



*for a living planet*®

Step forward to be a  
**ONE PLANET LEADER**

The Applied Sustainability Programme for Business Leaders and Executives

Now available in Europe and Asia Pacific



**THERE ISN'T ONE SINGLE THING WE MAKE OR ONE SINGLE SYSTEM WE HAVE THAT DOESN'T REQUIRE A COMPLETE REMAKE... WHAT A GREAT TIME TO BE BORN, WHAT A GREAT TIME TO BE ALIVE, BECAUSE THIS GENERATION GETS TO ESSENTIALLY COMPLETELY CHANGE THE WORLD.”**

Paul Hawken, 'The 11th Hour'

## Creating a One Planet Future

We only have one planet to support us - this may be stating the obvious but the serious social and environmental challenges facing the world stem from viewing the planet as an infinite source of clean air, clean water and free 'natural capital' on which to build our global economy.

WWF's *Living Planet Report*<sup>1</sup> shows we are currently consuming about 30% more than the planet can sustain and therefore need 1.3 planets to meet our present global demands – we are clearly living beyond our means.

Climate, security, food, health, justice and economic growth - these are big issues and the way we manage our environment is vital to all of them. The private sector has a key role to play in reversing the trends of environmental degradation and social inequality, and is uniquely positioned to lead global solutions through new business models and innovation.

One Planet Leaders is designed to help companies meet this challenge. It supports the mainstreaming of environmental and social issues into core practices and offers managers the skills to establish and implement more sustainable business models.

We have an important job ahead of us. The challenges are great but the opportunities are greater. Sustainability is increasingly high on the agenda of government, business and the wider public across the world. What is needed now are dynamic leaders who can integrate sustainability into all aspects of decision making and build a better more equitable society within the limits of our one planet. We invite you to join us and build the businesses of the future.

Step forward and become a One Planet Leader.

<sup>1</sup>WWF International, Gland, 2008

“One Planet Leaders is great for inspiring individuals to become change agents, providing insights into tools and techniques that can be used.”

**Graham Seabrook,**  
Head of Retail & Sustainability Research,  
**British Telecom**



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“Embedding sustainability into organisations is complicated. One Planet Leaders provides real thought leadership in this fast moving arena.”

**Paul Turner**  
Head of Sustainable Development  
**Lloyds TSB Wholesale Banking**

## What is One Planet Leaders?

One Planet Leaders is a change programme which develops your understanding and ability to respond to the sustainability challenge. Through workshops, a virtual learning community and personal tutor support you will explore issues and opportunities, develop your critical thinking and create personal and strategic action plans for your business.

### Creating a competitive advantage

Many organisations and their leaders talk about sustainability, but 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 vital to protect the natural capital on which all business depends. At One Planet Leaders we explore how to leverage sustainability to build competitive advantage and long-term loyalty.

### Transforming business practice

One Planet Leaders is an innovative training programme that challenges business as usual and promotes transformation and new ways of thinking. In the context of future trends, the programme explores new ideas, concepts, business models and tools – both for transformation and incremental action.

### Competency development

Leading companies increasingly recognize the importance of mainstreaming sustainability skills and competencies across the business. The programme is designed to support this need and to grow a global network of skilled One Planet Leaders.

### 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. The programme is open to managers in business functions - such as general management, R&D, procurement/supply, marketing/sales; and in sustainability functions. Most participants come from the business sector, but we also welcome government and NGO representatives.

### What is available?

The training is available as an Open Enrolment Programme in Europe and Asia Pacific, or as modular workshops and customized training for companies and regions. The content is sourced from global and regional best practice to ensure local relevance.

# What does One Planet Leader offer?

## Benefits to your organisation

- understand the social and environmental pressures facing business
- spot and solve sustainability challenges
- drive innovation and build competitive advantage
- strategically integrate sustainability
- lead the way towards a sustainable economy

## Benefits to you

- take time and space to reflect on sustainability issues
- improve your ability to successfully manage change
- join a vibrant global network of peers and experts
- be inspired and empowered to drive change in your organisation and beyond
- opportunity for Masters Level accreditation

