A three part series covering the A–Z of what it takes to survive and prosper in a low carbon economy.

Future prosperity requires building a 21st century economy that is profoundly different to that of the 19th and 20th centuries. Carbon economics presents our generation with the opportunity to innovate – to develop new technologies and build new industries, to stabilize the world’s climate system, and create an economic system that will conserve the world’s biodiversity.

Through this three part workshop series, we will present a series of specialist speakers that will provide business with the tools and insights it needs to easily adapt and transition into a low carbon economy. Tools that will help reduce risk, increase innovation and improve productivity, positively impact the bottom line and report success.

Do you know your carbon exposure? Are you equipped to meet your current obligations under the National Greenhouse Energy Reporting Act 2007 (NGERs) and the Carbon Pollution Reduction Scheme (CPRS)? Do you understand the status of voluntary carbon offsets under the CPRS? Is your carbon strategy part of your corporate governance framework? How will the carbon price impact your cost base and the value of your business? What revenue opportunities will arise from the predicted growth in low-emissions goods, services, technologies and processes? How will the cost of your supplies be impacted by carbon trading? How will you engage stakeholders, manage risk and reputation in a low carbon economy?

Let our specialist team answer these questions and many others as we deliver this important business series.

Who should attend
This workshop is ideal for CEO’s and Directors, Chief Carbon Officers, in-house legal advisors, sustainability and CSR managers and officers, risk managers, public affairs & PR managers, environmental managers, communications and marketing managers, operations managers and senior management teams from business, government and community who have an interest in or liability to NGERs, the CPRS and corporate sustainability.

About MOSS
Models of Success & Sustainability (MOSS) refer www.moss.org.au is the industry body for Corporate Social Responsibility (CSR) and Corporate Sustainability in Australia. Seeded as an initiative from Australia’s Inaugural CSR Summit in 2005, MOSS supports business through education, training, networking and advice to drive sustainability and competitive business success.

Industry partners:
Series One: Carbon – Accounting and forecasting, monitoring, reporting and trading, legal and financial implications

PERTH  Tuesday 31st March 8.30am – 1pm @ Central Park Conference Centre, 152 – 158 St Georges Tce
SYDNEY  Wednesday 1st April 8.30am – 1pm @ Minter Ellison, Level 19, 88 Phillip Street
BRISBANE  Thursday 2nd April 8.30am – 1pm @ Minter Ellison, Level 22, Waterfront Place, 1 Eagle St
MELBOURNE  Friday 3rd April 8.30am – 1pm @ Minter Ellison, Level 23, Rialto Towers, 525 Collins St

Series Two: Licence to Operate – Trust, CSR, green-washing, green marketing and communication, stakeholder mapping, community engagement and reporting

PERTH  Monday 11th May 8.30am – 1pm @ Minter Ellison, Level 49, Central Park, 152 – 158 St Georges Tce
MELBOURNE  Wednesday 13th May 8.30am – 1pm @ Minter Ellison, Level 23, Rialto Towers, 525 Collins St
SYDNEY  Thursday 14th May 8.30am – 1pm @ Minter Ellison, Level 19, 88 Phillip Street
BRISBANE  Friday 15th May 8.30am – 1pm @ Minter Ellison, Level 22, Waterfront Place, 1 Eagle St

Series Three: Market Advantage – Ethics, change management and best practice

PERTH  Monday 15th June 1pm – 5.30pm @ Central Park Conference Centre, 152 – 158 St Georges Tce
MELBOURNE  Wednesday 17th June 8.30am – 1.00pm @ Minter Ellison, Level 23, Rialto Towers, 525 Collins St
SYDNEY  Thursday 18th June 8.30am – 1.00pm @ Minter Ellison, Level 19, 88 Phillip Street
BRISBANE  Friday 19th June 8.30am – 1.00pm @ Minter Ellison, Level 22, Waterfront Place, 1 Eagle St

One day series:
The A – Z of what it takes to survive and prosper in a low carbon economy

ADELAIDE  Wednesday 20th May 8.30am – 5.30pm @ Minter Ellison, Level 10, 25 Grenfell St

Ticket Prices

MOSS Members and Minter Ellison Clients $220 per half day event
Non Members and non Minter Ellison Clients $330 per half day event

Full day event in Adelaide MOSS Members and Minter Ellison Clients $550
Non Members and non Minter Ellison Clients $770

Attend the whole series and save over 20%.
Book three or more from the same company for the same event and save another 10%.

All workshops include arrival tea and coffee, morning tea and a light lunch. Adelaide also includes afternoon tea and afternoon drinks. All delegates receive copies of presentations and reference materials.
Cancellations up to two weeks prior incur a 20% service fee. After that there will be no refunds, but substitute delegates are welcome.

