

COMPETITIVE SUSTAINABILITY 2.0

Learn how to win with sustainability in business!



**A dynamic workshop that includes the
simulation game *Green&Great***

Image source: NASA

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CENTRE FOR
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Do you know how much your business can benefit from sustainability?

Good companies attract more clients.

Employees are happier and more effective.

Integrating sustainability is a principal way to reduce risks.

Responsible businesses have proven to be economically more successful on the long run.

” What Participants Say

Energizing delivery mechanism.

Connection between all the sustainability dimensions and how things can interact.

Helped me start to think in a different dimension.

Highly recommended!

Competitive Sustainability 2.0

is an interactive workshop that will help you to learn to navigate the complexity of economic, social, environmental, and human wellbeing issues.

Flexible delivery:

Time: One day, but can expand to two or three days

Size of the group: 10 to 24 participants

Key benefits:

- » Create understanding about the necessity of sustainability — and buy-in for the benefits.
- » Collaborate with others to assess risks and opportunities affecting business competitiveness — as well as wellbeing on the job.
- » Learn a simple but systemic tool to help integrate sustainability considerations into business and management decisions.



Competitive Sustainability 2.0: Agenda in brief

Four essential parts



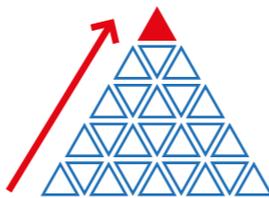
Understanding the **Sustainability Compass** and system dynamics



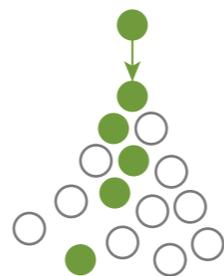
Green&Great: simulating business reality in an interactive way



The Pyramid Process: generating real options, collaboratively



Creating real impact



PART 1

Understanding the Sustainability Compass and system dynamics

Set your course for sustainability

You will learn a new management tool, the "Sustainability Compass," that will help you:

- » manage the increasing complexity of an ever-more-demanding market,
- » develop creative ideas about how to merge corporate responsibility with new and innovative business ideas,
- » successfully navigate the links between economic, ecological, social and individual wellbeing issues,
- » build on your sustainability strengths.

The Sustainability Compass combines the "four directions" of sustainability — Nature, Economy, Society and Wellbeing — into a simple tool that helps you navigate in an increasingly complex business reality.



Find out more about the Compass and other sustainability tools at atkisson.com.



PART 2

Simulating reality in an interactive way

Experience complex business reality

The Green&Great game – a fast-paced two-hour simulation exercise (or "serious game") – makes the challenge of sustainability management real. Players must manage business, social, environmental, and well-being factors simultaneously. The game recreates the real decision making situation of a leadership team, including the functions of sales, finance, HR, strategy, and CSR/sustainability. Players assume the role of managers in large consulting firms. Their companies compete for clients and seek to make a profit, while achieving social goals and reducing environmental impacts. By facing the consequences of their own decisions, players learn and experience the importance of business sustainability as a source of competitive advantage.



Players will

- » learn how to create a successful sustainability strategy,
- » test various strategic assumptions and be quickly confronted with the dynamic impact of their decisions,
- » improve teamwork, interpersonal communication, and negotiation skills, learn how to build sustainability buy-in,
- » practice solving business problems in a complex environment.



