The International Green Awards™ for Creativity in Sustainability in association with MOSS invite you to be our guest at one of our Asia Pacific Sustainability Summits:

TOWNSVILLE  Monday August 13 @ Mercure Townsville Woolcock Street
BRISBANE  Tuesday August 14 @ Mercure Brisbane 85 - 87 North Quay
SYDNEY  Friday August 17 @ The Menzies Sydney 144 Carrington Street
MELBOURNE  Monday August 20 @ Mercure Melbourne Treasury Gardens 13 Spring Street
PERTH  Thursday August 23 @ Novotel Perth Langley 221 Adelaide Terrace

“The challenges we face with climate change are not challenges at all, but incredible opportunities. In fact, I believe it to be the greatest wealth creating opportunity of our generation as we move to a post-carbon economy.”

International Green Awards™ Judge and former Costa Rican President José-Maria Figueres
This is an opportunity to be part of an open discussion on business sustainability, sharing learnings from some of the International Green Awards™ past winners, Banksia and UNAA award winners as well as organisations and individuals who are taking a leadership role, innovating in their industries and adding hundreds of millions to their bottom line!

Join us to:
- Discover who’s innovating, and how to turn sustainability from a cost centre into a profit centre
- Hear from leading local, national and international organisations who are transforming and future proofing their businesses whilst their competitors are dying
- Discover the emergence of the blue economy and how integrative design is cutting millions off building and running costs
- Recognise, share and celebrate local, national and international innovation and best practice
- Discover how your brand can become a hero brand!
- Meet industry experts and discover new sources of creativity to build resilience into your business and gain real commercial success
- Learn who’s investing into new and innovative technologies including renewable energy and why, and how to tap into the investment pipeline
- Learn about key sustainability challenges, drivers and opportunities
- Celebrate the many social, economic and environmental rewards and benefits of embedding sustainability
- Network with industry leaders, peers and decision makers
- Also meet and greet the International Green Awards™ Team and find out how easy it is to enter this year’s awards. This year’s entry process involves completing an online questionnaire that will result in a free sustainability business review for each participant afterwards. Go to www.smarter-business.org to get started before the entry deadline of August 23.

Event runs from 9am – 5.30pm with registration and networking from 8.15am. Thanks to our sponsors Renewablelogic and Industry RE, tickets valued at $1,000 will be made available to the first 200 registrations at no charge – so book your spot today at: http://www.greenawards.com/city-summits/summit-registration
Melbourne Program – Morning Session

8.15am – 9.00am Registration and Networking
Meet the International Green Awards™ Team and specialist Summit speakers.

9.00am Official Opening and Welcome Address
IAIN PATTON Founder and CEO International Green Awards™

9.10am The Winners Story
Unilever share their Sustainability Story and what made them the 2011 International Green Awards Grand Prix Winner.

9.20am Business Essentials for success
Discover how YOUR BUSINESS can save money with zero upfront costs and gain a competitive advantage by performance managing and being transformative rather than transactional in your approach to business innovation and efficiency.
DR MARTIN BLAKE DBA, MBA, BSc. International Sustainability Advisor, Professor of Sustainable Business and MOSS Strategic Advisor.
Martin is best know for deploying the largest change management program in Europe post WWII where he and his team took the UK’s largest single employer Royal Mail from losing £1m a day to making £1m a day – along the way reducing their energy spend by 45% with zero up front capital and winning them over 85 national and international awards for CSR and Sustainability. (Royal Mail is the largest single employer in the UK employing about 1% of the working population handling around 75 million items a day with 113,000 collection points – 28 million delivery addresses – 12,000 retail outlets – 33,000 vehicles travelling 1.8 million miles a day using 135 million litres of diesel annually.) Martin and his team were also the first to take the theoretical Margin Abatement Cost Curve (MACC) and deploy it at an enterprise level.