All speakers are current at time of printing but subject to change.
Carbon – Accounting and forecasting, monitoring, reporting and trading the subsequent legal and financial implications

8.30am  Registration and networking

8.45am  Introduction and Welcome – Anne-Maree Huxley Founder and CEO MOSS  
*Climate change, Kyoto and the road to Copenhagen*

8.50am  Official opening and address by Carmel Tebbutt – Dept Premier, NSW Minister for Climate Change and the Environment and Minister for Commerce (Invited TBC)
  - The social, financial and environmental impacts of climate change on NSW
  - How business and government must work together to mitigate risk and reduce emissions

9.05am  Message by Senator Penny Wong – Minister for Climate Change (Invited TBC)

9.15am  Duncan McGregor – Partner, Minter Ellison and Paul Wentworth – Partner, Minter Ellison  
*Législation and reporting in a carbon-focused business environment*
  - Overview of the Federal Governments Carbon Pollution Reduction Scheme White Paper and pending legislation, Renewable Energy Targets (RET) and Solar Credits
  - Transparent emissions monitoring, verification and reporting
  - NGERs reporting, penalties, liabilities and operational controls
  - International mechanisms including CDM and their application to Australian companies

10.15am  Morning Tea

10.40am  Jesco d’Alquen – CEO tradeslot (tradeslot advised the government on the scope and function of the permit auction system)  
*Carbon Permit Auction System*
  - How the price of carbon is created
  - Carbon Permit Auction System – how it works and what you need to know to be a successful trader
  - After the auction – management of permits and audit rules

11.10am  An Industry Perspective  
*Practical case study showing changes made by an industry leader*

11.40am  Rob Crawthorne – Managing Director Carbon Reduction Institute  
*The financial impacts, risks and opportunities*
  - Winners and the losers of the CPRS – understanding the practical applications
  - Reduce risk and make your organisation more robust in a low carbon economy
  - The growth of low carbon companies
  - Carbon accounting – conduct carbon audits through the chart of accounts and forecast the price of carbon in 2010 and beyond
  - Developing an abatement roadmap – what pays and what doesn’t
  - Financial impacts of the CPRS especially the risks of mergers and acquisitions
  - Carbon – what’s quality and what’s not
  - Carbon Credits through abatement – what qualifies, Clean Development Mechanisms (CDM) and other offset projects
  - Voluntary action and how this fits within the CPRS
  - Industry Case Study – Mercure Meetings

12.30pm  Networking and light lunch
Licence to Operate: Trust, CSR, green-washing, green marketing and communication, stakeholder mapping, community engagement and reporting

8.30am Registration and networking

8.45am Introduction and Welcome: MC: Anne-Maree Huxley – Founder and CEO MOSS

8.50am Message from Minister for Superannuation and Corporate Law Senator Nick Sherry (Invited)
- A national and international view on CSR
- How CSR benefits the bottom line
- Possible changes to corporate law relating to CSR

9.00am Jonathan Wootliff – International Sustainability Advisor and Environmental Broker
Building relationships with Gov, NGOs and stakeholders
- Addressing the expectations of society and your customers
- Mapping your stakeholders
- How to establish public-private partnerships (PPPs) with government and NGOs
- Building productive relationships with activists to correct corporate misperceptions

9.45am Anne-Maree Huxley – Founder and CEO MOSS
Understanding the LOHAS Market and Tools to aid your community investment programs
- What does LOHAS mean and how are large and small companies taking advantage of this emerging multi-billion dollar market segment?
- What are the barriers to the uptake of environmentally friendly products?
- Who are the trusted advisors and what is their media consumption?
- What are the current and projected product trends?
- How to convert sustainability concepts into products and services
- Responsible Capitalism and what this means to manufacturers and marketers
- Introducing tools to evaluate and aid your sponsorship and community investment programs to maximise your ROI and achievement of KPI’s
- The benefits of measurement and benchmarking

10.30am Morning Tea

10.50am Amanda Little: Managing Director Edelman Australia
Is trust in business at a crisis point in Australia?
- Results from Edelman’s Trust Barometer study for 2009
- How trusted are business and institutions in Australia?
- How do we rebuild trust based on understanding opinion influencer expectations
- How does trust in Australia compare with Asia and the rest of the world?
- Where does CSR fit into the mix in a trust vacuum?

