INVITATION
Kyoto and beyond. A one day workshop about global warming and its implications for business.

Following on from the successful post Bali briefing series, MOSS and DLA Phillips Fox are delighted to offer a one day workshop with European based sustainability specialist – Jonathan Wootliff, along with an array of other sustainability, CSR, communications, forestry and carbon trading experts.

As Australia is one of the most vulnerable and threatened counties on earth in terms of the effects of climate change, this will be an important forum to explore what we all must do if we are to stay below a 2% temperature increase.

What does this mean for business? How should companies prepare for global warming?
What are the risks and what are the opportunities for the business sector?
The workshop will address issues around carbon taxes, trading systems, mitigation, investment opportunities, environmental partnerships, the Carbon Disclosure Project, showcase leading global initiatives and best practice, drivers of change, sustainability reporting and communications, green-washing and much more...

Tuesday April 29, 9am – 6.30pm including networking drinks at DLA Phillips Fox, Level 38, 201 Elizabeth Street, Sydney.

Speakers include:

Jonathan Wootliff – International Sustainability Advisor.
Jonathan is a veteran of UN Climate Conferences and a former journalist turned corporate responsibility / sustainability consultant, specializing in communications and helping multinational corporations build productive relationships with NGOs, advocacy and activist groups through effective engagement. Based in Europe, he travels extensively within the continent, as well as to the United States and Australasia, where he assists companies in building sustainable development strategies. Jonathan has undertaken client assignments for a wide range of companies including Altria, British Petroleum, Coca-Cola, Colgate-Palmolive, Merrill Lynch, Procter and Gamble, the Society for Worldwide Interbank Financial Telecommunication, Unocal, the Whirlpool Corporation and the Indonesian paper and pulp producer, APRIL. He has extensive knowledge in the energy, forestry, agriculture, food, and extractive industries sectors and provides a regular sustainability column for the Jakarta Post.
Louise Hicks, Partner DLA Phillips Fox Environment Team.
Louise is an environmental lawyer specialising in contaminated land management, carbon law, corporate social responsibility and waste minimisation. Her clients include state and local government, water authorities, developers and corporations. As part of the DLA group Louise has access to a network of best practice legal expertise in carbon law including the voluntary offset market, CDM projects, trading schemes, carbon litigation and advice on carbon neutrality and offset security.

Ben Strachan – Managing Director Auscarbon International.
Ben founded Auscarbon international in early 2006 when it became clear that Australian business needed real solutions to climate change. He has been an owner, investor and director in a wide range of commercial ventures. He is a keen environmentalist with degrees in Economics and Arts. Auscarbon offers high quality carbon credits and offsets in a retail environment. They also develop and implement greenhouse gas reduction projects including Joint Implementation (JI) and Clean Development Mechanism (CDM) projects under the Kyoto Protocol and Verifie Emission Reduction (VER) projects under voluntary and emerging Government programs in Australia.

Amanda Little, Managing Director, Edelman.
Amanda has more than 20 years experience in public relations consulting, helping clients in the private, public and not-for-profit sectors to manage their communications effectively. She has a diverse background in public affairs, strategic communications planning and social marketing. Amanda has a Master of Business Administration (MBA) from the University of Technology, Sydney and is an accredited member of the Australian Institute of Company Directors. She is a founding member of the Public Relations Institute of Australia (PRIA) National Accreditation Committee and is a Fellow of the Institute. She has extensive experience in crisis and media training. Clients she has worked with include BHP, BP (Oil), Carlsberg Beer; Cadbury-Schweppes, Johnson & Johnson Asia-Pacific, Du Pont, Cerebos Australia Ltd and Novartis.

Louise Metcalfe, Principal Consultant, 1st Executive.
Louise is an Organisational Psychologist with 11 years experience in delivering psychological and consulting services to individuals and business. She has a Masters in Applied Psychology from the University of Newcastle, an MBA and is currently completing a PhD in Corporate Social Responsibility (CSR). Louise has also lectured in several undergraduate and postgraduate management courses at Macquarie University. Louise brings a strong research background coupled with extensive consulting experience in Human Resources strategy and practice. She has worked with a range of diverse organisation types ranging from manufacturing and mining to solicitors and marketing consultants. She has consulted with organisations in Australia, the Philippines, Switzerland, the UK and the USA.

Anne-Maree Huxley, CEO Models of Success & Sustainability.
Anne-Maree is the Founder and CEO of Models of Success & Sustainability (MOSS) Australia’s newly established industry body for corporate social responsibility (CSR) and corporate sustainability. MOSS supports Australian business through education, training, networking and advise to drive sustainability and competitive business success. Anne-Maree specialises in strategy, climate change, stakeholder engagement and communications and has been trained by Al Gore to work as a climate leader. She is also a director of Green Planet Management, a newly established organisation established to cost-effectively and efficiently identify, analyse and fund suitable social and environmental projects, innovation and technology to help us build a more sustainable future.
The program is as follows:

9.00am  Welcome and introductions.
        Official welcome by Carrie Follas, Partner DLA Phillips Fox and opening comments by
        Anne-Marie Huxley, MOSS.
        Introduction of speakers and delegates and discussion of key issues. To make the workshop as engaging
        and as interactive as possible, we welcome all delegates to introduce themselves and briefly talk about
        their experiences and issues.

9.30am  Global warming and the business sector.
        Jonathan and Anne-Marie will provide valuable background information and share case studies and
        solutions from those leading the way.
        We explore the savings from green procurement, green cleaning, waste management, highlight those
        leading through innovation as well as best practice.
        We'll also take a look at how companies are recouping their green technology investments and release a
        private study on what industries are to be hit hardest in a carbon restricted economy.
        And for those who are just starting their journey, we will provide specific tools to get you started.