How to build a business case and turn Sustainability from a cost centre to a profit centre. Martin will share his now internationally renowned Royal Mail Case study as well as case studies from the United World College, UAE Oil Fields, Marks and Spencer and the blue economy – debunking myths, outlining business essentials for energy management and showing how you can use Marginal Abatement Cost Curves and Internal Rate of Return Curves to build a sound business case.

10.20am Morning Tea and Networking
Meet the International Green Awards™ Team and specialist Summit speakers over morning tea.

10.40am Australian Best Practice
What are the ingredients for a profitable, long lasting and robust business as we transition to a low carbon economy.
Discover how leading Australia’s companies are saving money, growing their bottom line, improving the supply chain and putting themselves on the map (or was that the dinner table?) Award winning case studies by Corporate Express, Linfox, Focus Press, Yalumba and Plarre Ferguson Bakehouses.
Meet DAVID McINNES PSM Group Manager, Sustainability Linfox – the hero of logistics.

Discover how Linfox, a multinational logistics company, has achieved a remarkable 37% reduction in the rate of greenhouse emissions generated by the company. Using a recognised change management methodology applied to reducing its rate of greenhouse gas emissions Linfox has achieved both positive environmental and economic outcomes, through behaviour change, technology improvements, changes in energy sources and elimination of unnecessary activities in the supply chain. The challenge of implementing these changes has been magnified by the Asia Pacific base of Linfox which operates in 10 countries with 6 major language groups.

Linfox has set a target of achieving a 50% reduction in the rate of Greenhouse emissions by 2015, it is more than half way to achieving this target and is an example of what is possible with clear leadership, structured planning and implementation which engages the whole workforce.

Meet SHAUN JARVIS Corporate Express Regional Sales Director – Victoria & Tasmania.

Case studies and tips on how to leverage a supplier’s work to help you reach your own sustainability goals. Discover how Corporate Express, a leader in sustainability, implements sustainability considerations at all stages of business operations. Go step-by-step through a supply chain from sourcing of products to navigating a sea of environmental certifications. A must attend for all Procurement & Sustainability Managers.

Meet LOUISE PASTRO Sustainability and Stakeholder Engagement Lead – Focus Press.

A thought leader in green strikes gold. When Focus Press decided to adopt sustainability, the Sydney printing firm re-wrote its business plan, marketing strategy, management systems, job descriptions, and business policies to ensure they all aligned with the company’s ambitious goals. Between 2001 and 2010 Focus Press reduced electricity use by 53 per cent, reduced water use by 96 per cent and reduced waste-to-landfill by 95 per cent. The bottom line: in less than 10 years, Focus Press, a carbon neutral printer has saved more than $1 million. It’s not rocket science nor tree hugging – all just good business!


Yalumba’s Commitment to Sustainable Winemaking. As a wine business operating in the rural environment for over 160 years The Yalumba Wine Company understands the significance of sustainable business activities as an intrinsic aspect of wine quality. In order to substantiate this approach to quality the wine firm is implementing a brand stewardship programme that reflects authenticity, due diligence, product safety and credible environmental management. By addressing those activities that have a significant environmental impact Yalumba ensures its employees and other stakeholders a healthy and productive life in an environment that is safe, aesthetically pleasing and ecologically functional. Yalumba is also committed to working co-operatively with its various stakeholders to help them minimise their environmental impacts by adopting clean technology and best practice procedures, including the disposal of product packaging in an environmentally and socially responsible manner.

Meet RALPH PLARRE Owner of Ferguson Plarre Bakehouses and Sustainability Advocate – an enthusiastic 3rd generation baker in a family business that now spans 4 generations and 110 years.

Making life sweet. Over a 45 year baking career, Ralph helped grow the family business from 5 shops into a rapidly expanding 50 store franchise bakery chain in suburban Melbourne, Geelong & Ballarat. This iconic Melbourne Bakehouse sees
Melbourne Program – Afternoon Session

the environment and sustainable business growth as the primary issue for business and community into the future. They saw an opportunity to not only reduce their own environmental footprint but to help create an infectious awareness in their stakeholders about how they too can help improve the world we live in. Discover how sustainable business practices are saving them money, building their reputation and growing their business. Sweet!

