

# Working with Sustainability to Create Competitive Advantage



This intensive two-day, hands-on workshop will show you how to work with sustainability to build your business. It will give you an overview of the business case for sustainability. It will help you create new business opportunities and improve your sustainability now and for the future. Effective implementation and the human factor in change for sustainability will be explored.

## Benefits of attending the workshop

Key questions will be answered: How does sustainability impact the way I do business? How can I strengthen my company's resilience and profitability, and at the same time conduct my business responsibly and sustainably?

## Participants will take away

Best practices in different industries for sustainability strategies and innovation  
Experience of creating value while balancing financial, social and environmental objectives and handling multiple stakeholder relations  
Identification of levers for change in complex situations to improve sustainability and profitability  
Application of business models that emphasize "dematerialization", innovation and services  
Ability to build and effectively communicate the business case for sustainability  
Improved radar for assessing news on sustainable business practices

## Workshop topics

- The new landscape for business: what's happening now and how will things develop?
- Business cases illustrating leverage points for sustainability improvements.
- Business innovation and strategic direction for sustainability.
- Business models that improve sustainability.
- Issues of implementation and human aspects of change for sustainability.
- Systems thinking in relation to stakeholders, assumptions and consequences.
- Your strategic sustainability action plan.

## Workshop experience

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Building Sustainable Competitive Advantage is not just a theory-based workshop. It's rooted in your professional activities. More than a collection of methods and tools, this highly interactive, hands-on program invites you into a new frame of mind, a systems-based approach to sustainable development that will benefit you and your company directly.

Where:

Lausanne and Paris (convenient central locations).

When:

See New Angles website for forthcoming dates and venues:  
[www.new-angles.com](http://www.new-angles.com)

Time:

Day 1: 9.30 am – 7.30 pm  
Day 2: 9 am – 4 pm

Price:

1 600 euros, including breaks and lunches.

Registration:

[info@newangles.eu](mailto:info@newangles.eu)

