

Embolden, inspire and challenge the way you think about **SUSTAINABILITY STRATEGY and COMMUNICATIONS** to achieve exponential results in 2018 and beyond!



## MASTERCLASS

SYDNEY February 14 & 15

@ Interface

BRISBANE April 19 & 20

@ Griffith University

Some economists, environmentalists and marketers continue to debate the best way to get society to adopt sustainability behaviours. Many however have already moved the debate from theory to action with outstanding success by using a proven set of 9 principles.

This MasterClass will introduce you to the 9 Global Principles of How to Communicate Sustainability MOSS helped to develop for the EU Commission, UNFCCC, OECD, Rio 20+, World Economic Forum and Green Growth Leaders. It will also share best practice case studies; introduce you to new sustainability trends; a simple 4 step process to create a new sustainability narrative, enable you to see sustainability working first hand in a multi award winning business, and allow you to learn from both global leaders and your peers.

### THIS HIGHLY INTERACTIVE MASTERCLASS WILL ENABLE YOU TO:

- ✓ Set strategy and engagement programs that get results beyond your wildest dreams
- ✓ Get greater CEO, CFO and Board support
- ✓ Gain cut-through and see immediate results
- ✓ Have FUN in your job by making sustainability so desirable and profitable that everyone wants to participate
- ✓ Find solutions to your nagging problems
- ✓ Know when and where to use pain points, facts and stats
- ✓ Manage or prevent CSR related boycotts or protests
- ✓ Understand your stakeholder desires and how to address them
- ✓ Save thousands of dollars in time, money and resources
- ✓ Discover the latest thought leadership and trends including Blue and Circular Economy, Behavioural Economics, Integrated Reporting, Social Media, SOG's and how storytelling, gamification, AI and other technologies get exponential results
- ✓ Turn theory into practice by working ON not IN your business for a change with important peer evaluation and contribution
- ✓ Build a hero brand and a new network of peers to support your ongoing programs

And much much more!

Presented by:



Supported by:

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## In this two day MasterClass program you'll learn

- ✓ The 9 Principles of Communicating Sustainability with examples of how cities, small business and global brands are growing their businesses, diversifying their economies, building resilience and achieving their goals through the use of these principles.
- ✓ Why some organisations struggle with the basics of sustainability and how to sustain interest with all stakeholders especially millennials.
- ✓ The simple 4 step process behind the new sustainability narrative.
- ✓ Story telling tips and techniques including the keys to effective CSR storytelling and common sustainability or CSR plots.
- ✓ How to engage the board, inspire employees and get public support for your big ideas and campaigns.
- ✓ Global sustainability trends and emerging issues/policy.
- ✓ How complex concepts such as products made by renewable energy, and the blue and circular economies are being communicated to drive mass market uptake.
- ✓ Discover the keys to success from leading sustainability managers and Hollywood super stars.
- ✓ How to create shared value through storytelling and why stories win over stats.
- ✓ The essentials of a HERO brand/community/city.
- ✓ How to innovate and overcome climate and sustainability fatigue.
- ✓ Tips to get Board buy-in and increased budgets.
- ✓ How to achieve attitude and behavior change in your target audience.

## You'll get to take home

- ✓ A workbook on How to create S.M.A.R.T. kickass Sustainability Strategy and Communications.
- ✓ A plethora of best practice case studies by leading brands, government agencies, NGOs and cities.
- ✓ New industry contacts that can support your communicating sustainability journey.
- ✓ New ideas and concepts that you can incorporate into sustainability strategy and your various campaigns.
- ✓ New tools, reports, videos and industry contacts that can support your communicating sustainability journey.
- ✓ New ideas and concepts that you can incorporate into sustainability strategy and your various campaigns.
- ✓ The seven sins of green washing and other resources to help your organisation avoid green wash.
- ✓ The psychology and principles of Climate Change Communication.
- ✓ New social-media and gamification skills and resources.
- ✓ Enhancements and amendments for your own communications programs (delegates are required to bring corporate and or campaign specific marketing collateral to work on and or reference throughout the 2 days.
- ✓ An extensive library of resources including a Guide to Sustainia and supporting resources for business, industry groups, NGOs, academia and government, especially cities and LGAs.

You also get to participate in a 90 minute webinar for follow up guidance, support and peer to peer learning/sharing.



## Meet your Speakers



This MasterClass has been developed by and will be facilitated by [Anne-Maree McInerney](#) MOSS Founder and CEO who was the only Aussie on the global team in Copenhagen who developed the “Global Principles of How to Communicate Sustainability”.

