have often failed in their efforts to establish policy. It was determined that what was needed was not more communication, but better communication. So the principals for communicating sustainability were developed.

In late 2011, Anne-Maree Huxley was invited by Project Green Light to be part of a global team of experts meeting in Copenhagen, to develop the Communicating Sustainability Principals for use by UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum. She was privileged not only to attend, but also to deliver the opening keynote address.

Project Green Light has developed new approaches to communicating climate change and sustainability. Members include: GE, Cisco, Microsoft, DONG Energy, DNV, Tetra Pak, Philips Lightning, SAS Scandinavian Airlines, Knoll, InterfaceFLOR, IKEA, Velux, Vestas, BIG Architects, Chinadialogue, Climate Group China, WWF Earth Hour Campaign and Futerra Sustainability communication.
price

Members $770 (price includes GST, member discount, workbook, arrival tea/coffee, morning and afternoon tea and lunch.)
Non Members $880 (price includes GST, workbook, arrival tea/coffee, morning and afternoon tea and lunch.)

10% discount to Not for Profit Organisations, Students and Academics.
5% discount for two registrations from the same company.
10% discount for three or more registrations from the same company.

what people say about this workshop

The workshop is inspiring and empowering in the best possible way. It helped me focus all of my thinking, experience and plans for our environmental initiatives into a manageable yet brilliantly challenging list of what to do next, what we are missing and how we can do what we do better. Thankyou! 10/10

Stephanie, News Corporation

Best workshop I have ever attended. Relevant and interesting content. I never felt bored! Anne-Marie was an engaging facilitator who shared a lot of personal antidotes and was flexible in moving the subject matter to align with the industries represented in the room. 10/10

Marianne Jaques, Community and Sustainability Specialist, IAG

We are already well along with road on our sustainability journey – this gives us the tools to communicate that journey honestly and passionately. Very relevant content, great facilitation, inspiring and positive.

Melanie Bainbridge, Sustainability (Strategic) Officer, City of Fremantle

Great case studies, clear and simple principles, well structured with lots of take home links and references. 10/10

Adrianne Tasker, Bio Pak

Re-energising! Reminding me of the positive angles to sell sustainability! I loved the practical tools and range of case studies.

Nicki Ledger, Sustainability Officer, City of Melville

Brilliant! More people need to hear this. I highly recommend it.

Hailey Cavill, Director, Cavill + Co

It was fantastic exposure to reports, videos, inspiring content and examples that drilled down into specific frameworks for communicating – plus it provides a terrific source of information and tools to revisit away from the MasterClass. Anne-Marie’s knowledge is second to none. It’s great to know there is a bank of knowledge and an expert like Anne-Marie available to help me to distill the information. Thankyou!

Rachel Maddocks, Sustainability Manager Australia & New Zealand, Fujitsu Australia.

I enjoyed the very targeted nature of the workshop. Thank you for providing real world examples. It’s great information for government and policy advisors. It was a great ‘re-set’ for my way of thinking/approach to climate change and sustainability. Gives me greater hope that the message can reach the coalition and unconvinced public.

Karissa Domondon, Policy Advisor, Office of Hon Alannah MacTiernan MHR, WA.

It was informative, practical and very professional. This workshop provided tools and understanding to enable breakthrough in our efforts to ensure sustainability is better understood and embedded in our organisation.

Chris Jones, Executive Director, Campus Services Division, Deakin University.

I most liked the interaction with others, sharing stories and barriers and the opportunity to gauge where our company sits compared to others. Overall the workshop will really help to deliver positive messages.

Eve Buckley, CSR Consultant, PwC.

This is a great overview of key success factors in communicating in an industry/topics that can be difficult to achieve cut-through.

Kirsten Rose, CEO, Sustainable Energy Association of Australia.

Thank you. This was very insightful and gave good creative ideas on how to change the way I articulate goals and ideas on why sustainability is of benefit to the business.

Paul Timmins, Sustainability Manager, Hanson.