Step forward to be a ONE PLANET LEADER

The Applied Sustainability Programme for Business Leaders and Executives
Join us on the journey towards a One Planet Future

The economic downturn is a stark reminder of the consequences of living beyond our means, but it pales in comparison with the looming ecological credit crunch. Our global footprint now exceeds the world’s capacity to regenerate all the goods and services we depend on by about 30%. If our demands on the planet continue at the same rate, by the mid-2030s we will need the equivalent of two planets to maintain our lifestyles.

WWF’s One Planet Leaders Training Programme is designed for those who want to understand sustainability and ‘future-proof’ their business. It provides insights, pathways and tools to align business models with current environmental, social and economic trends. The Programme will show that preserving our scarce natural resources is entirely compatible with winning and maintaining customer value and trust. Simply put, it aims to catalyse transformational change towards sustainable business.

One Planet Leaders reaches out to business leaders, policy-makers and individuals who want to make significant progress in mainstreaming sustainable practices. There is still time to mitigate the worst impacts of climate change, resource depletion, water scarcity, and the other challenges we face – but there is no time to lose. We need to act now if we are to build a better, more prosperous and well-balanced society within the limits of the Earth’s natural resources.

None of us can do this alone – which is why we invite you to join us on the journey to build the businesses of the future. We invite you to become a One Planet Leader.

“OUR BIGGEST CHALLENGE THIS CENTURY IS TO TAKE AN IDEA THAT SEEMS ABSTRACT - SUSTAINABLE DEVELOPMENT - AND TURN IT INTO A REALITY FOR ALL THE WORLD’S PEOPLES.”

Kofi Annan, UN Secretary General 1997-2006
Creating competitive advantage

Many organisations and their leaders talk about sustainability, but how much do they know about it? Is it an integral part of the business? Is it adding commercial value? In WWF’s view, a strategic approach to sustainability will not only lead to business innovation and value creation, but is crucial to protect the fragile natural capital on which all business is based. Drawing on our long experience of solutions-driven partnerships with business and industry around the world, we have developed proven ways to mainstream sustainability into core business practices, with far-reaching and positive results.

Competency development

Business is uniquely positioned to respond to the challenges the planet faces. Indeed leading companies have already identified sustainability competencies as a crucial part of the skill-set required for future success.

One Planet Leaders has been created to support this emerging need, to nurture the ability to apply the sustainability imperative within a company, and to grow the network of skilled One Planet Leaders that our world urgently needs.

Who is the Programme for?

If you are a leader who operates at a strategic level and can drive change, One Planet Leaders is for you. As a result of this Programme, you will be able to lead, or work with, your business teams to create Sustainability Action Plans relevant to your specific context.

What is One Planet Leaders?

Transforming business practice

One Planet Leaders is a flexible training Programme that helps companies understand and exploit the opportunities of sustainability. By bringing together world experts, the latest thinking and examples of best practice, the Programme helps you develop the values and business processes that characterise sustainable companies. One Planet Leaders is not a ‘business as usual’ Programme; it is about transformation.

The course really gave me a kick-start to work in the area of sustainability. Starting from an excellent overview on the current thinking and leading on to how to apply sustainability and make it an integral part of the business.

Thomas Morant, Supply Chain Development Manager, Nestlé
What does One Planet Leaders offer?

**Benefits to your organisation**

One Planet Leaders will enable you to:

- understand the implications of the environmental, social and political pressures facing your business today;
- spot and solve sustainability challenges and exploit future opportunities and threats;
- foster innovation and build competitive advantage by strategically integrating sustainability; and
- lead the way for business and society to create a sustainable economy together.

**Benefits to you**

One Planet Leaders will enable you to:

- reflect on the short - and long-term issues of sustainability in the company of like-minded people;
- improve your ability to successfully manage change in increasingly turbulent times;
- become part of a powerful international network of peers and experts; and
- feel inspired and empowered to make necessary changes within your organisation and beyond.

