

Sustainability



2009

4 COURSE
DVD
PACKAGE

Effective sustainability strategies for business:

- The business case for sustainability – drivers and opportunities
- Sustainability strategy and planning
- Useful case studies
- Employee engagement and developing sustainability teams
- Strategic planning framework
- Aligning sustainability to current business strategy
- Key performance measures & metrics
- Sustainability reporting methods and best practices
- Stakeholder engagement for effective execution
- Reporting to achieve credibility
- Environmental performance indicators

Enhance your sustainability initiatives with:

- **4 DVD Courses**
- **6 hours of innovative material**
- **Course presentation slides included**



ALTAMONT GROUP

“Sustainability is good for the environment, and it’s also good for business...”

Lee Scott – CEO, Walmart



Sustainability 2009 – effective strategies for competitive advantage through sustainable business practices.

Sustainability is not a quick fix solution to current market issues. To the contrary, sustainability is a proactive strategic approach to advance your organization, cut costs, design better products/services, create competitive advantage and adapt to changing customer needs.

Sustainability 2009 is designed to offer you a dynamic opportunity to see how your organization can improve. This four course DVD set provides valuable methodologies, strategies and tools to launch a new sustainability plan, or enhance existing sustainability initiatives.

4 -course series detailing sustainable business in 2009

1

Sustainability Roadmap

- Sustainability Strategic Planning Framework
- Align sustainability to current strategic plan
- Engage employees and promote buy-in
- Identify sustainability champions
- Develop a sustainability audit to determine current impacts
- Best practices in strategic and sustainability planning

2

KPIs, Measures & Metrics

- Measuring sustainability performance
- Accountability systems
- Critical measurement areas
- Identifying meaningful data for measurement efficiency
- Key environmental performance indicators
- Acquiring useful upstream and downstream data

3

Employee Engagement

- Align employee engagement with company culture
- Identify sustainability leaders and champions
- Foster a culture of personal accountability
- Leverage social media platforms
- Target internal constituencies and stakeholders

4

Reporting

- Reporting “must-do’s” to achieve credibility
- Internal communication and alignment
- Sustainability and stakeholder engagement and expectations
- Reporting to achieve credibility
- Develop a useful communication system
- Steps to a highly successful report launch

- Sustainability Strategic Planning Framework
- Develop a sustainability audit to determine current impacts
- Best practices in strategic and sustainability planning
- Identify the elements of a successful sustainability strategy
- Analyze the approach of sustainability leaders
- Explore materiality and its role in strategy-setting
- Go step-by-step through a comprehensive sustainability planning framework
- Discuss the relevance of integration with core business strategy

- Measuring sustainability performance
- Accountability systems
- Critical measurement areas
- Identifying meaningful data for measurement efficiency
- Key environmental performance indicators
- Acquiring useful upstream and downstream data
- Case studies and industry best practices
- Measures to motivate and create accountability
- Use KPIs for employee buy-in for sustainability program
- Determine accurate and usable data

Sustainability Roadmap – Strategic Planning

Effective and well executed strategic planning ensures the success of sustainability initiatives. In order to generate maximum value, sustainable practices must be integrated consistently across all business units as part of core business strategy. An integrated sustainability strategy raises awareness of risks and opportunities; drives innovation; strengthens customer, investor, employee, and other relationships; and, ultimately, improves overall business performance and profitability.

The **Sustainability Strategic Planning Workshop** is designed to take you **step-by-step** through the process of:

- **Assessing** performance,
- **Building** internal support,
- **Defining** your strategy, and
- **Integrating** and implementing sustainability initiatives

You'll learn from the experiences of sustainability leaders from various industry sectors—including automotive, consumer products, financial services, food and beverage, pharmaceuticals, technology, and more!—through case studies and best practice examples.

