

Sustainability Made Real: Creating a Sustainability Plan for Your Organization

Workshop
September 29, 2009
8:00AM to 5:00 PM

At

Sponsored by the College of Business
Embry-Riddle Aeronautical University
Daytona Beach, Florida

It seems everyone is suddenly “Going Green.” Is this just the latest business fad or do they know something that you don’t know? Many businesses in this tough economy see sustainability as one of the best ways to save money and enhance their competitiveness, but how do you get started? How do you move beyond asking employees to turn the lights off and approach the issue of sustainability in a systematic, long term manner?

If your organization has begun asking these types of questions, then come to this practical one-day workshop to learn why. Learn how to create your own Sustainability Plan and Report. Join Darcy Hitchcock, co-author of the award-winning book *The Business Guide to Sustainability* and *The Step-By-Step Guide to Sustainability Planning*, for a practical step-by-step workshop on the process for creating sustainability plans, conducting sustainability assessments, and facilitating your sustainability journey.

Who should attend?

This workshop is for any organization (business, governmental agency or non-profit) trying to implement sustainable principles or offer sustainability-related services. Chief executive officers, environmental managers, chief financial officers, consultants, and your “Green Team” leader will learn more about sustainability and how to move your organization along the path to sustainability.

You will receive electronic files called **SPaRK**[™] - the **Sustainability Planning and Reporting Kit**, to help you develop your own sustainability plan, metrics and report; and the training necessary to use it. As part of the training, you are licensed to use SPaRK in your own organization. Consultants can use this shareware as a new tool with clients. Lunch and breaks are included with your registration.

What You Will Learn?

- Understand the difference between a sustainability plan and assessment and when each is most appropriate (and when you need both)
- Discover the steps to create a well-rounded sustainability plan
- Learn a practical method for assessing your organizational impacts that can be used at the organization-wide level as well as at the work group or individual level.
- Practice using a set of electronic tools to help you develop a sustainability plan, sustainability metrics, and a sustainability report; and

What You Will Get?

- A copy of *The Step-by-Step Guide to Sustainability Planning* and **SPaRK**, a set of electronic files to help you develop your own sustainability plan, metrics and report.

- Those completing the program become a charter member of the **Sustainable Florida Associate** program. This associate program was developed by Sustainable Florida - Collins Center (sustainableflorida.com). The Sustainable Florida – Collins Center will promote your status to others seeking assistance with their sustainability efforts. For more information on the activities of the Collins Center, please contact

Tim Center, Esq.
 Vice President, Sustainability Initiatives
 Collins Center for Public Policy
 1415 E. Piedmont Drive, Suite One
 Tallahassee, Florida 32308
 850/219-0082 ext 104



Workshop Presenter

Darcy Hitchcock got into sustainability about 13 years ago almost by accident. She had a respectable management consulting practice, helping organizations implement change strategies related to total quality management and self-directed work teams. Once she discovered the field of sustainability, though, she turned her consulting practice on a dime and committed herself to this emerging field. She admits that being *way* ahead of the market can be a tough business strategy, but she couldn't stop herself. Once you understand sustainability, there's no going back.

Darcy Hitchcock is the author of *The Business Guide to Sustainability* (which won the American Library Association's award for best academic titles in 2007) and numerous other business books. She teaches Foundations of Sustainable Business at the prestigious Bainbridge Graduate Institute's MBA in Sustainable Business program and also teaches classes in the University of Oregon's Leadership in Sustainability program. She is president of AXIS Performance Advisors, a sustainability consulting firm (which has been in business for 19 years), and is co-founder of the International Society of Sustainability Professionals. She also hosted the Sustainable Today TV show for over 2 years. While Darcy does still work with individual clients, most of her time now is spent teaching, writing and presenting, showing internal practitioners and external consultants how to apply methods she has developed over the years.

AXIS Performance Advisors, helps organizations implement sustainable business practices and also teaches both internal practitioners and consultants how to use their practical assessment and planning tools. AXIS is based in **Portland, Oregon**, a hotbed of sustainability-related activity.

Registration

The one-day (8AM-5PM) course costs \$299 per person for Early Bird (before August 1, 2009) registration. The fee after this date is \$350. Registration is limited to 45 people due to the structure of the course. The registration fee includes the book, course materials including the **SPaRK** software, lunch and breaks.

Location

The course will be held in the College of Business building on the Embry-Riddle Aeronautical University, Daytona Beach Campus in Room 119.

Accommodations

Daytona Beach Marriott Countyard, 1605 Richard Petty Boulevard, Daytona Beach, Flo. 32114. Phone (386) 255-3388.

For more information on the conference, please contact Dr. Dawna Rhoades, Associate Dean, Research and Graduate Studies, College of Business at rhoadesd@erau.edu.