

# Sustainability for Leaders

## A Transformative Approach to Sustainability, Strategy and Innovation

Beijing, November 20 - 21  
or  
Shanghai, November 24 - 25

### Complexity drive urgency for action.

Leaders today need to deal with the complexities of increasing speed of innovation, competitive threats and customer demand for better, cheaper and greener products. At the same time they need to deal with ever rising input cost of labor and raw materials and tighter government regulations on emissions and pollution.

The ability to understand systems, engage with key stakeholders across value chains and innovate sustainable ways forward is becoming a business imperative.

To succeed in this complex and changing context, requires a systems approach to sustainability and a common language that can enable effective dialogue and collective decision-making across traditional boundaries.

### Course Objectives

This intensive 2-day practical course is designed to build understanding of how to transform your organisation by using The Natural Step's

Framework for Strategic Sustainable Development (FSSD) and achieve strategic advantage and long-term leadership in your industry and/ or community. You will learn the science behind it , how to apply it to your organisation and be inspired by successful case studies from global market leaders and innovators like NIKE, Philips, Interface, IKEA and many others.



"As we climb mount Sustainability, with the four The Natural Step system conditions at the top, we are doing better than ever on bottom line business."

Ray Anderson, President, Founder and CEO, Interface. Inc.

## About The Natural Step (TNS)

The Natural Step is an international non-profit organisation with offices and associates in 14 countries dedicated to evolution towards sustainability. Since 1989, we have worked with thousands of corporations, municipalities and academic institutions and have shown that moving strategically toward sustainability leads to new opportunities, reduced costs, and radically better ecological and social impacts.

We research the science of sustainability and link it to real world applications. We create dialogue about the opportunities and challenges in building a sustainable future. We are accelerating innovation towards Sustainability.

Our long-term goal is to have a systemic approach to sustainability embedded into the heart of all social and business ecosystems as a set of design principles for crafting innovation, success and a vibrant future in which human society thrives within nature's limits.

## Course Instructors

**David Cook**, Executive Ambassador,  
*The Natural Step Sweden*



In 1997, David established The Natural Step in the UK through Forum for the Future, and focused primarily on working with big corporations to challenge them with the realities of sustainable

development. He has worked with senior managers and operational teams in

organisations around the world, including The Dow Chemical Company, Nike, Skanska, Scandic, as well as many local communities and public agencies.

A former Fellow of the Royal Society of Arts David is the author of the Schumacher Society book, *The Natural Step – Towards a Sustainable Society*, published by Green Books in the UK. He is also a member of the World Economic Forum Global Advisory Council and sits on the Sustainability External Advisory Committee of The Dow Chemical Company. David leads TNS work with the chemical industry and is currently based in Sweden.

**Patrik Sandin**, Co-founder & Director  
*The Natural Step China*



Patrik is a co-founder and Director of TNS China, where he leads the business development activities and provides strategic sustainability and business model innovation advice to multinational and

domestic clients.

Patrik is a frequent speaker on sustainability and innovation topics at conferences and a guest lecturer at the MBA program at Shanghai University where he also sits on the community advisory board.

Before joining The Natural Step, Patrik worked more than 15 years as management consultant with international consultancies such as Accenture, OC&C Strategy Consultants and Ernst & Young.

## Course facilitators (mandarin speakers)

**Lin Zhang**, Director of Operations  
The Natural Step China



Since October 2013, Lin works as Director of Operations and Sustainability Advisor at TNS China. This means she is overseeing all new local client

relationships and projects.

Prior to joining TNS, Lin worked as Vice President of Business Development in China for PacketArchitects a Swedish semiconductor startup with operations in Sweden, China and Silicon Valley. Before PacketArch, she spent 7 years as ASIC engineer and team leader at Ericsson Mobile Platforms in Lund, Sweden.

Lin has a Master in Sustainable Business Leadership from Lund University in Sweden, a Master in System on Chip, from Lund Institute of Technology and has conducted post-graduate studies in Interactive System Design at the Royal Institute of Technology in Stockholm, Sweden.



**Xiaoqing Fei**, Sustainability Advisor



Xiaoqing is an experienced workshop facilitator and teacher at both University programs (on systems thinking and sustainability at Beijing Normal University) and at TNS courses. She is also expert on and

teacher of the "Art of Hosting" methodology.

Xiaoqing has many years of experience working with both international and local NGOs and CSR Consultancies such as Syntao, International Rivers and Institute of Environment & Development (IED).

She has a Master in Strategic Leadership towards Sustainability from BTH in Sweden and a Master in Ecology from Renmin University in China.