12.15pm – 1.05pm Lunch and Networking

1.05pm  Discover how sustainability is seeing the emergence of “Hero Brands”

BEN PEACOCK Author, Cancer Survivor, Advocate of Mens Health and Co-Founder Republic of Everyone.

Republic of Everyone had been leading brand communication around sustainability across Australia for a numbers of years winning various awards along the way including a Bronze International Green Award in 2011. As a result of their participation in the recent Rio Earth Summit and seeing brands take centre stage in leading sustainability – they will share their take on the direction of brands.

Welcome to the era of the Hero Brand. With seemingly impossible challenges like climate change, population growth and deforestation threatening our and our children’s future, brands have a critical role to play in solving real world issues simply too big for the rest of us. Hero Brands behave differently to ordinary brands and now they hold a place far closer to their employees’ and customers’ hearts.

SHANEEL DEO Vice President Sales and Market Development, Interface. Interface the greatest hero of them all.

Interface is a global leader in the design and manufacture of modular carpet. In 1994, Interface founder Ray Anderson challenged the company to pursue a bold new vision, “Be the first company that, by its deeds, shows the entire world what sustainability is, in all its dimensions: people, process, product, place and profits – and in doing so, become restorative through the power of influence.” For Interface, this journey is guided by their goal of Mission Zero® – a promise to eliminate any negative effect the company has on the environment by 2020.

Working towards Mission Zero has required a monumental shift in the way the company operates, moving away from the traditional linear industrial model of “take-make-waste” and adopting a cyclical model, mimics nature and the principle of biomimicry.

Today, Interface is a billion-dollar corporation, heralded by Fortune magazine as one of the “Most Admired Companies in America” and part of the “100 Best Companies to Work For.” It has also been named as one of the world’s most sustainable companies by the 2012 GlobeScan Sustainability Survey. Hear about Interface’s sustainability journey, how the company uses biomimicry in product design and why sustainability is good for business.

ALISON ROWE Global Executive Director Sustainability, International Business FUJITSU LIMITED, a hero brand with a quantified vision to 2100.

Discover how Fujitsu’s consistent, genuine and long term Sustainability strategies paying dividends for customers. Fujitsu aim to reduce GHG emissions worldwide by 15 million tons, over the four year period 2008 to 2012. They also have a long term quantified sustainability vision taking them to 2100, with target milestones set to the year 2020.
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Sustainability is a guiding principle for how they work with customers and within society as a whole. Their approach is strategy lead and is not only about reducing their own environmental impact, it is about helping their customers do the same. Fujitsu acknowledge both the need to adapt to the impacts of climate change and to deeply integrate sustainability across their global business. “A must attend session for hearing about how sustainability is part of the business and not just an add on.”

2.20pm – 2.40pm Short coffee break

2.40pm Home grown success stories driving the sustainability agenda

ANDREW TULLOCH Head of Business Development and Strategic Planning, Better Place Australia.

Better Place Australia is preparing to launch a fully integrated, customer-focused solution for electric car drivers, powered by 100% renewable energy. Electric cars will deliver significant and immediate reductions in Australia’s greenhouse gas emissions -- for each and every petrol car that is replaced by a renewably powered electric car, almost 4 tonnes of CO2 emissions into the atmosphere will be avoided each year. Additionally, the emergence of a new, high volume customer for green electricity with strong growth prospects is expected to spur further investment in the renewable energy sector.

Australia’s driving patterns are well suited to electric cars and Better Place Australia will build a charge network that places the country at the forefront of the global transition. The Better Place solution makes driving an electric car affordable and convenient by providing drivers with charge spots at home or work, access to a network of public charge spots and battery switch stations, leasing for switchable batteries and 24x7 customer care.

GRAEME ANDERSON Senior Specialist Climate, Farm Services Victoria, Dept of Primary Industries.

From Climate Change to Climate Dogs - lessons for communicating.