10.30am Group discussion.
10.45am Morning Tea.
11.00am Communications and public relations: are you green-washing?
        Jonathan Wootliff and Amanda Little talk Sustainability and CSR communications – learn what works,
        what doesn’t and what’s best for you. We also release the findings from the latest global research into
        CSR communications that highlights how transparency in communications is a key indicator of a socially
        responsible company.

12.00 Group discussion.
12.15 Measurement and reporting tools and trends – what’s working, what’s not and group input by delegates
        on what’s worked for them.
        We also take a look at investor and consumer trends.

1.15pm Lunch.
2.00pm Carbon trading.
        In this segment DLA Phillips Fox and Auscarbon International provide an overview of Australia’s pending
        cap and trade system. We take a look at offsets – what’s quality and what’s not, as well as carbon
        neutrality – the benefits to early adopters – case studies.
        We will also provide a brief overview on REDD, Carbon Capture and Storage and other emerging
        technologies plus explore legal implications for directors.

3.00pm Group discussion.
3.15pm Afternoon tea.
3.30pm Building productive relationships.
        Jonathan continues the debate and talks about the establishment of public-private partnerships with
        government and NGOs and building productive relationships with activists to correct corporate
        misperceptions.

4.30pm Integrating sustainability into business strategy.
        Louise Metcalf looks at drivers for change and how to build-in rather than bolt-on programs and strategy
        to deliver more profitable, robust and sustainable companies.

5.00pm Final group discussion and summary.
5.30pm Networking and drinks.
6.30pm Ends.
Save hundreds of hours and thousands of dollars by learning in one day how to minimise your environmental risk and maximise the opportunities that climate change will bring.

Here's what others have had to say about MOSS Climate Change Workshops.

Really hit the high notes of the issues. Good perspectives and assistance in how we can convey this topic to senior management. Megan Nichols, Kleenheat Gas.

Great information on legislative frameworks, risks and drivers of change. Richard McCullich Murdock Link, Murdoch University.

The workshop provided a good reminder of the sense or urgency, complexity of law and regulation and contact with others who are also trying to improve! Louise Avon-Smith RAC.

A very good update on slowly evolving issues. Michele Villa, ERM.

Provided a clear idea of the risk involved with carbon neutrality as well as the issues potentially facing business in relation to climate change. Monique Halliday, Sustainability Victoria.

A better understanding of the changes, how to work with these - measure and benefit rather than suffer! R Petrucei, Toyota.

It provided an excellent overview of the state of play, and also pointed to practical actions we can take going forward. Jerry Marston, Positive Outcomes.

Gave me some specific reference points to go back and review for sound development of argument / business case elements. M Simpson, Telstra.

Great insights to the issues from a PR perspective. David Park – Three Plus.

Saved valuable research time and time in chasing the current status. Beverley Baker, Macquarie Bank Real Estate Group.

Can you afford to not be there?

Tickets.


Price includes professional advice, welcome tea and coffee, morning tea, lunch, afternoon tea, networking drinks and briefing notes.

Who should attend.

This workshop is ideal for CEOs, Directors, in-house legal advisors, sustainability and CSR managers, risk managers, public affairs managers, COOs and senior management teams.

Registrations close Friday 18th April or earlier if sold out.

For further information contact MOSS on 03 9846 7629 or refer: www.moss.org.au – upcoming events.
I'd like to attend the Kyoto and Beyond workshop and networking drinks with Jonathan Wootliff to be held 9am – 6.30pm, Tuesday 29th April at DLA Phillips Fox, Level 38, 201 Elizabeth Street, Sydney.

Please specify name(s) of those attending:

________________________

________________________

CONTACT DETAILS (Please print clearly)

Name: ______________________ Position: ______________________

Company: ____________________

Address: ______________________ Post Code: ______________________

Phone: ______________________ Email: ______________________

Our understanding and experience in the following topics is as follows:

The science of climate change:
- Beginner
- Intermediate
- Advanced

Carbon trading, carbon neutrality, offsets and legal implications for directors:
- Beginner
- Intermediate
- Advanced

Measurement and reporting:
- Beginner
- Intermediate
- Advanced

Sustainability communications:
- Beginner
- Intermediate
- Advanced

Establishment of public-private partnerships with government and NGOs and building productive relationships with activists to correct misperceptions:
- Beginner
- Intermediate
- Advanced

Integration of sustainability into business strategy:
- Beginner
- Intermediate
- Advanced

Please specify specific issues you would like to see addressed: ______________________

Moss members, DLA Phillips Fox clients and Edelman clients – $770 inc GST
Non members – $880 inc GST

Price includes: Professional advise and knowledge, arrival tea and coffee, morning and afternoon tea, lunch, networking drinks and briefing notes. Tax Invoice Receipts will be issued. Numbers are STRICTLY LIMITED. Registrations will be accepted on a first in basis – so book today. There will be no refunds issued, however, substitute delegates are welcome.

PAYMENT DETAILS (Please print clearly)

Direct Deposit  Models of Success & Sustainability Pty Ltd Westpac Bank, BSB: 033 009 A/C: 319 414

Cheque  Please make payable to Models of Success & Sustainability Pty Ltd post to: MOSS, 22 Clontarf Crescent, Templestowe VIC 3106.

Visa  Mastercard  (Please note a 4% surcharge on all credit card payments will apply.)

I am paying the following amount $ ______________________

Cardholder’s Name: ______________________ Valid to: ______________________

Signature: ______________________

We look forward to seeing you there!