
THE BUSINESS OF SUSTAINABILITY

Sustainability Workshop Overview

The Business of Sustainability is an approach that leverages opportunities and mitigates risks to create economic, social, and environmental value for you and your stakeholders. If you and your organization are ready to embrace sustainable business practices, then this workshop is for you. Let's eclipse to the next level of sustainable business together.

Our **one day** workshop is geared toward Executives, Senior Level Managers, or designates, and answers the following questions:

1. What is the Business of Sustainability?
2. How can it be mitigate risks and identify opportunities to improve stakeholder value?
3. What are the relationships between people, planet, and profit?
4. How has corporate value shifted, and how does this impact your business?
5. What measurable sustainable steps can you take to make your business flourish?

Course Format

This workshop is divided into three parts:

Part 1: Sustainability Foundations

Part 2: Investing in Sustainability

Part 3: Becoming Sustainable.

Part One -Sustainability Foundations

In Part One you will learn how to:

- Identify global trends that are influencing and changing how we do business
- Explain key concepts, terms, and jargon to more effectively discuss sustainability
- Explain how social and environmental trends are impacting your business
- Explain the strategy of sustainability, its opportunities and how it mitigates global trends
- Describe how your organization can become more profitable and more competitive by tackling environmental issues and social shifts.

Part Two – Investing in Sustainability

This fun and engaging module allows you to build upon the skills and knowledge you learned in Part One, by participating in a simulation. You will

- Experience how global trends will impact your business in the present and mid-term.
- Explain how sustainability decisions can negatively / positively impact your business.
- Describe how working as a team positively impacts your business.

By playing “Greenomics the Game” you will learn some very important messages about sustainability. This game can be used as a strategic and tactical tool separate from this workshop.

Part Three - Becoming Sustainable

In Part Three, you will learn strategies, principles, tools, and methodologies to move your business toward sustainability. You will also identify short term steps that you can take immediately, as well as midterm steps toward sustainability.

This workshop provides clear, practical guidelines that assist companies in becoming more sustainable. It shows how to prioritize sustainable options to maximize the Return on Investment immediately, while positioning your organization for mid- and longer-term goals. There are just some of the many highlights of this interactive and innovative workshop.

If you would like to know more about the Greenomics Sustainability Workshop, please contact Andrea Shalinsky at 604.568.5483 or e-mail Andrea at andrea.shalinsky@greenomics.ca