Communicating climate and carbon issues to rural Australia can be challenging. The DPI Victoria climate extension team has presented 800 face to face sessions to over 20,000 people in the past four years, and in the process have uncovered key lessons for engaging around climate and carbon issues. Through a combination of market research, engaging with farmers, developing new networking and capability development programs - the team have been at the forefront of developing services and products which aim to help farmers to make decisions around climate and carbon issues. The team also developed the successful "ClimateDogs" animation series as part of their science communication program. Come and hear some of the secrets of the program and approaches which better connect with rural Australia.

LOU ZARRO Economic Development, Yarra Ranges Council.

Yarra Ranges Sustainable Business Program offers local businesses the opportunity to seize the profit that is to be made by embracing sustainability. Developed by Yarra Ranges Economic Development Unit for the needs of its local businesses, this leadership program empowers companies to use new tools and thinking to drive environmentally sustainable practices in their businesses that consider people, planet and profit.

Key tenets of the Program are: Challenging local businesses to be ‘first movers’ in the business community on sustainability; fosters a Sustainable Business Leadership Network of previous Program participants across the municipality, with a view to sharing best practice; engages businesses with key thought leaders on sustainability energising the efforts of these small and medium enterprises which are contributing to a sustainable future; acts as an incubator to harness and share profitable initiatives for local businesses in the sustainability field.
3.50pm  Innovation, Education, Investment and Good Policy

Essential elements to Grow a Green Economy. Session Chaired by DR MARTIN BLAKE.

DR DANYELLE GUYATT Investment Manager, Catholic Super.

How to invest in a long term sustainable way. While at Mercer in London, Danyelle led a major global study on evaluating the strategic implications of climate change for investment portfolios that was released in 2011. She is now at Catholic Super and will share the journey the fund is taking in making its portfolio more sustainable and resilient against the risks and better positioned to capture the new opportunities in transitioning to a low carbon economy. She will also share some questions that you can ask of your super fund manager around sustainability.

JOHN RIVETT Managing Director Kixstaart Equities.

How to take your ideas from zero to hero. John, a venture capitalist, serial entrepreneur and Barrister knows and understands risk better than most. John will share insights into commercialisation and risk management of innovation, how to source funds and build a green economy.

DR NIALL DORAN Zoologist, Former Policy Advisor, Director of the Bookend Trust and 2012 Australian Geographic Conservationist of the Year.

How to inspire not terrify future generations who want a play a problem solving role in sustainability. In 2007, Dr Doran left a secure government job to establish the Bookend Trust, a philanthropic environmental education initiative funded by himself and colleagues. Bookend seeks to inspire, not terrify, students of all ages with the need to solve environmental problems and to build careers doing so.

A must attend session for anyone who has a responsibility for employee engagement, HR and or delivery of sustainability policy.


Bill Thomas has been a member of the teaching staff at Bentleigh Secondary College since 1985. In his capacity as Head of Sustainable Practice he has led the development and installation of many sustainable projects at the college and has willingly made himself available to assist others with their own sustainability journeys. Bill’s achievements are remarkable in their scope and in their ongoing nature.

Bentleigh Sets New Standard. Bentleigh Secondary College (BSC) is a State Government school located in Melbourne’s southeast. Sustainability has been a focus and driving force for our teaching and learning program as well as for our role in the wider community. This presentation will use narrative to document the BSC journey from a school with poor sustainability credentials to a multi-award winning 5Star sustainable school, recognised at both state and national levels, that has become a beacon for others on their sustainability journey’s.

What does it takes to be an award winning company? The final word comes from the man who set the scene for the day – DR MARTIN BLAKE.

5.30pm  End

As there will be numerous visiting delegates and speakers we encourage attendees to adjourn to a local watering hole to continue the networking and discussion. Venue to be advised.

Note – this is an optional extra. Not included in registration.
We would like to thank our sponsors, supporters and speakers for their commitment and support of the Asia Pacific Sustainability Summits:

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