Measures and Metrics for Sustainability

Accurate measures and metrics are crucial for successful sustainability planning and reporting. The development and implementation of a performance measures is critical to executing your strategies. Your ability to successfully drive your sustainability plan is dependent on choosing the right measures and incorporating them into an efficient performance measurement system. This can be accomplished through the use of scorecards as well as predefined tools that are readily available.

The **Sustainability Measures and Metrics Workshop** presents tools for analyzing and evaluating environmental performance:

- **Energy Star®** Portfolio Manager
- **Carbon Footprint Calculators**
- **Water Footprint Calculators**
- **Waste Management**
- **Water Usage**
- **Energy & Carbon Emissions**
- **Toxins**

Employee Engagement and Buy-In

The value of engaging employees, creating buy-in

A sustainability strategy requires the support of senior business leaders. Leadership in sustainability, however, begins and ends with your employees. Join us and learn how to position employee engagement as a critical part of your overall sustainability strategy.

Using relevant case studies and examples, this webinar will help participants to secure employee buy-in and foster a culture of action and innovation that propels your sustainability initiatives forward. This course of shows how through engagement, companies:

- Generate ideas
- Understand employees' needs
- Create organization-wide buy-in
- Enable action and innovation
- Institutionalize goals
- Increased retention
- Stronger recruitment pool

Sustainability Reporting

Sharing the Results of Your Sustainability Strategy

Sustainability reporting has hit the mainstream: 86 percent of the S&P 100 issue either print reports or online sustainability information. Stakeholder demands for transparency are becoming just as important to medium and small firms, especially those looking to cut costs and build competitive advantage through excellence in environmental, social, and governance performance. No matter the industry, understanding and being accountable to stakeholder concerns is fast becoming a "must-have" in the modern business landscape.

The **Sustainability Reporting Workshop** is a skill-training workshop developed to introduce you and your organization to the tools needed to prepare a comprehensive, useful and user-friendly sustainability report. Presenters will introduce reporting guidelines and standards, and outline a practical process to jump-start your reporting efforts.

- Effective employee engagement techniques
- Best practices in social media engagement and in-person engagement
- Ideas to reach and resonate with different constituencies within an internal audience
- Tools to ensure accountability
- Identify sustainability champions
- Understand your employees' needs
- Foster a culture of action and innovation
- Institutionalize sustainability goals and objectives
- Increase employee retention

- Current reporting standards and guidelines (GRI and G3)
- Communicating sustainability strategy to both internal and external stakeholders
- Steps to a highly visible report launch
- Determining external stakeholder needs
- Reporting "must-do's" to achieve credibility
- Develop a useful sustainability communication systems

Package Includes

- Four course DVDs
- 6 hours of trainings from industry leading sustainability management experts and practitioners
- Topics include
 - Sustainability Roadmap
 - Measures, Metrics and KPIs for Sustainability
 - Employee Engagement and Buy-In
 - Sustainability Reporting Workshop
- Access to presentation slide deck

Entire Package:

\$ 699

NAME

TITLE

COMPANY

BILLING ADDRESS

CITY

STATE

ZIP

TELEPHONE/FAX

EMAIL

For Credit Card Orders

VISA

Master Card

American Express

Name on Card:

Card Number

Expiration Date

*CVC No.

*The CVC is the three digit number at the end of the signature strip on the back of a Visa or Mastercard. For AmEx, the CVC is the four digit number on the front of the card.

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ALTAMONT GROUP

Customized Training

Are you interested in Altamont Group's online training courses, but want a more customized training? Altamont Group offers trainings that are designed to meet your specific organizational needs. Through Altamont Group's thorough needs assessment capabilities and training tools, you receive the most comprehensive customized training available.

- Sustainability Roadmap- Strategic Planning, Measurement and Execution
- Green Team- Develop and Implement Green Strategies through your Green Team
- Green Office- 4 Steps to a Sustainable Work Environment
- Facilities Management- LEED Building Strategies
- Employee Engagement and Buy-In

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