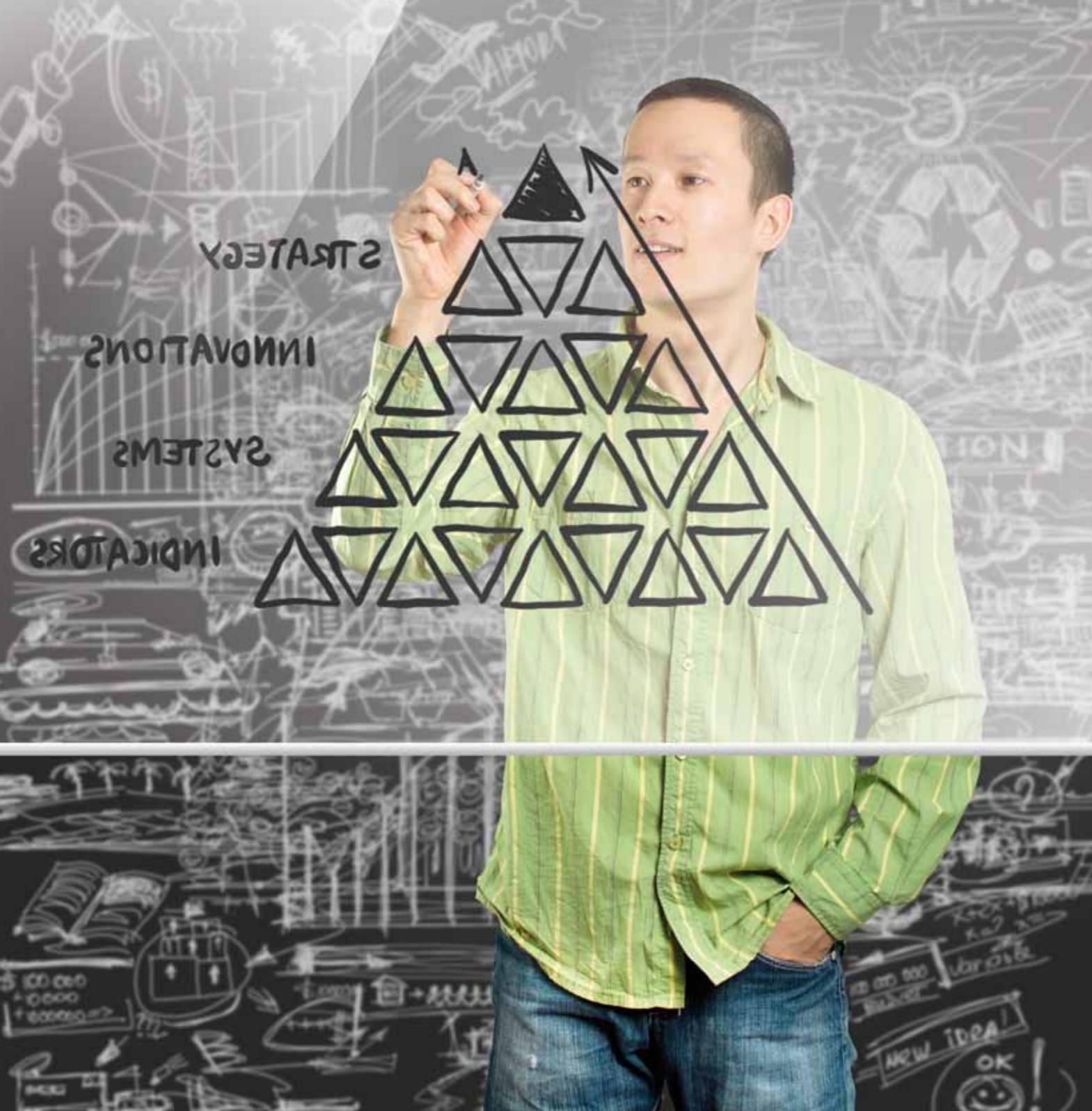
Because games feel more “real” than other learning situations, participants learn more quickly and retain more information. They also develop more intuition about how to make more effective decisions.

“The game was brilliant, interactive, impactful and fun.” - Partner in a global firm



Find out more about the Green&Great game at gg.games4sustainability.com.

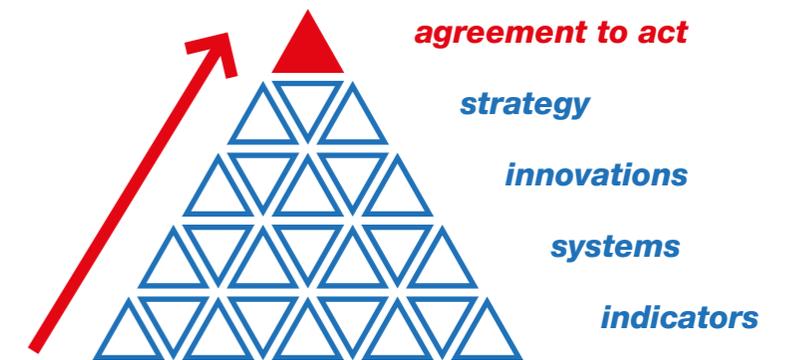
The Green&Great game was created by Centre for Systems Solutions



PART 3

Generating real options

Bring sustainability to life



The Sustainability Pyramid is a team process to develop ideas for strategic actions. It helps participants understand the complexity of sustainability challenges and to translate those, step by step, into real actions.