"WE ARE FAR TOO MANY ON THIS PLANET FOR ‘BEING LESS BAD’"

Prof. Dr. Michael Braungart

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**Previous Programme contributors**

One Planet Leaders offers a unique opportunity to learn from the best brains in the world of sustainability. Examples of previous contributors include:

Mike Barry, Environmental Systems Manager, Marks & Spencer PLC
Prof Dr Michael Braungart, Co-founder, Cradle to Cradle Design
Jenny Dawkins, Research Director and Head of Corporate Responsibility Research, Ipsos MORI
Andrew Fisk, European Director of External Relations, Procter & Gamble
Jo Fox, Head of The Bigger Picture, BSkyB
Adam Freeman, Commercial Director, Guardian News & Media
Alastair McIntosh, Writer, Broadcaster and Activist
Jan-Peter Onstwedder, Project Director, The London Accord
Tim Smit, Founder, The Eden Project
Francis Sullivan, Deputy Head of Group Corporate Sustainability, HSBC
Peter Price Thomas, Associate, The Natural Step and Forum for the Future
Paul Turner, Head of Sustainable Development, Lloyds TSB Wholesale Banking
One Planet Leaders stimulates creative thinking by focusing on debate, interaction and practical solutions. More than that, it also encourages and creates fresh ideas and stretches organisational vision. The aim is to challenge existing views, scale up ambition, and develop and implement practical solutions that lead to sustainable, successful businesses.

Programme features
- Three two-day Workshops across three months, providing action-focused learning and opportunities to work towards personal and company objectives (see page 6).
- Online access to Programme materials and management tools to develop a concrete Sustainability Action Plan for change within your organisation.
- Tutor support and resources available for six months (between Workshops and 100 days afterwards) to tailor learning and action to your specific situation.
- Opportunity to build ‘One Planet Teams’ in your business that also benefit from learning materials and tools to support your Action Plan.
- Membership of the One Planet Leaders Community (see page 7).
- Opportunity to gain an MSc accreditation.

Working towards an MSc
Participants who complete the full Programme can opt to work towards a Postgraduate Certificate in Sustainable Development from Exeter University in the UK. This option will achieve 60 credits – one third of a Masters degree – which can be completed through distance learning. For more details, including additional costs, go online to www.panda.org/business/training.

New for 2009 – Access to specific Workshops
If you are unable to commit to the full Programme, feel that only aspects of the Programme are directly relevant or prefer to spread the learning across a number of your team, we also offer access to specific Workshops.

You can attend the Workshop or Workshops of your choice and enjoy 100-day access to resources and membership of the One Planet Leaders Community. This allows a specific focus on the content most relevant to you and additional flexibility in sending different team members to different parts of the Programme. This still offers the opportunity to register for additional Workshops at a later date.

Please note that for Modular participants no tutor support is available after the Workshops, nor is access to MSc accreditation.

Pushing the boundaries of traditional business model thinking.
Helen Wright, Head of Environment, O2 UK
The Workshops (Accessed within the Full Programme or as separate Workshops)

Workshop I: Sustainability and Your Business Future
A full introduction to, and immersion in, the challenge of sustainability. Together we will explore the effects of environmental and social trends on the future of your business. We will develop innovative responses that fit your particular organisation.

Workshop II: Business Transformation for Sustainability
How to future-proof your business. We examine insights, pathways, meanings and tools that allow the development of business models which are aligned to, not at odds with, changing environmental and social conditions.

Workshop III: Creating and Communicating Change for Sustainability
How to champion change across your organisation. We investigate the human dimension, the levers and obstacles to change, and how to communicate sustainability credentials effectively.

WORKSHOP I
Sustainability and Your Business Future
The Scale of the Challenge
Key environmental and social trends
Business Fundamentals and Dependencies
What does your business rely on?
Critical Drivers, Risks and Opportunities
Developing Sustainability Ambition
Vision, strategy and critical timelines

WORKSHOP II
Business Transformation for Sustainability
Leadership for Sustainability
New business models and roles
Future Worlds
Surviving and shaping the future
Developing Transformational Strategy
Innovation, Value Creation and Global Best Practice

WORKSHOP III
Creating and Communicating Change for Sustainability
Putting Sustainability at the Heart of Change
Levers and barriers for change
Values & Ethics
Creating authentic and compelling change
Developing Corporate Competencies
The skills dimension
Becoming a Change Agent
Communicating sustainability internally and externally
The One Planet Leaders Community

After attending One Planet Leaders, you will be invited to join the One Planet Leaders Community. This vibrant network of skilled, like-minded people is gaining hundreds of new, diverse members from around the world each year.