11.35am Michael Ziviani – CEO Precise Business Decisions ROI on CSR
- Maximising ‘bang for buck’ of CSR communications
- Quantifying the ROI and business value of CSR
- Understanding the evolution to a relationship economy

12.15pm Paul Schoff – Partner, Minter Ellison How to avoid green-washing
- How to avoid green-washing and how transparency in communications is a key indicator of a socially responsible company
- ACCC guidelines to green-washing
12.30pm Networking and light lunch

**Market Advantage – Ethics, change management and best practice**

8.30am Registration and networking

8.45am Introduction and Welcome: MC – Paul Wentworth – Partner, Minter Ellison

- The Carbon Disclosure Project, C40, Masdar City and the growth of the green economy

9.00am Industry specialist

- Integrating sustainability into business strategy
- How to create a low carbon culture to engage employees and create change within the workplace and communities in which you operate
- How to engage employees and create sustainability champions

10.40am Morning tea

11.00am Anne-Maree Huxley Founder & CEO MOSS

*The Challenge of Change Management: How to determine company priorities and embed sustainability into strategy*

- In this final session, we will work in teams to play the Sustainability Challenge – the latest international sustainability training tool that builds the sustainability capability of management and employees. Used by SMEs, Not for Profit Organisations, industry bodies, multi-nationals and all levels of government
- The Sustainability Challenge leverages strategic action to embed sustainability across the whole organisation including the supply chain and enables organisations to audit achievement of objectives and policies

12.30pm Networking and light lunch
Amanda Little – Managing Director, Edelman Australia

Edelman helps build the world’s leading companies and brands by understanding and mastering the “Relationship Imperative”. As the world’s largest independent public relations firm, Edelman has some 3,000 professionals in 51 offices and conducts some of the most significant stakeholder research in the world.

Amanda Little has been in public relations and social marketing for the past twenty years working with agencies such as Burson-Marsteller, Hill & Knowlton and Professional Public Relations. She is also a Founder of One at a Time Foundation, an organisation dedicated to making climate change action easy and accessible by presenting the simple steps people, groups and communities can take to reduce their environmental footprint. The One at a Time Foundation works in partnership with industry, the environmental sector and governments to facilitate change.

Amanda has a Masters of Business Administration (MBA) from the University of Technology, Sydney. She is Fellow of the Public Relations Institute of Australia and an accredited member of the Australian Institute of Company Directors.

Anne-Maree Huxley – Founder and CEO, MOSS

Anne-Maree is a business strategist with specialisation in marketing, events, sponsorship and corporate social responsibility with over 25 years experience in all facets of the marketing mix for regional, state, national and international events, brands and corporations including the Darling Harbour Authority, The World Masters Games, The Australian Army, NQ Society for Crippled Children, Samsung, Lion Nathan, Coca Cola and the Olympics to mention but a few.

She has spent the last 4 years educating business on the risks and opportunities of Climate Change and responsible business. In 2005 Anne-Maree hosted Australia’s Inaugural CSR Summit and has since founded Models of Success and Sustainability (MOSS) the industry body for CSR and corporate sustainability. She has been trained by Al Gore as a climate leader, and is a driving force behind business sustainability education in Australia. She was also a judge for the UNAA World Environment Day Awards.

She is Co-Founder of the One at a Time Foundation, Chair of the Live N Learn Foundation, a Director of Green Planet Management and former President of the Australasian Sponsorship Marketing Association who is passionate about making a difference in the world. She speaks regularly about leadership, climate change and responsible business – and aims to assist business, government and community work collaboratively to address the complex issues of our time, with a vision and purpose that addresses sustainable development.

Duncan McGregor – Partner, Minter Ellison

Duncan is a planning and environmental lawyer who specialises in structuring, planning and environmental approvals, sustainability, greenhouse and climate change issues. He also advised on town planning and environmental aspects of major corporate transactions, environmental issues including pollution prosecutions, contaminated land, and the liability of directors and managers under environmental planning and local government legislation.

Duncan advised Duke Energy (subsequently Alinta) in relation to the development of a major co-generation power plan at Port Kembla which has significant greenhouse benefits. This work includes drafting complex contractual provisions which anticipate the commencement of a carbon trading scheme under Australia’s Kyoto obligations.

