



Strategic Sustainability Workshop (1.5 – 2 days)

The Need

You've had some exposure to The Natural Step Framework and your team is ready to go deeper. You may be a business, a network, community or an organization. You have the desire to build your facility in understanding and applying the strategic planning process of The Natural Step Framework to your work. You want to identify where you are in relation to full sustainability, develop a compelling sustainability vision for your organization and identify actions and initiatives to move you toward that vision.

Description

Often when we make plans in our organization, community or business, we do it by forecasting. We gather information, trends and observations to help us create a picture of where we think we are heading, then we try and position ourselves so that we are in an

advantageous spot in coming years. But what happens if we want, or need, a very different future than current trends project, as with sustainability?

Backcasting is a planning process that allows us to begin with the end in mind. All of us practice backcasting, everyday. If we want to be a lawyer, for example, we study hard, complete law school and pass the bar; we make our plans with our end goal in mind. This is backcasting. The Natural Step 'sustainability principles,' or conditions for a sustainable society, are unique in that they are designed to be specifically used in a backcasting process.

We provide training to build your capacity to understand and apply the concept of backcasting from sustainability principles to your organization, community or business. This training builds the capacity of your team to identify gaps between your current reality and where you would like to be in relation to sustainability and also to create a prioritized action plan.

Approach

This training program consists of:

- 1.5 – 2 days of in-person workshops consisting of a mix of presentation, applied exercises and case studies
- Homework with coaching

Expected Outcomes

By the end of this workshop, you can expect to:

- Have a sense of where your organization is in relation to full sustainability
- Have begun to develop a compelling vision for your organization, one that is rooted in a sustainable future
- Have begun the creation of a strategic, economically viable action plan based on screening potential initiatives or actions through a set of strategic prioritizing questions
- Be able to identify other organizations, communities and businesses that have utilized backcasting from sustainability principles and describe some of their outcomes.

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