Anne-Maree has an extensive marketing background having worked in media, the NFP sector, for major events and the private sector. She also held senior roles in marketing and PR agencies before establishing **MOSS** in 2006. MOSS supports business through education, training, networking, tools and advice to drive sustainability and competitive business success. **Anne-Maree will be joined by:**



[Jamie Engel](#) is a former Hollywood animator and script writer, who today specializes in corporate education platforms, entrepreneurship, exponential technologies and storytelling. He’s written curriculum for tertiary institutions and corporations on **Storytelling**. *Storytelling to Inspire and Lead Teams*; *Storytelling for UX and Product Development*; *Brand Storytelling – Connecting to your customers and how to engage, captivate and inspire*; and *storytelling for Presentations and Pitching – how to engage, captivate and Inspire*.

Jamie’s greatest gift however is getting people excited to learn and motivated to discover hidden capabilities (and superpowers) within themselves.



[Heather Porter](#) got her start managing events globally for some of the world’s top speakers such as Tony Robbins. In 2006 she Co-Founded the Billionaire Adventure Club where she connected entrepreneurs to non-profits and social enterprises including the Branson Centre of Entrepreneurship and delivered projects such as a new school in Peru, sharing of global networks and resources for street kids in Cambodia and a training seminar in South Africa for aspiring young local entrepreneurs. When the speakers she worked with wanted to engage with their tribes online - her first big digital project was building a membership site in 2008 that attracted 18,000 members when it launched. Due to the demand for others wanting online presence, she then co-founded the digital marketing agency Autopilot Your Business in 201 and today runs Digital Voice, a website development and consultancy company for businesses who want to change the world through their message, products and services.

**Other special guest speakers around the country include:** Aidan Mullan, the National Sustainability Manager for Interface in Sydney and in Brisbane it will be Delwyn Langdon, the Manger of the EcoCentre at Griffith University.

## Who should attend

- ✓ This workshop is ideal for anyone interested in improving their economic, social and environmental performance and or stakeholder engagement.
- ✓ Anyone responsible for internal/external communications and or strategy of sustainability, CSR, carbon neutrality, climate change, ethical investment, clean-tech, green products and or services.
- ✓ Business Owners and Managers, Chief Sustainability Officers, Sustainability Advisors and Policy Makers.
- ✓ Members of Public Affairs/Marketing/HR Departments of companies and government agencies with a sustainability or climate change focus.
- ✓ Carbon, Energy Efficiency and or Sustainability/CSR consultants. Advertising and PR consultants and copy writers.

## Program - DAY ONE

8.45 Registration, coffee, meet your fellow delegates and your facilitator. Note we will start at 9am sharp!

9.00 Introductions, background and key issues.

- Who's in the room and why
- Challenges and issues in communicating sustainability
- Introduction to levels of thinking that ultimately shape strategy and determine levels of success
- Purpose and the rise of B Corps and the social entrepreneur
- Update from COP 23

10.00 Morning Tea.

10.20 How do you live your values, tell your story and build trust in a new era of collaboration?

- LOHAS and changing consumer expectations and the rise of the Millennials and what that means to employee engagement
- Metrics, benchmarking and certification programs
- New sustainability concepts and trends including Creating Shared Value (CSV), Blue and Circular economies and how they are being communicated
- Where are you on the Trust Barometer
- Freely available research to support decision making

11.30 Taking stock – what do you have to work with?

Noon Lunch and networking.

1.00 Part of being sustainable is sustaining people's interest. But how do you do that? What are the trends and best practice in a new era of transparency and collaboration. What are the tools to engage, sustain interest and build momentum? **This session features guest speaker Heater Porter** who will specifically address "How to get the most from social media".

2.30 Behaviour Change – trends and best practice + introduction to Behavioural Economics.

2.45 Afternoon Tea.

3.00 Living Sustainability – Tour of Facility with **Aidan Mullan / Delwyn Langdon**. How does the host venue live and communicate sustainability?

4.00 Introductions to the **9 Principals of How to Communicate Sustainability** as developed by Green Growth Leaders for the UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum. There will be a showcase of examples provided for each principal and time allocated to explore how you can apply each principal to your organization – and an opportunity to review your existing marketing materials and that of other participants - to ensure you full comprehension of these principals.

5.00 Drinks and networking.

6.00 End of day.

## Program - DAY TWO

- 8.30 Welcome back. Review of learnings thus far + Global best practice principles for communicating sustainability continued.
- 10.15 Morning Tea.
- 10.30 Global best practice principles for communicating sustainability continued. This includes an introduction to financial tools such as Marginal Abatement Cost Curves to build your business case and win support from governments, investors and the board.
- 12.00 Lunch.
- 1.00 The NEW Sustainability Narrative. A simple 4 step process for success!
- 1.30 Storytelling (including the Hero's journey), gamification and AI to engage audiences with **special guest speaker Jamie Engel**. Get a copy of the hero's handbook and discover how taking the Hero's Journey is diversifying economies and building resilience.
- 3.00 Afternoon Tea.
- 3.20 How will you tell your story? What will you do that's different tomorrow as a result of your learning's today? Final development of individual plans and completion of workbooks. Group discussion on how you will apply this new innovation.
- 4.30 Set date for follow up Webinar. Close.