Jesco d’Alquen – CEO, tradeslot

tradeslot is a technology firm specialising in market design and auction allocation technology. tradeslot have acted as advisors to the Department of Climate Change in the development of the CPRS auction system and work with a group of international experts in the auction design field to bring the theory to practice. They also develop carbon management software, such as CarbonNavigator.
Speaker Profiles

Jonathan Wootliff – International Sustainability Advisor and Environmental Broker.
Jonathan is a veteran of UN Climate Conferences and a former journalist turned corporate responsibility / sustainability consultant, specializing in communications and helping multinational corporations build productive relationships with NGOs, advocacy and activist groups through effective engagement. Based in Europe, he travels extensively within the continent, as well as to the United States and Australasia, where he assists companies in building sustainable development strategies. Jonathan has undertaken client assignments for a wide range of companies including Altria, British Petroleum, Coca-Cola, Colgate-Palmolive, Merrill Lynch, Procter and Gamble, the Society for Worldwide Interbank Financial Telecommunication, Unocal, the Whirlpool Corporation and the Indonesian paper and pulp producer, APRIL. He has extensive knowledge in the energy, forestry, agriculture, food, and extractive industries sectors and provides a regular sustainability column for the Jakarta Post.

LOHAS – Mobium Group
The Mobium Group provides market research and strategy services in the markets for health, wellness and sustainability. It conducts the annual Living LOHAS research and report on Lifestyles of Health and Sustainability in Australia. Its mission is to understand what motivates Australians to make healthier, more sustainable consumption choices, and to demonstrate the consumer-led business case for sustainability.

Michael Ziviani – CEO, Precise
Precise specialises in below-the-line analysis based on thorough market research methodologies, clarifying and quantifying the traditionally grey areas of CSR communications and PR, turning otherwise intangible communications into a valuable asset with proven outcomes. Precise insights show companies how to do more with less by working smarter.

Paul Wentworth – Partner, Minter Ellison
Paul advises on the corporate and commercial aspects of large-scale infrastructure projects in the energy, communications and transport sectors. He also advises on joint ventures and private mergers and acquisitions in those sectors.

Paul Schoff – Partner, Minter Ellison
Paul advises on the restrictive trade practices and consumer protection provisions of the Trade Practices Act, including misuse of market power, price fixing, and exclusive distribution arrangements. He advise on and obtains informal merger clearances from the ACCC for clients in a wide range of industries including FMCG, telecommunications and manufacturing.

Rob Crawthorne – Managing Director, Carbon Reduction Institute
Apart from providing abatement consultancy, carbon offsetting and credits, and NoCo2 business certification programs, the Carbon Reduction Institute (CRI) have developed carbon auditing through accounting. Having worked with the CSIRO to develop a carbon cost to all items, the CRI are now teaching this government approved accounting methodology to both the CPA organisation and to CPA’s across Australia.
Registration – Sydney

I would like to register for the following event. (One person only per registration please.)

- Sydney – All three events 1 April, 14 May, 18 June
  MOSS member and Minter Ellison clients $880
  Non members and non Minter Ellison clients $880
- Sydney – Wednesday 1st April 8.30am – 1pm @ Minter Ellison, Level 19, 88 Phillip Street
  MOSS member and Minter Ellison clients $220
  Non members and non Minter Ellison clients $330
- Sydney – Thursday 14th May 8.30am – 1pm @ Minter Ellison, Level 19, 88 Phillip Street
  MOSS member and Minter Ellison clients $220
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- Sydney – Thursday 18th June 8.30am – 1.00pm @ Minter Ellison, Level 19, 88 Phillip Street
  MOSS member and Minter Ellison clients $220
  Non members and non Minter Ellison clients $330

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Call 02 9660 0300 for all registration enquiries.

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CONTACT DETAILS (Please print clearly)

Name: ______________________________ Position: ______________________________

Company: ____________________________________________________________

Address: ___________________________ Post Code: ____________________________

Phone: _____________________________ Email: ________________________________

My understanding of Carbon: Accounting and forecasting, monitoring, reporting and trading, legal and financial implications
- Beginner
- Intermediate
- Advanced

My understanding of Licence to Operate: Trust, CSR, green-washing, green marketing and communication, stakeholder mapping, community engagement and reporting
- Beginner
- Intermediate
- Advanced

Market Advantage: Ethics, change management and best practice
- Beginner
- Intermediate
- Advanced

PAYMENT DETAILS (Please print clearly)

Book three or more from the same company to receive a 10% discount.

I am paying the following amount: $_________________ via the following method:

- Direct Deposit Models of Success & Sustainability Pty Ltd Westpac Bank, BSB: 033 009 A/C: 319 414
- Cheque Please make all cheques payable to Models of Success & Sustainability Pty Ltd and post to: 2009 Sustainability Series Registration Centre, 32 Sarah Cres, Baulkham Hills NSW 2153
- Visa Mastercard (Please note a 4% credit card processing fee will be charged on all credit card purchases)

Cardholder’s Name: ______________________________

Card Number: ______________________________ Valid to: ______________________________

Signature: ______________________________

We look forward to seeing you there!