Master the Art of Communicating Sustainability
Thursday December 3rd @ Interface, 101 Chalmers Street, Surry Hills, SYDNEY
MOSS Founder Anne-Maree Huxley was the Australian representative to the final part of a 10 year process (to develop the new global principles of how to communicate sustainability), so it is with great pleasure MOSS invites you to a one day How to improve your Sustainability Communication strategy, skills and story telling ability workshop facilitated by Anne-Maree so you too can discover how to innovate and overcome the current climate and sustainability fatigue, get budgets approved and engage diverse audiences to support your projects, policy, products and or vision for a more sustainable future.

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.
✓ Discover the keys to success from leading sustainability managers and hollywood stars.
✓ 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 story telling 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).
program

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.

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, La Gabiotas 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.

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.

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, Hanson Quarry Life Awards and the Australasian Green Gown Awards that recognise sustainability excellence in further and higher education.

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.
This is the last workshop for 2015, and prices will increase in 2016, so don’t delay book today. Workshop limited to 12 only participants.