



Introductory Workshop (1 day)

The Need:

Your organization, business, network or community is interested in learning more about sustainability – what it is, what the fuss is all about and how you might succeed through efforts to achieve it. You have heard of The Natural Step Framework and want to learn more about it and how it might pertain to you and the work that you do.

Description:

“Sustainability” is the buzz-word of the new millennium, but how do you know what sustainability really is? Would you know something sustainable when you saw it? How can you be sure? Even if you did know if it was sustainable, how can you translate that into something that helps you move toward full sustainability in an economically viable way?

The Natural Step Framework provides a scientifically robust definition of sustainability that translates into a strategic planning process, ensuring that you and your colleagues are working toward a common vision. Hundreds of organizations, businesses and communities around the world are using this framework to drive innovation, achieve economic savings, build internal ‘sustainability capacity’ and lighten their footprint on the planet. This workshop will introduce you to the basic concepts of The Natural Step Framework, allow you to practice applying those concepts to everyday choices and detail some of the ways in which others have successfully applied the framework to their operations.

Process:

Our approach to this session includes a mix of presentation, interactive discussions and applied exercises.

Expected Outcomes:

At the end of this workshop you will:

- Have shared a common understanding and definition of sustainability with other participants;
- Have an understanding of a framework that can support the shift toward sustainability in a strategic, step-wise manner;
- Be able to identify other organizations and businesses that have engaged with this framework and what some of their successes are; and
- Envisioned some ways in which you can apply this framework in your own context

Contact us for pricing and availability at info@bluemarblemedia.net