## As specific outcomes of this comprehensive two-day course, you will:

- ☀ Gain a clear understanding of sustainability based on sound science and systems thinking
- ☀ Achieve a solid foundation in The Natural Step Framework and underlying scientific principles
- ☀ Understand how to apply systems thinking as a strategic approach to sustainability
- ☀ Gain confidence in communicating the business case for sustainability
- ☀ Learn how companies and communities have been integrating sustainability for strategic advantage
- ☀ Learn to plan for success in complex systems

While this course provides a solid grounding in core concepts, the focus of the workshop is on participation and practical experience with plenty of opportunities for dialogue and hands-on application.

*"You can tell somebody the rules of chess, but that doesn't make them a chess player and certainly not a master. They need to play in order to develop a full understanding of the strategies that can be deployed."*

Karl-Henrik Robert, TNS Founder



## Course Participants

The workshop is open to anyone who wants to be a leader in the change toward a sustainable society. Past participants include:

- ☀ Company Executives
- ☀ Entrepreneurs
- ☀ Municipal officials and employees
- ☀ CSR & Sustainability practitioners
- ☀ Consultants
- ☀ NGO & charities representatives

We encourage participation from a wide range of sectors and perspectives, leading to a richer dialogue and peer learning.

**Course Language:** All program and course materials are in English with Mandarin explanations. Group exercises are facilitated in Mandarin. Simultaneous translation may be available at additional expense.

## Course Certificate

All participants who successfully complete the course will receive a course certificate.

For those interested in becoming a TNS Associate, this course together with other TNS certificate courses, such as Sustainability for Leaders II, Sustainability Life Cycle Assessment and others, count as educational foundations required to become an certified TNS Associate. For more information about our certificate courses and about **The Natural Step**, please visit: [www.thenaturalstep.org](http://www.thenaturalstep.org)

*"It wasn't until ten years later that we understood how much money Electrolux had saved and earned from applying the Natural Step framework."*

Leif Johansson, CEO Electrolux

## Course Fees and Registration

**Course Fees\* : 15000 RMB**

\*Course fees include course materials, break-time snacks and lunches. Additional travel or meal costs are the responsibility of participants.

**TO REGISTER PLEASE FILL IN THE REGISTRATION FORM ON THE NEXT PAGE !**

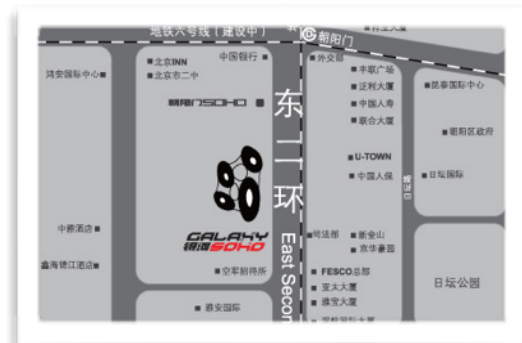
**OR CONTACT Ms. LIN ZHANG,**  
Director of Operations at TNS China  
Tel: +8618620698958  
email: [lin.zhang@thenaturalstep.org](mailto:lin.zhang@thenaturalstep.org)

## Dates and Places

The course will be offered both in Beijing and Shanghai to allow for busy executives to choose the date and place that best suit their schedule.

**Beijing, November 20 - 21**

Swanport Cafe (鸿芷咖啡馆), Galaxy SOHO, Room 10320, Floor 3, Block A, Nanzhugan Hutong #2



**Shanghai, November 24 - 25**

Shanghai Science Hall JE , NO. 47  
Nanchang Road, by Yandang Lu (南昌路47号, 近雁荡路)



## Registration form - Sustainability for Leaders

Ticket types	Price (RMB)	Selection	Number of tickets
COURSE/CITY ( select the city with dates that best suit you)			
Beijing, November 20 - 21		<input type="checkbox"/>	
Shanghai, November 24 - 25		<input type="checkbox"/>	
Corporate - Early bird (register before Oct 31st)	12000	<input type="checkbox"/>	
Corporate - Standard ticket	15000	<input type="checkbox"/>	
NGO / Charities - Early bird (register before Oct 31st)	7000	<input type="checkbox"/>	
NGO / Charities - Standard ticket	10000	<input type="checkbox"/>	
Individual Early bird (register before Oct31st)	9000	<input type="checkbox"/>	
Individual - Standard ticket	12000	<input type="checkbox"/>	

Name:.....

Organisation:.....

Phone no:.....

Email:.....

Signature:.....