**“WE ARE FAR TOO MANY ON THIS PLANET FOR ‘BEING LESS BAD’”**

Prof. Dr. Michael Braungart, *One Planet Leaders 2007*

## Previous Programme contributors

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

Alastair McIntosh Author and environmental activist, **Centre for Human Ecology, Strathclyde University**

Andrew Fisk European Director of External Relations, **Procter & Gamble**

Andy Wales Head of Sustainable Development, **SAB Miller**

Alexander Holst Senior Manager, **Accenture**

Jake Backus Customer Sustainability Director, **The Coca-Cola Company**

Denise De Luca , Outreach Representative, **The Biomimicry Institute and Guild**

Jenny Dawkins Research Director and Head of Corporate Responsibility Research, **Ipsos MORI**

Francis Sullivan, Deputy Head of Group Corporate Sustainability, **HSBC**

Prof Dr Michael Braungart Co-founder, **Cradle to Cradle Design**

Michael Yaziji Professor of Strategy and organisations, **IMD Business School**

Peter Price Thomas Associate, **The Natural Step and Forum for the Future**

Tim Smit Founder, **The Eden Project**

“Pushing the boundaries of traditional business model thinking.”

Helen Wright,  
Head of Environment,  
O2 UK



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“One Planet Leaders will invoke sustainability within you like no other programme.”

Sunil Geness,  
Corporate Affairs Executive  
SAP Africa

# The One Planet Leaders learning approach

At One Planet Leaders we put debate and experience at the very heart of what we do. We create a supportive learning environment where you can unlock your creative imagination and stretch organisational ambition. The emphasis is on action focused learning and practical solutions that empower you to do sustainable business.

## Programme features

- Three 2-day Workshops
- Online sustainability management tools
- Solutions focused learning tailored to you
- Ongoing tutor coaching and expert advice
- 6-months implementation support
- Social learning and networking website
- Learning materials and tools to build One Planet Teams in your business
- Opportunity for MSc accreditation
- Membership of the One Planet Leaders Community

## Full Programme or Modular Access

Participants can choose to attend the Full Open Enrolment Programme or select relevant workshops based on personal needs and availability. The learning can be spread across business teams with relevant team members attending different workshops.

**Full Programme:** a 6-month learning journey split into 3 months of in-depth engagement with 3 workshops, tutor support, online sustainability management tools and web-based learning community; followed by a 3 months implementation phase with ongoing support, expertise and continued

access to materials to help you activate the plans in the workplace.

**Modular Workshops:** selected workshop(s), 3 month access to learning community and online materials.

## Action Learning with IMD, Switzerland

In Autumn 2010, the One Planet Leaders Programme in Europe is offered in collaboration with IMD, one of the world's top ranked business schools. You will benefit from the Faculty's cutting-edge knowledge based on relevant, innovative and rigorous research. IMD's unique real world, real learning approach will enable you to immediately apply new insights. Moreover, it will enable you to redefine ambitions and realize performance breakthroughs for yourself and the organisation.

## Masters Options with University of Exeter, UK

WWF collaborates with the University of Exeter Business School. As one of the top Business schools in the UK it has an excellent reputation for research and a proven record for producing some of the UK's most satisfied students. If you complete the full programme you can, by demonstrating your learning in a written assignment, gain a Post Grad Certificate of 60 credits (1/3 of a Masters degree). Thereafter you can choose to proceed with a Diploma, the full MSc in Sustainable Development or MA in Leadership Studies, or the forthcoming One Planet MBA (as of Autumn 2011). For more details, including additional costs, visit [www.panda.org/business/training](http://www.panda.org/business/training).



# The Learning Journey

We explore the impacts of environmental, social and economic trends on business and how to turn these into strategic opportunities. You will develop innovative responses that fit your particular organisation.

We explore new ideas, concepts, business models and tools to catalyse ground breaking transformation and incremental action. You will develop strategic responses to create business value and build lasting competitive advantage.

We explore how to champion change across the organisation and value chain. You will understand the human dimension, levers and obstacles to change, and how to communicate sustainability credentials effectively.

