

Sustainability as an Innovation Magnet

Sustainability as an Innovation Magnet is an intensive, hands-on executive course designed to let the participants learn how to develop and implement a sustainability strategy. The course has a holistic, science-based approach, and offers practical tools and methods that help companies/participants to embed innovative ideas, products and solutions and communicate more effectively with stakeholders.

Introduction

The sustainability challenge is global and consists of many interconnected issues. Our world is rapidly evolving, becoming increasingly complex and radically more transparent than ever. The global population will increase to 9 billion by 2050. The business sector will be progressively impacted by resource scarcity, climate change, supply chain insecurity, increased regulations and rising costs for resources, insurance and finance. By offering different mental models, the appropriate knowledge, tools and a strategic approach, participants will discover that sustainability is THE magnet for innovation.

By using sustainability as an innovation magnet, you can be an important driver of value creation in your organisation and help bridge the gap towards sustainability.

Key questions are:

- How will your organisation stay relevant in future markets, that will dynamically change?
- How will your business sell more value while using less resources and ensure stakeholder well-being?
- How can you move beyond managing sustainability risks and compliance and view sustainability as an enabling strategy that leverages new opportunities for profitability and personal growth?
- How can you leverage your stakeholders and let them help you to accelerate change?
- How can you connect your organizations' product-service systems to fulfilling basic human needs and become beneficial to society at large?

The Challenge

Companies do not tend to frame sustainable development as an opportunity. Often sustainability ends up as another item on the agenda, a regulatory necessity that adds costs and liabilities. Organisations are often quick to implement a variety of standards with specific functions (e.g. reporting, management, quality, CO2 footprint) in order to "implement" sustainability or CSR. This approach will not help organisations or individuals that want to deal with sustainability in a strategic and holistic manner.

The Solution

This intensive 3-day course will help you link global challenges to how value is created in your organisation and hand you the appropriate sustainability lens and a set of tools to future-proof, or ensure the long-term viability of, your organisation in a changing world. This course will enable you to make better decisions and develop and implement meaningful strategies, practices and products with existing resources.

Objectives

The course will help you to: understand the global sustainability context from a scientific perspective; analyse current operations, products and services of your organisation; design resilient strategies, plan and implement sustainable practices and innovations; and help you to communicate strategically and effectively with stakeholders.

The course will bring you the knowledge and skills to:

- Explain the sustainability challenge and the scientific basis of sustainability
- Bridge the gap between environmental, social, and economic interests
- Perform a current reality assessment of the sustainability risks and opportunities of your organisation, products or processes using a life-cycle thinking approach.
- Develop a common vision and strategic sustainability plan for your department or organisation
- Identify the necessary conditions for an effective implementation of your strategic sustainability action plan.
- Integrate sustainability and innovation into your policies, procedures, and decision making
- Communicate your plans and achievements to stakeholders and identifying relevant reporting tools.
- Learn what key-activities need to be in place to develop a culture of sustainability within your organization.

Specific concepts and methods used in this comprehensive course include:

- The relevance and power of *systems thinking* related to our current sustainability challenges and learn to bring systems thinking into practice.
- The *context-driven innovation model* and recognize how organisations can be more successful with their sustainability efforts.
- Strategic sustainable development based on a solid, scientific foundation.
- The *Framework for Strategic Sustainable Development*, (also known as *The Natural Step framework*) and how it is applied within organisations and in complex sustainability challenges.
- Understanding the value of sustainability for your organisation using the *Sustainability value assessment*
- The sustainability principles; how they can be used to analyse your products or service and how they can help you to (re)-design more sustainable alternatives to exceed customer expectations.

- Effectively communicate and report your organisation's vision, strategy, performance and progress and identify relevant reporting tools to assist in doing so.
- Embed sustainability into the culture of your organization to support a successful sustainability strategy.

Who should attend?

In general: Those that believe sustainability is the key to unlocking value and want to ensure their company's long-term success in an increasingly resource-constrained world. The course was designed for a broad audience, from Business, NGO's and government.

Specifically:

Those who are responsible for, or involved with, sustainability (or CSR) in their organisation or want to be in the future:

- Executives
- Policy makers
- Managers,
- Corporate and SME CSR practitioners
- Intrapreneurs
- Entrepreneurs
- Consultants
- Designers

The course is open to a maximum of 25 participants from both profit and non-profit organisations.

Program / Overview

The course will help participants to better understand innovation in a sustainability context.

- What is sustainability?
 - What is your current and future sustainability context?
 - What are some (global) trends and how do they affect you?
 - What is the sustainability challenge?
 - What is considered success in sustainability?
 - How can you achieve success?
 - What is the business case for sustainability?
 - What is the role of leadership?
- How can we use sustainability as a driver for change and a magnet for innovation?
 - How can strategic sustainable development be applied and integrated into your strategy?
 - Generic ABCD approach
 - Backcasting from sustainability principles
 - Business Operations
 - Product development & Innovation
 - Business Innovation
- How can we report effectively to our stakeholders?
 - What frameworks exist?

- Do's and don'ts in reporting
- Cases of reporting
- What to report?

Methodology

To ensure all participants starting the course have a similar knowledge level, it is required that you participate in an online e-learning module 60-90min. Having this basic understanding makes it easier to go deeper into the content of the matter and to pay more attention to 'hands-on' capacity building. For more information about the e-learning course (Sustainability 101), go to: www.thenaturalstep.org/elearning.

This is an interactive participative course which was designed using a dialogue education approach with sample issues and practical exercises. We keep the presentations short and focused, and provide plenty of opportunities for you to apply what you're learning and reflect upon it. This intensive 3-day course is split into 2 sections: one of 2 days and a follow up day a few weeks later. The course will be provided in English.

Certificate

All participants completing the training successfully will receive a TNS Level 1 participation certificate.

Lecturers

This course will be hosted by senior advisors from FUTURE-PROOF/Inc. and The Natural Step.

For more information:

<http://www.futureproofinc.com>
www.thenaturalstep.nl

Dates and Schedules

This course will run in spring and autumn of 2013:

- Spring dates: May 22nd & 23rd, the follow up day to be planned
- Autumn dates: October 22nd & 23rd, the follow up day to be planned

Ideal group size is between 12 and 25 participants.

Registration Deadlines May 8th/October 8th

Price

1,700 € / Early Bird 1,500 €

Early Bird = Spring: On or before April 22nd 2013/ Autumn: On or before September 22nd 2013