The Community inspires, supports and challenges members to implement transformational change in their organisations. It is a platform for exchanging best practice and information-sharing, enabling you to further develop successful, sustainable business strategies. It also nurtures and expands the personal networks and friendships that emerge through the Workshops.

As a member, you will receive regular newsletters, quarterly webinars, and an invitation to the Annual Reunion. You will also be invited to join special events linked to the continuing Programme.

“USE THE VERY REAL POWER YOU HAVE TO INFLUENCE EVENTS AND HELP THE WORLD AS A WHOLE”

Alastair McIntosh, Writer, Broadcaster and Activist

Embedding sustainability into organisations is complicated. One Planet Leaders provides real thought leadership in this fast moving arena. It has benefit for both middle management and senior leaders and provides an excellent opportunity to learn from fellow participants as well as the excellent core faculty and growing One Planet Leaders Community.

Paul Turner, Head of Sustainable Development, Lloyds TSB Wholesale Banking
**Programme details for 2009-2010**

**Dates and venue**

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<th>Programme dates</th>
<th>Autumn 2009</th>
<th>Spring 2010</th>
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<tr>
<td>Workshop I: Sustainability and Your Business Future</td>
<td>September 21-23</td>
<td>March 3-5</td>
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<tr>
<td>Workshop II: Business Transformation for Sustainability</td>
<td>October 19-21</td>
<td>April 14-16</td>
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<tr>
<td>Workshop III: Creating and Communicating Change for Sustainability</td>
<td>November 16-18</td>
<td>May 19-21</td>
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The venue for 2009 is Ittingen Charterhouse, a beautiful former monastery near Zurich, Switzerland. With more than 800 years of history, it's an ideal location for creativity, productivity and reflection. The venue for 2010 is to be confirmed.

**Programme Fee**
Programme fees include tuition, all learning materials, Workshop costs, and membership of the One Planet Leaders Community for 12 months. Travel and accommodation is not included.

**Save 5% by registering before 15 May 2009.**

<table>
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<tr>
<th>Fees</th>
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<tr>
<td>Full Programme</td>
<td>9,650</td>
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<tr>
<td>Any two Workshops</td>
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**Apply before 31 July for 2009 Programme**
To apply, go online to [www.panda.org/business/training](http://www.panda.org/business/training)
You can also email [opleaders@wwfint.org](mailto:opleaders@wwfint.org) or call Carolina Schwarz Moeller on +41 22 364 9035

**Past Participants**
- ABN Amro
- APC Europa
- Atlantic LNG Company of Trinidad & Tobago
- Cable & Wireless
- Canon Europe
- Coca Cola Europe – Beverage Services Ltd.
- Department for Business, Enterprise & Regulatory Reform (BERR)
- Dow Europe
- Festool
- Firmenich
- Fundação Maria Cecília Souto Vidigal
- Fortis
- General Mills International
- Hill & Knowlton
- IATA
- INL Agency
- Johnson & Johnson
- Lloyds TSB Bank
- Mondi AG
- Monsanto
- Morley Fund Management
- Nestlé
- Nokia
- Nokia Siemens Networks
- O2
- Procter & Gamble
- Rip Curl Europe
- Shell International
- Sony Europe
- Wallenius Wilhelmsen
- Young Samuel Chambers
- UN PRI

**Terms and conditions**
Full residential participation is required for each Workshop. Places can only be guaranteed with a purchase order number or credit card details. Invoices are payable within 30 days of the invoice date. Cancellations are non-refundable, but places may be deferred to alternative One Planet Leaders Workshops at the discretion of WWF and subject to availability.

**Our ecological footprint**
WWF is committed to minimising the environmental impacts of our One Planet Leaders Programme. That’s why:

- the venue, in the heart of Europe, has good connections by train and other public transport;
- most of the food and drink consumed there will be sourced locally and organically;
- we always try to use materials such as stationery that come from certified or recycling sources; and
- we offset the carbon emissions linked to the venue and from travel by the organising team and contributors. We also encourage participants to offset the carbon impact of their personal travel – but if they choose not to, we will do it on their behalf.

WWF’s mission is to build a future in which humans live in harmony with nature, by:
- conserving the world’s biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

**for a living planet®**