**WORKSHOP I**  
**Business Dependencies**

The Scale of the Challenge

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Business Fundamentals and Dependencies

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Critical Drivers, Risks and Opportunities

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Developing Sustainability Ambition

**WORKSHOP II**  
**Business Transformation**

Developing Transformational Strategy

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Future Worlds

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Innovation, Value Creation & Global Best Practice

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Leadership for Sustainability

**WORKSHOP III**  
**Business Change**

Sustainability at The Heart of Change

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Values & Ethics

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Developing Corporate Competencies

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Becoming an Agent of Change

## Full Programme Timeline

MONTH	August	September	October	November	December	January	February
	<b>PRE-COURSE</b>		<b>ON-COURSE</b>			<b>IMPLEMENTATION</b>	
<b>Telephone</b>	Tutor call: Objectives			Tutor call: Progress	Tutor call: Final	Tutor call: Close	
<b>Workshops</b>		<b>1</b>	<b>2</b>	<b>3</b>			
<b>Online</b>	Learning & collaboration website: Discussions, Workshop content, Readings, Apply Tools <b>Tutor-lead discussion and support</b>						
<b>Homework</b>	Apply Tools Stages 1-2 Readings		Apply Tools Stages 3-5 Readings	Apply Tools Stages 6-8 Readings			

Available within the Full Programme or as separate Workshops

# The One Planet Leaders Community

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

The Community provides a platform for exchange and information-sharing, supporting you to implement transformational change in your organisation. It nurtures and expands the networks and friendships developed throughout the programme.

**“USE THE VERY REAL POWER YOU HAVE TO INFLUENCE AND HELP THE WORLD AS A WHOLE. YOUR SATISFACTION IN LIFE WILL COME FROM DEEPENING YOUR HUMANITY.”**

*Alastair McIntosh, Writer, Broadcaster and Activist, One Planet Leaders 2009*

## Past Participants

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

## Programme details for 2010

The venue for One Planet Leaders Programmes is carefully selected to offer an ideal location for creativity, productivity and reflection.

### Europe, Zurich

Programme dates	Spring 2010	Autumn 2010
<b>Workshop I:</b> Business Dependencies	3-5 March	27-29 September
<b>Workshop II:</b> Business Transformation	14-16 April	25-27 October
<b>Workshop III:</b> Business Change	19-21 May	22-24 November

The venue is Ittingen Charterhouse, a beautiful former monastery with more than 800 years of history near Zurich, Switzerland.

### Programme Fee

Programme fees include tuition, all learning materials, workshop costs, meals and membership of the One Planet Leaders Community. Travel and accommodation is not included.

**Save 10% by registering before 31 May 2010**

Fees	EURO
Full Programme	9,650
Any two Workshops	6,500
Any one Workshop	3,350

### Apply before 15 August 2010 for Autumn 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 Moeller** on +41 22 364 9035

### Asia Pacific, Singapore

Programme dates	2010
<b>Workshop I:</b> Business Dependencies	15-16 September
<b>Workshop II:</b> Business Transformation	20-21 October
<b>Workshop III:</b> Business Change	17-18 November

The venue is Amara Sanctuary Resort, built on former British colonial barracks amongst lush tropical gardens on Sentosa Island, just minutes from the heart of Singapore.

### Programme Fee

Programme fees include tuition, all learning materials, workshop costs, and membership of the One Planet Leaders Community. Travel and accommodation is not included.

**Save 10% by registering before June 15 2010**

Fees	Singapore Dollars
Full Programme	\$11,990
Any two Workshops	\$ 8,100
Any one Workshop	\$ 4,150

### Apply before 31 July 2010

To apply, go online to [www.panda.org/business/training](http://www.panda.org/business/training)

You can also email [song@wwf.sg](mailto:song@wwf.sg)

or call **Sarah Ong** on +65 9771 3470

## Terms and conditions

Full residential participation is preferred for each workshop to ensure participants gain maximum value from evening sessions and networking opportunities. Places can only be guaranteed with a purchase order number or credit card details.

Invoices are payable within 30 days for Europe and 15 days for Asia Pacific (from the invoice date). Cancellations are non-refundable, but places may be deferred to alternative One Planet Leaders Workshops subject to availability. One Planet Leaders is only offered in English.

## Our ecological footprint

WWF is committed to minimizing the environmental impacts of our One Planet Leaders Programme.

That's why:

- the venues are easily accessible by public transport
- 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
- we always try to use materials such as stationery that come from certified or recycling sources
- where possible, most of the food and drink consumed there will be sourced locally and organically.



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

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