## Price

This investment will pay for itself many times over giving you exceptional bang for your buck and a great ROI.

**MOSS Members:** \$1,540 **Non Members:** \$1,980. 20% discount for academia, government agencies, NFP's and SME's with a further 20% discount for two or more from the same organisation. **Price includes** GST, workbook, arrival tea and coffee, morning tea, afternoon tea, lunch and networking drinks at the end of day one, Tour of Facilities, access to resource centre and participation in 90 minute webinar post workshop for follow up guidance, support and peer to peer learning/sharing.

## Want to stand out from the masses?



Book you and your colleagues into this MasterClass where you can learn from global experts and your peers.

**This immersive and intimate two-day event will revolutionise how you live and communicate sustainability – to achieve exponential results in 2018 and beyond.**

**[CLICK HERE to book your registration](http://www.moss.org.au/Two-Day-MasterClass)** or go to <http://www.moss.org.au/Two-Day-MasterClass> This has traditionally been our most popular training program, so don't miss out – book today to avoid disappointment.

## What past participants have to say about this workshop

*“God knows, when you work in sustainability, you need some inspiration from time-to-time and Anne-Maree provided that in bucket loads! Not only does she have the passion and energy to keep you energised throughout the workshop, but she clearly knows her stuff when it comes to communications. If you work in sustainability or sustainable development and you keep banging your head with internal or external stakeholders, then you need to do Anne-Maree’s Communicating Sustainability course.”*

**David Ross, Director – Phoenix Strategic Management**

*“We are already well along with road on our sustainability journey – this gives us the tools to communicate that journey honestly and passionately. Very relevant content, great facilitation, inspiring and positive.”*

**Melanie Bainbridge, Sustainability (Strategic) Officer, City of Fremantle**

*“It was fantastic exposure to reports, videos, inspiring content and examples that drilled down into specific frameworks for communicating – plus it provides a terrific source of information and tools to revisit away from the MasterClass. Anne-Maree’s knowledge is second to none. It’s great to know there is a bank of knowledge and an expert like Anne- Maree available to help me to distill the information. Thank you!”*

**Rachel Maddocks, Sustainability Manager Australia & NZ, Fujitsu Australia**

*“I enjoyed the very targeted nature of the workshop. Thank you for providing real world examples. It’s great information for government and policy advisors. It was a great ‘re-set’ for my way of thinking/approach to climate change and sustainability. Gives me greater hope that the message can reach the coalition and unconvinced public.”*

**Karissa Domondon, Policy Advisor, Office of Hon Alannah MacTiernan MHR, WA**

*“It was informative, practical and very professional. This workshop provided tools and understanding to enable breakthrough in our efforts to ensure sustainability is better understood and embedded in our organisation.”*

**Chris Jones, Executive Director, Campus Services Division, Deakin University**

*“This was very insightful and gave good creative ideas on how to change the way I articulate goals and ideas on why sustainability is of benefit to the business.”*

**Paul Timmins, National Sustainability Manager, Hanson**

## About our Venues

As successfully embedding and communicating sustainability can have its challenges, for this workshop series, MOSS has carefully chosen sustainability award winning businesses as their hosts – so participants can explore and better understand what it’s taken for these businesses to have succeeded, learning firsthand the good, the bad and the ugly - and we guarantee each will be highly insightful, inspirational and educational!

**Interface** and its Founder Ray Anderson have been awarded virtually every innovation, leadership and sustainability award there is to be had from around the world. They are a constant inspiration and source of knowhow, leadership and generosity – living their values in every aspect of their business. We will spend one day at their Minto Factory, the other in their showroom in Surry Hills and promise this behind the scenes insight will be worth highly valuable.

**Griffith Uni EcoCentre** is nestled within the Toohey Forest on the Nathan Campus. The design and operation of the Centre follows strict eco principles and features solar energy, ambient ventilation & lighting, rammed earth walls for temperature regulation + rainwater collection for 'greywater' use. It’s a living example that existing resources already exist to develop a truly sustainable world.

## About the Principles for Communicating Sustainability

Without inspiring and clear communication, we will not have the sustainable growth we all desire. Transparency, dialogue, information and storytelling are important tools for change, but until the last few years, communication efforts have largely failed to motivate consumers and citizens to embrace the green growth economy. Governments too have often failed in their efforts to establish policy. It was determined that what was needed was not more communication, but better communication. So the principals for communicating sustainability were developed - seeded by Project Green and Green Growth Leaders in Copenhagen for use by UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum.

MOSS CEO Anne-Maree McInerney was the only Australian involved in developing these principles, and is delighted to now share these with you.

**Models of Success and Sustainability**

**ABN 11120102025**

**www.moss.org.au**

**306 Tindals Road, Warrandyte VIC 3113**

**P: 03 98799886/0419798104**

**E: events@moss.org.au**