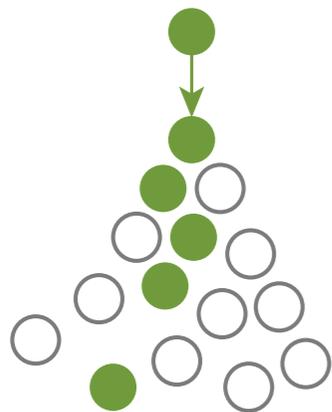
Pyramid is an exciting and effective workshop tool for training on every dimension of sustainability, or for planning your next strategic initiative. Companies have used it to develop creative ideas about how to integrate sustainability into their core business. Governments have used Pyramid processes to create new plans and policies for sustainability. Training programs use it to teach an integrated approach that combines the science and economics of sustainability with the principles of strategic change. Schools and educational institutions have made it a centerpiece of their sustainability curriculum. Building a Sustainability Pyramid is a unique, engaging, and very productive way to build group understanding, as well as a common vision of what needs to get done.

PART 4

Creating real impact

Innovations and strategies developed in part 3 need to be implemented by the organization. How to get buy-in from top management? How to prepare a persuasive pitch? What obstacles are expected? Who can support new ideas? You will learn how to pave the path from ideas to practice.

Completing the workshop will give you a hard look at your company's sustainability performance. You will be able to begin applying the Sustainability Compass to your company's decision-processes.



Workshop results often get straight into practice. In one of the workshops conducted for an international consulting company, when new ideas developed by participants were presented to the management board, the CEO immediately said to his deputy: "You are responsible to implement these ideas!".

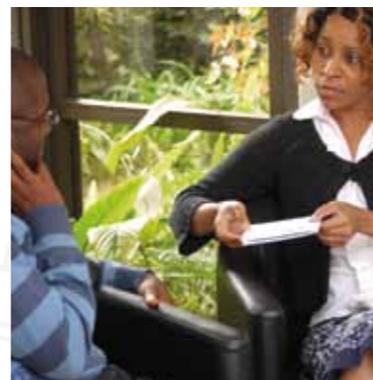
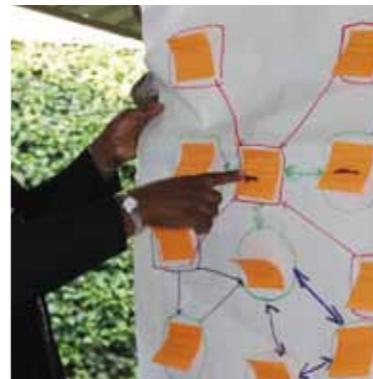


We have earned the trust of many leading organisations

Hundreds of organizations have sent their executives and professional staff to Center for Sustainability Transformation training workshops around the world. These include some of the world's largest companies (Toyota, Intel, Yahoo!), leading city governments (Melbourne, Palo Alto, Seattle), and a large number of universities, NGOs, and international agencies.

Center for Sustainability Transformation faculty have designed and facilitated large-scale training programs for executives at global companies such as Levi Strauss, Lufthansa, Canon, EY and others.

The following is an additional (and still partial) list of clients that have been served either directly by Center for Sustainability Transformation workshops and courses, or by Center for Sustainability Transformation founders Alan AtKisson and Axel Klimek.



Business: Levi Strauss & Co., Lufthansa, Canon, Unilever, Deutsche Telekom, EY, Nike, Volvo Cars, Toyota, ANTAM and Other Indonesian Companies, PricewaterhouseCoopers Sustainable Fashion Academy (Stockholm), Angels with Attitude (Seattle, USA), Asian Productivity Organization (Tokyo), World Business Council for Sustainable Development (Lisbon), Triple Logic (Stockholm), Svevia (Swedish construction company), WIPFLI & LLC (US accounting and consulting firm), PSC (US industrial services firm).

Cities & Regions: New Orleans / Southeast Louisiana (USA), City of Randwick (Metropolitan Sydney, Australia), Stockholm County Government, Sustainable Pittsburgh.

Education: Baltic University Programme (Uppsala University), Thailand Ministry of Environment, Imperial College London (Stockholm University), University of Iceland (School of Engineering & Natural Sciences), Sasin Business School (Chulalongkorn University, Thailand), Auburn University Office of Sustainability, SIDA (Swedish aid agency) International Training Programs, Global Issues Network (international school program).

Government: State of South Australia (Australia), The Government of Latvia, Strategic Environmental Research and Development Program (US Department of Defense; and US Army), Singapore Ministry of Foreign Affairs, Martha's Vineyard Commission, The Government of Latvia (Department of Spatial Planning), National Bank of Indonesia (BNI46), Indonesia Ministry of Education (and provincial school systems), Youth Environment Program (Government of Singapore).

International & NGO: United Nations Environment Program – Asia & Pacific, Earth Charter International, WWF, GIZ Deutsche Gesellschaft für Internationale Zusammenarbeit (former GTZ), FAU (Swiss labor NGO), The Heinz Endowments (grant-making foundation).