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

Proudly supported by:
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.

Events run from 9am – 5.15pm 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
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 in today’s economy

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 known 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.
Discover how some of Australia’s innovators are saving money, growing their bottom line putting themselves on the map (or was that the dinner table?) Award winning case studies by Sydney City Council, Focus Press and Yalumba.

Meet ALLAN JONES MBE, I.Eng, FIET; FRSA, Chief Development Officer, Energy and Climate Change, City of Sydney

**Moving Sydney Towards a Sustainable Low Carbon Future.**

Sustainable Sydney 2030 is a practical plan for a city reducing its greenhouse gas emissions by 70% and deriving its initial needs from low carbon resources whilst at the same time establishing a decentralised energy, water and waste infrastructure to enable future energy and water needs to be derived from wholly renewable resources by 2030. This concept can be applied to any community in Australia or indeed in the world.

At Woking and in London Allan Jones was able to tease out the real issues and barriers to a sustainable future through the actual implementation of a decentralised green infrastructure, including trigeneration, renewable energy, fuel cells, renewable gases from waste and recycled water. This model is now being adapted to help to deliver the targets in Sustainable Sydney 2030. Join Allan and discover:

- Sustainable Sydney 2030 – Green Infrastructure Plan.
- Showing by Doing – Implementing decentralised energy, water and waste projects on its own buildings and operations.
- Implementing Australia’s first city-wide trigeneration decentralised energy network.


**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 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!
Sydney Program – Afternoon Session

12 noon – 12.50pm Lunch and Networking

12.50pm Discover how sustainability is building “Hero Brands”

SCOTT MATYUS-FLYNN Head of Strategy, 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.

AIDAN MULLAN Sustainability and Lean Manager, Interface.
The ultimate hero. 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.

PAUL O’BYRNE Director Community Programs, Sydney Theatre Company.
Meet a hero of the Theatre World. Sydney Theatre Company as the premier theatre company in Australia, has been a major force in Australian drama since its establishment in 1978. Under the leadership of current Artistic Directors, Cate Blanchett and Andrew Upton, in 2008 the Company embarked on an ambitious and multifaceted environmental sustainability project called Greening The Wharf, arguably the most comprehensive program undertaken by a major theatre company globally.

The program encompasses infrastructure projects, Company-wide behavioural change, environmentally responsible theatre production, community engagement and education. Aided by generous support from an array of partners, STC has invested in solar energy, rainwater harvesting, energy efficiency measures and best practice waste management. Greening The Wharf continues to transform the beautiful, heritage-listed Wharf building,
CHELSEA FORD Regional Sales Director NSW/ACT Corporate Express.

A hero in Supply Chain Management. Chelsea will share 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. Hear case studies and tips on how to leverage a supplier’s work to help you reach your own sustainability goals.

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.

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.

2.40pm – 3.00pm Short Coffee Break

3.00pm The hidden benefits

Social, cultural, environmental and financial benefits of carbon management and embedding sustainability in a low carbon economy.

MARK HITCHCOCK Director BHI Architects.

Australian Architects provide C+8 sustainable design for China’s Changxing Green Urban Community. In the Context of global environmental and economic challenges relative to China, BHI’s concept delivers an opportunity for the city of Changxing to use the C+8 Concept to develop a sustainable community for its future growth. C+8 achieves the delicate balance between environmental, cultural and social issues and the economic viability of sustainable cities.

It is this balance which is the heart of the design – integrated at the 4 levels of sustainability. Discover the C+8 elements of design and how an Australian firm is driving sustainable development in China.

DR FATIDA RUGRUNGRUANG Carbon Specialist and Former Research Scientist from the Singapore Institute of Manufacturing Technology.

The Hidden Profitability of Carbon Management. Discover how a large food manufacturer (flour mill in Singapore) where carbon footprint assessment resulted in an energy reduction program and turned by-product into a valuable raw material for another green business partner and how a major...
producer of cement substitute material (Ground Granulated Blastfurnace Slag) – where the use of “carbon metrics” was able to provide a consistent and transparent means of differentiating their products in the market.

3.50pm  Innovation, Education and Investment

The Growth of the Green Economy and what it will take to win the hearts, minds and wallets of employees, consumers and investors. Session Chaired by Dr Martin Blake.

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.

DERMOTT O’GORMAN International Green Awards™ Judge, WWF CEO & WWF Australia Director & Governor Liaison. Transforming markets for sustainability and the role of business leadership. Global trade and economic development have improved the lives of billions of people around the world. But it has come at a high cost to our environment. As global demand for food, fibre, water and fuel increases, so will the impact on our planet’s natural resources - but only if we keep doing things the same way. The threat to our environment and biodiversity is not just linked to consumption and consumer demand, but also to how companies do business. Decisions businesses make about how and where they source the materials needed to manufacture their products have a huge impact. The transformation of global markets for soft commodities is a focus for WWF and is one of our primary initiatives. WWF offices around the world are trying to find ways to work with business and industry to find solutions to reduce our human footprint and promote sustainable trade.

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.

5.15pm  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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