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:
Brisbane 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 in today's economy
DR MARTIN BLAKE DBA, MBA, BSc.
International Sustainability Advisor, Professor of Sustainable Business and MOSS Strategic Advisor.
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. Martin is best know for deploying the largest change management program in Europe post WWII where he and his team took UKs largest single employer Royal Mail from losing £1m a day to making £1m a day and winning over 75 national and international awards for CSR and Sustainability along the way.

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

10.40am  Australian Best Practice
Three great Australian companies share their success stories and what they see as the key ingredients for a profitable, long lasting and robust business as we transition to a low carbon economy.

Meet TIM BUNKER  Managing Director, Nursery Traders.
Redefining industry sustainability – embracing the opportunity. Nursery Traders distributes millions of plants into the environment biennially – contributing to some of Queensland’s prized green public and private spaces.
Driven by a commitment to innovation and continuous improvement in everything we do, over 20 years they have devised six pioneering sustainability projects to achieve our vision of becoming entirely water and energy self-sufficient.
Nursery Traders’ five water-recycling projects saved the business an estimated 59,067,820 litres in 2011 alone – taking water savings to an unprecedented 98.52 per cent. In February 2010 they commissioned the largest privately owned solar power generation system in Queensland, installing 228 photovoltaic solar panels. Generating over 160,684 kWh of green energy to date, the system has made the business a net-generator. Nursery Traders has invested 30 per cent of all its capital expenditure in sustainability initiatives over the past twelve years. Their investment of time, energy and capital is now yielding big rewards – and proving that it is possible to profit sustainably.

Meet CHRIS WALES National Safety & Environment Manager, CATER CARE GROUP PTY LTD.

To Be or Not To Be? Sustainable Environmental Systems, Targets & Resources; Whose future is it anyway? As Shakespeare once said “To Be or Not To Be”; these are simple questions with global consequences in developing a local, national and international community that is … Sustainable, Economical & Profitable.

We will review the effect of ‘SRAC’ & Cater Cares MACC & RONA in resetting a new ‘Green & Sustainable’ benchmark within the mine site accommodation village facilities management practices. While valuing integrity, personal excellence and mutual respect amongst communities amongst which we live and work, here we will review the initiatives Cater Care has developed and implemented to not only improve local communities but also to provide a green sustainable future.

The case study will take us through the process undertaken to measure the carbon footprint of a mine site accommodation village, to the emissions per person per day and per meal produced.

Meet BEN ALLEN General Manager for Sustainability, Stockland.

The importance of defining, measuring and reporting the value sustainability delivers. Stockland has been named 3 years running in the Corporate Knight Global 100 most sustainable companies and achieved Dow Jones Sustainability Index Real Estate Super Sector leadership this year. A key contributor to this leadership has been the ability to define, measure and report the value that sustainability delivers for key stakeholders and the business. Hear from Stockland on their approach and the tools (Return on Investment, Social Return on Investment and more traditional research) they use to quantify this value in support of the business case for sustainability.

12noon – 1.00pm Lunch and Networking
1.00pm  Discover how sustainability is building “Hero Brands”

**MATT PERRY** Founder and Partner, 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.

*You’ve heard of Challenger 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.

**ELIZABETH HAYNES** Regional Sales Director, QLD Corporate Express

*A hero in Supply Chain Management.* Elizabeth 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.”

**BILL HAURITZ** AM Founder and Director of The Woodford Folk Festival and Executive Director of its parent, The Queensland Folk Federation.

*Woodfordia’s 500 Year Plan.* Organisers of the Woodford Folk Festival aim to build a festival and a home for its work that will pass through generations. The festival promotes the notion that our lore underpins our cultures and that its expression is critical to the human spirit. As commercial culture reaches ever more deeply into our lives, our values and ideas are sometimes being subverted and shallowed.
The Woodford Folk Festival itself has undergone fundamental change caused by the very thought that it might survive the ebbs and flow cycles that effect us all as individuals and our communities. In its 27 year history, the festival has built into one of our nation’s largest and most respected. It is housed on its 500 acre property, Woodfordia which is emerging as a beautiful parkland dedicated to the Arts, Humanities and Lore and underpinned by a strong environmental focus. For many years, organisers have talked of a 500 year plan, a notion that an ethic might sustain the organisation. The plan is a set of principles that organisers hope will be a beacon that lights a well lit path to their futures and a base for it’s cultural contributions. Join Bill as he shares these principals and discover what makes the Woodford Folk Festival a hero event in Queensland.

2.40pm – 3.00pm Coffee break and comfort stop

3.00pm Home grown success stories to address sustainability challenges

EMMA-KATE ROSE General Manager, Food Connect Brisbane.

Food Connect is a social enterprise connecting city people to seasonal, chemical-free produce direct from local farmers. It has led the way in transforming the local food system through paying farmers a fair price, employing marginalised youth and people with disabilities, and engaging over 60 volunteers around Brisbane to act as pick up points for customers. With a focus on ecological agriculture, family farms and strong local communities, Food Connect has evolved its model over 7 years and is now replicated in at least ten other locations in Australia and New Zealand.

Local Sustainable Food Systems: an overview of issues and possibilities. Our food production system is broken. So broken, it’s difficult to imagine what a genuinely sustainable food system might look like. Most of us now know what we don’t want it to look like: anything remotely resembling the industrial food production model, with its disease outbreaks, degraded farmland, farmer suicide, polluted ecosystems and toxic, poor quality food. But what does it look like? The usual, idealistic picture people draw of this sustainable food system is of an organic food system, with tidy rows of crops, trees heavy with stone fruit, cows grazing contentedly in pastures and not a whiff of ‘chemical’ in the air. This ‘organic food system’ sounds and looks organic in a narrow sense of the term: it’s been relieved of chemical use. But it probably shares one very particular trait with the industrial food production model: its food travels thousands of kilometres to reach us. How we might be able to achieve greater carbon impact through a more localised sustainable food system is the topic of this presentation.

DR DAVID HOOD President, Engineers Australia, Immediate Past Chair Australia Green Infrastructure Council and Adjunct Professor QUT and Co-Operative Research Centre for Infrastructure and Engineer Asset Management.

David has long been an advocate for change. He has been instrumental
in developing the world’s first rating tool for Green Infrastructure and constantly challenges the status quo. David will share his thoughts in terms of what we need to do if we are going to meet the population and infrastructure challenges of the 21st century that leave a positive legacy for future generations.

DAVID BAGGS President, Australian Life Cycle Assessment Society (ALCAS) and CEO of GreenTag / EcoSpecifier

Productivity through green procurement. Figuring out which product is greener and which products will deliver the best indoor air quality to drive your HR productivity has been a major hurdle to date that needed a scientific degree and a lot of research time. David will show you how to drive easily, simply and cheaply drive meaningful and robust sustainability best practice procurement outcomes in your organisation using the Global GreenTag Green Product Certification and Rating system, an International Green Awards Finalist service from 2011.

4.15pm  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 NIAL DORAN Zoologist, Former Policy Advisor, Director of the Bookend Trust and 2012 National 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.

What does it take 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
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

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