

SUSTAINABILITY LEADERSHIP

SUSTAINABILITY LEADERSHIP SERIES

MARKETING OPPORTUNITIES & PROGRAM OVERVIEW

With Strategic Alliance Partner
GA Department of Natural Resources



Presented by :

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SUSTAINABILITY LEADERSHIP

Sustainability is believed to be the greatest business opportunity of our time. Early adopters of sustainable development are changing the rules of the game. Applying a lens that combines environmental, social and economic aspects fosters extraordinary innovation by transforming business, redefining education and elevating communities.

The Sustainability Leadership Series (SLS) is a unique learning experience that has a **TOTAL** approach for understanding the technical aspects of sustainability as well as building the leadership and organizational capabilities that turn strategy into reality with long-term benefits.

The TOTAL Experience

T echnical	Learn the technical aspects of sustainability such as carbon footprinting, Life Cycle Analysis (LCA), Cradle-to-Cradle design, green building, conservation, alternative energy options, waste reduction, recycling and how to green your supply/value chain.
O rganizational	Discover ways to create a culture of innovation, engagement and empowerment to build the capacity needed to make sustainability part of the fabric of the organization.
T ools	Apply models and approaches you can put in place right away to help you assess where you are, develop plans for action, measure results and apply a whole-systems approach with your organization.
A ction	Experiential learning is used to build knowledge, skills, and capabilities needed to transfer information, models and best practices into reality. You will not only learn from subject matter experts, but will also apply your learning in ways important to you.
L eadership	Through this educational series, you will identify and develop competencies that are important for you to successfully lead sustainability initiatives and influence those around you.

Participants will come together for seven full-day sessions scheduled about a month apart to learn from subject matter experts, case studies, and interactive activities. Registration to the GreenBusiness WORKS EXPO is also included and a part of the course curriculum.

Attendees will set sustainability and leadership development goals for the entire program and will have activities to apply and continue learning in between sessions with support from peers, facilitators, and subject-matter experts. Some sessions will also include field trips to see sustainability in action.

At the culmination of the class, graduates will receive a certificate of achievement representing the skills, knowledge, experience gained by participating in and completing the Sustainability Leadership Series. Participants will also be recognized for their accomplishments at the GreenBusiness WORKS EXPO in October.

Visit the [GreenBusiness WORKS](#) website for additional information about the program and to register.

SUSTAINABILITY LEADERSHIP

Program Overview

April 16	Sustainability – The Next Frontier: Guest speakers and case studies will validate the strategic importance of sustainability and the megatrends that are changing the way businesses, communities, and education operate. By examining the implications, you will discover where your organization is on the “Path to Sustainable Prosperity” and set your own sustainability goals to work on during the series and learn how to turn these goals into reality.
May 21	Leadership for a Sustainable World: You will be introduced to the “Sustainable Organization Model” and cultural traits needed for success and ways to build organizational capacity through whole system involvement. You will learn the leadership competencies critical for making change happen in this new environment and set your own goals for developing as a leader. Guest speakers will share experiences of leadership, cultural transformation, and employee engagement.
June 18	Energy Efficiency and Renewable Energy: Through subject matter experts, you will learn about ways to conserve energy and options for renewable and alternative energy. You will be asked to initiate an energy audit in your organization to find ways to increase efficiency. By applying this information, you will identify opportunities to save money and enhance the bottom line by conserving energy.
July 16	Environmental Management: Recycle, Reuse, Renew, Reduce, Repurpose....You will discover opportunities for your organization in the “Re” spectrum to make better use of environmental resources while saving or making money. Guest speakers will share experiences of organizations benefitting from environmentally responsible practices. You will also learn about Life Cycle Analysis and Cradle-to-Cradle design.
August 20	Finding Value in the Value Chain: It is estimated that up to 80% of the carbon footprint of a product is in the supply chain. Subject matter experts and guest speakers will illustrate how organizations partner with those in the value chain to ensure transparency and traceability and to enhance environmental and social practices. You will consider how your organization can identify both opportunities and consequences of value chain management.
September 17	Green Building Practices: Expert speakers will present the business case for building green and give an overview of certifications including LEED, Green Globe and Energy Star. In addition to considerations for planning and selecting resources to manage your owned or leased space, you will learn about green practices in new construction, existing buildings and retrofitting. You will also be exposed to resources available and best practices for creating and maintaining a green facility.
October 12 & 13	GreenBusiness Works EXPO: This session will be held on site at the EXPO, scheduled for Oct 12-13, at the Cobb Galleria. In lieu of a formal session, you will select breakout sessions to attend that tie directly to your leadership and sustainability goals. We will formally recognize all participants at the GreenBusiness Works EXPO Recognition Luncheon.
November 19	Next Steps in the Sustainable Journey: In the final session of this extraordinary series, you will explore with your peers how to take your sustainability and leadership journey forward. By looking at other opportunities to continue to make a difference in your organization or community, you will update your goals based on what you’ve learned and what is important for you to do next. We will celebrate your Graduation in style with a fabulous reception.

SUSTAINABILITY LEADERSHIP

Sponsorship Marketing

Presenting \$3500

- Announcement and inclusion in e-communication of GreenBusiness WORKS, Strategic Imperatives and Sustainability Leadership Series newsletter as a Series partner, hyperlinked to your site
- Corporate identity on GreenBusiness WORKS and Sustainability Leadership Series Newsletters
- Contributes two featured articles up to 250 words in Sustainability Leadership Series Newsletter
- Prominent placement of corporate identity on Sustainability Leadership Series home page and hyperlinked to your site
- Unique Daybook Press Release; with quote from Senior Executive and mention in all press releases
- Participation for one attendee and 50% discount for second attendee. (must be from same company)
- Opportunity to address attendees at all sessions (including EXPO)
- Provide marketing collateral at each session and in handbook

Premier \$2500

- Corporate identity included in GreenBusiness WORKS & Sustainability Leadership Newsletters
- Featured SME article up to 100 words in Sustainability Leadership Series Newsletter
- Priority placement of corporate identity on Sustainability Leadership Series home page and hyperlinked to your site
- Unique Daybook Press Release; quote from Sr. Executive; mention in all press releases
- Allows for 50% discount for all attendees who register from the company (at prevailing rate)
- Welcome message to attendees at two sessions session, excluding EXPO
- Provide marketing collateral at each session and in handbook

Supporting \$1500

- Corporate identity included in GreenBusiness WORKS & Sustainability Leadership Newsletters
- Featured SME article up to 75 words in Sustainability Leadership Newsletter
- Premier Placement of corporate identity on Sustainability Leadership Series home page
- Mention in all press releases
- Allows for 25% discount for all attendees who register from the company (at prevailing rate)
- Welcome message to attendees at one session, excluding EXPO
- Provide marketing collateral at each session

Contributing \$1000

- Corporate listing included on GreenBusiness WORKS & Sustainability Leadership Newsletters
- Appropriate placement of corporate identity on Sustainability Leadership Series home page
- Mention in all press releases
- Allows for \$500 rate reduction for all attendees who register from the company (at prevailing rate)
- Welcome message to attendees at one session, excluding EXPO
- Provide marketing collateral at each session

Site Host \$500 (or use of meeting facilities)

- Provide marketing collateral at each session
- Corporate Identity on session web site
- Corporate listing on Sustainability Leadership Series home page
- Site host mention included in Daybook Press Release
- Allows for \$250 rate reduction for all attendees who register from the company (at prevailing rate)
- Welcome message to attendees at sponsored session
- Provide marketing collateral at hosted session