

Sustainable Business *The Bigger Picture*

UPEACE Certificate
October 1-2nd 2009, London

The workshop will last two days with the core themes of:

- **Leadership in Sustainability / Corporate Responsibility**
Bringing values to the workplace and developing leadership skills for sustainability. Inspiring and motivating colleagues to have the confidence to integrate values into everyday business operations and decisions. Ethical dilemmas. Facilitation and debating skills.
- **Communications & Stakeholder Engagement**
Engaging and inspiring stakeholders, and CR reporting and branding. Internal and external communications. Mapping stakeholders and developing productive working relationships. Behavioural and organisational change, long-term strategic brand positioning and building brand value through CR / sustainability.
- **Organisational and Behavioural Change**
How to affect change at an individual and organisational level. Techniques, strategies and case studies. How to ensure high-level policies are supported by frontline behaviour.
- **Partnering for Sustainability**
Forming sustainable and productive partnerships. Conflicting values and cultures, and mutual benefits. Community initiatives and best practice case studies covering the corporate, public and third sectors.
- **Social Enterprise**
Combining social, environmental and economic goals. New business models, and business as a way to achieve social goals on a local and global scale. Sustainability within the public sector.
- **Sustainability Frameworks**
Understanding and implementation. A look at the UN Global Compact and other leading frameworks from experts in strategy and implementation with problems and best practice examples.

The course will feature industry experts, last year's speakers included experts from LEAD International, WWF, Serco, Asda and the Co-operative Group. Background

reading is required and all participants are asked to bring a real life dilemma to the course.

One introductory session, with 7 modules in all, each session lasts between 1hr 30mins and 2hrs.

Who is the course for?

The course is aimed at young professionals with experience or an interest in CR. The maximum intake this year is 24 people. Last year's course was attended by 24 people from across sectors. This included people from leading universities, blue chips, consultancies, the public sector, social enterprises and charities. This make up of the group with differing backgrounds and viewpoints resulted in a fulfilling sharing of experiences and passionate discussions.

The course includes a careers workshop with a leading CR recruitment agency.

The facilitators are; Mohit Mukherjee, Director of the UPEACE Centre for Executive Education, and Jeremy Wickremer, Director of Ideal Media.

The UPEACE Center for Executive Education

Since 2000, UPEACE has organized some 60 training courses in many parts of the world, reaching nearly 2000 individuals. The Center's mission is to work with leaders from around the world to offer the knowledge, perspectives, and skills to prepare them to be more effective in their professional environments, with a new spirit of understanding, cooperation, and sensitivity to our global interconnectedness.

Ideal Media

Since 2002 Ideal Media has been working in sustainability strategy and communications, working to integrate sustainability with organisational objectives and brand. Our goal is to support organisations large and small working towards sustainability and engage positively with stakeholders.

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