1 day hands-on interactive MasterClass
How to Communicate Sustainability

Part of being sustainable, is sustaining people's interest!
Discover the art of corporate story telling and how to enhance your CSR and sustainability strategy.

Perth 22 Nov | Sydney 29 Nov | Melbourne 5 Dec | Brisbane 13 Dec
If you work in communications and need a greater understanding of sustainability or work in sustainability and need to better understand how to communicate your various campaigns or issues both internally and externally then you won’t want to miss our One Day Communicating Sustainability MasterClass.

In one day you’ll learn

- Why some companies struggle with the basics of sustainability and how to sustain interest.
- About how LOHAS 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 or 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 behaviour change in your target audience.
- Keys to effective CSR story telling and common sustainability or CSR plots.
- The principals to avoid green-wash.
- The Principles of Communicating Sustainability and how cities and global brands are growing their businesses and achieving their goals through the use of these principles.

You’ll get to take home

- A workbook on how to communicate sustainability.
- Innovative award winning campaign examples and 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, Shanghi (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 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 other resource and reference materials relevant for business, NGOs, academia and government, especially cities and LGAs.
- The 5 phases and 7 processes inherent to sustainability.
- The seven sins of greenwashing.
- The psychology and principles of Climate Change Communication.
- Six social-media skills every leader needs.
- 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).

This hands-on, interactive small group workshop will help you to enhance your corporate story telling and your CSR or Sustainability strategy. Learn from global industry experts, case studies and peer interaction. Discover the communicating sustainability principals developed by global sustainability and communications experts to be used by the UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum - and much, much more.

This MasterClass Series is Carbon Neutral thanks to carbonneutral.
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.
- How to use your workbook.
- Discuss local challenges and issues in communicating sustainability.
- Local and global policy pressures (economic/environmental/social reports).
- Definitions.
- Why the green economy is not enough.
- The emergence of the blue and circular economies.
- LOHAS expectations.
- Appropriate use of “C” words.
- The new federal government narrative and what that means for your strategy and narrative.

10.00 Part of being sustainable is sustaining people’s interest. But how do you do that? Discuss local trends and best practice.

10.15 Who is the new consumer? Why we need to change our approach.

10.30 Morning Tea.

10.50 Global best practice principles for communicating sustainability. Introduction to the 9 principals developed for UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum and best practice examples. There are dozens of case studies from business, government and community organisations including but not limited to; Vestas, GE, IKEA, Philips, Interface, M&S, NOAA, Unilever, Focus Press, Royal Mail, DPI, City of London, Copenhagen, Paris, New York, Singapore, Beijing, Shanghai and the Chinese EPF. At the end of each principal explanation and example, there will be time allocated so you can explore how you can apply the principal to your organisation.

11.00 Lunch.

1.15 Continue - Global best practice principles for communicating sustainability.

2.45 Gaining support from stakeholders for your sustainability story.
- How to engage the board, inspire employees and get public support for your big ideas and campaigns.
- Financial tools and models including use of Marginal Abatement Cost Curves to win support from governments and the board.

3.00 Afternoon Tea.

3.20 Creating shared value through storytelling. Keys to effective story telling.
- What is shared value? Learning how to create shared value is not only a strategy, but a necessity for any business looking to thrive in a market driven by new media.
- Learn to become a problem solver.
- Stats vs stories. Why stories will win every time.
- Group discussion - how will you tell your story?

3.45 Rules for effective communication. Common CSR plots and approaches to sustainability story telling.
- How to avoid green-wash.
- How to achieve attitude and behavior change in your target audience.
- How to address the naysayers and climate skeptics.

4.15 Creating Hero Brands, Communities & Cities. Going beyond communicating sustainability to living sustainability.

4.30 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, policy makers, LGAs and academia.
✓ 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

MOSS Founder and 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 and Global Olivine www.globalolivine.com an integrated resource recovery waste to energy plant. 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 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 green 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 Architectes, Chinadialogue, Climate Group China, WWF Earth Hour Campaign and Futerra Sustainability communication.
what people say about your facilitator

Anne-Maree 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 “Will” Wilford (1963 – 2012)
Mirvac School of Sustainable Development, Bond University

I have known Anne-Maree 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-Maree is a passionate, articulate and compelling public speaker and facilitator.

Andrew Beatty, Director Beatty Legal, Former Partner Baker & McKenzie

what people say about this workshop

The content was great – very relevant and useful. It was great to get back to basics really thinking about the story we want to tell along with new and interesting ways to tell it.

Belinda Meyers, Victoria Racing Club, VIC

Great day of interesting, engaging, relevant and useful content. I’m definitely feeling inspired and energized.

Sophie Butterly, Nyrsta, Hobart.

This has now given us the ability to deliver our sustainability strategy. Thank you!

Travis, Melbourne.

Communicating sustainability is such an important priority. Anne-Maree models the tools and expertise to do this very effectively. Thanks for sharing your wisdom.

Elle Morrell, Moreland City Council, Melbourne

It's handy to step away from work, concentrate on the sustainability strategy and brainstorm/share ideas with others. This is well put together – the flow of the topics was logical and useful with plenty of opportunity for discussion and hearing the stories of other delegates.

Leonie Mitaxa, Deakin University, Melbourne

A great summary of how to improve or initiate sustainability communications. Lots of examples and case studies to give you ideas and inspiration. This course will definitely help you get some cut through with your campaigns.

Clara Dodman, Carbon Neutral, Perth

Has definitely helped me figure out how we want our website and future educational/promotional materials to be. Perfect timing.

Sparkles, Rush, Perth.

The presentation style and how you created rapport and got group engagement was great. It has provided some ideas to establish a clearer vision and understanding of the sustainability relationship with our core business and I’m sure this will improve my capability to communicate this internally and externally.

Janice Redmond, Edith Cowan University, Perth.

Great to learn what’s good and bad communication. Now we need to develop a ‘sticky’ message that can go viral!

Patrick, Perth.