

SUSTAINABLE BY DESIGN

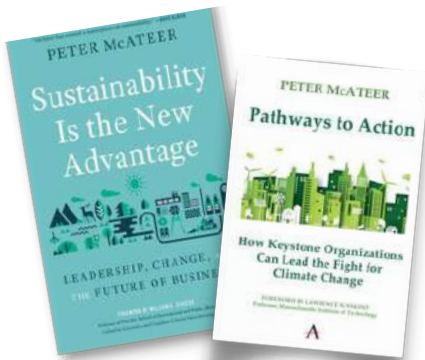
ESG Principles Of Designing A Sustainable Organisation





DUBAI, UAE: 15 & 16 MAY 2023

"One of The Most Influential Voices in Sustainability"

PETER MCATEER



Facilitated by Peter McAteer. Thought Leader & Author of:

-  **Sustainability Is the New Advantage:** Leadership, Change and the Future of Business (Anthem Press, 2019)
-  **Pathways to Action:** How Keystone Organizations Can Lead the Fight for Climate Change (Anthem Press, 2022)

Media Appearances & : Works

REUTERS 
Reuters Business Insight

 **COLUMBIA | SIPA**
School of International and Public Affairs



Breakfast Grille Podcast, 16 Dec 2022
Sustainability The Key To Long Term Survival?

Hear from Participants Who Have Attended Peter's Sessions!

"Speakers throughout the three days have been very knowledgeable and have given very insightful perspectives from varying industries. The workshop especially has been very impactful and has inspired me to share a lot of my learnings with my colleagues and loved ones".

- **Maryam Zainol, Sustainability Communications Officer, Petronas**

"Thoroughly enjoyed Peter's session, very informative and makes me think hard about the changes I can make in my organisation."

- **Goh Seok Mei, Business Applications Specialist, Microsoft**

"The event was an eye opener. The main strength of the event was the subject matter experts especially Peter"

- **Sere Mohammad, GM Corporate Governance, Risk Management & Integrity, Media Prima**

"The workshop session was the main strength of the event"

- **Liyana Yahya, Principal Researcher, TNB Research**

"The workshop was an eye opening experience"

- **Hajjar Al Hasnah, Assistant Manager Sustainability, Gamuda Berhad**



Meet Our Facilitator

Peter McAteer

PETER MCATEER is the Managing Director of SustainLearning LLC. He currently serves as an advisor for strategy, innovation, and sustainability at several organisations. Peter's prior work includes a variety of executive, consulting and teaching roles including serving as a member of the Executive Committee for Harvard Business School Publishing (HBSP), Managing Director for Harvard Business School Publishing's Corporate Learning business and Chief Learning Officer for the United Nations Development Program (UNDP). At UNDP, he supported the training, development and knowledge management activities of the UNDP sustainable energy and environmental portfolio and the global implementation of the Millennium Development Goals (MDGs).

Peter is responsible for HBSP's award winning series of learning products including Harvard ManageMentor™ and HBSP's first distance learning Executive Education program, Leadership Direct™. He designed the UNDP's innovative Virtual Development Academy™ and served on the Board of Governors and Expert Technical Panel for the United Nations System Staff College. He has over 35 years' experience on the ground in more than 40 countries.

Peter's most recent publications include "With Sustainability Comes Change," Talent Development Magazine (August 2019), Sustainability is the New Advantage: Leadership, Change and the Future of Business (Anthem Press 2019, updated 2021) and Pathways to Action: How Keystone Organizations Can Lead the Fight for Climate Change, 2022 by Anthem Press.

Book Reviews



"McAteer has created a Masterpiece on Sustainability"

Dave Ulrich – Professor, University of Michigan, business leader and author.

"The book is really good. It's interesting. It's practical. His comments about smaller businesses are spot on. Well done!"

Thomas A. Stewart, former Managing Editor, Harvard Business Review

"Peter McAteer has written an extraordinary book. Every business school should be teaching at least one course based on this book."

Prof. Lawrence Susskind, Prof. of Urban & Environmental Planning in MIT, Co-founder of the Program on Negotiation at Harvard Law School

"The hard part is taking good intentions and making them actionable. Peter's ideas about Pathways to Action make a lot of sense."

Victoria Tan, Executive Director for Group Risk Management and Sustainability, Ayala Corp.

"Peter McAteer is the world's expert in applying the principles of sustainability in the real world for the benefit of our planet and more profitable businesses. Pathways to Action provides strategies to accelerate sustainability and provides four specific pathways to accomplish that goal with practical examples of how to do it. The book also details how leadership is key to success. It is an essential read for leaders in all three sectors

William B. Eimicke, Professor of Management Practice, Columbia University School of International and Public Affairs

Partial Client List

- Federal Express
- Amadeus
- Astra-Zeneca
- Johnson and Johnson
- Eversheds
- Gillette
- Sperry Top-Sider
- Unilever
- British Telecom
- Duty Free Shopping (DFS)
- CARE
- The Red Cross
- UBS/Warburg
- Anglian Water
- Noble Group
- East West Seed
- The Russian Railroad
- Microsoft
- UNDP
- UNSSC
- UNCDF and UN Volunteers
- Reuters
- Statoil
- One2One
- Linklaters and Alliance
- Lockheed
- Martin
- Virgin Atlantic
- Chevron
- Realty One
- Charter Communications
- Fidelity Investments
- Bank of Montreal
- Bank of Detroit
- First Chicago and Harris Bank
- South China Morning Post
- Bank of the West
- AT&T
- Household Credit
- Chase
- Multi-one
- Omega
- Stride Rite
- Keds Corp
- New England Telephone
- NYNEX
- Bell Atlantic
- John Hancock Insurance
- Polaroid Corporation
- John Hancock Insurance
- Mahindra & Mahindra
- AMRACE
- Bank of the Philippine Islands
- WiPro
- Galaxy Entertainment
- Sime Darby Plantation
- Walgreens
- Abu Dhabi Public Health Centre
- OCBC Al-Amin Bank Berhad
- Standard Chartered Bank
- Edotco Group
- Gamuda Berhad
- PayNet Malaysia
- Shangri-la Rasa Sayang
- Sime Darby Property
- Tenaga Nasional Berhad
- IOI Corporation Berhad
- Berjaya Corporation Berhad
- Ranhill Utilities Berhad
- UMW Corporation
- Petronas Chemical Groups Berhad
- Tata Group



FOUNDATIONS OF SUSTAINABILITY - WHAT PROBLEMS WE ARE TRYING TO SOLVE?

What do we know about sustainability?

The module explores the evolution of our concept of sustainability over 4 decades from early definitions to the MDGs (Millennium Development Goals) and the SDGs (Sustainable Development Goals).

- Short case reviews and team exercises based on global sustainability issues.
- What is the nature of the problem?
- Who is accountable? Are these business issues?
- What are key concepts and definitions?
- What does the science say?

Activity: Case team summaries and debrief

THE UN GLOBAL COMPACT (UNGC)

- Why is it important to organisations?
- How has it evolved over time and why does that matter?
- Why are the SDGs and UNGC not aligned?
- Are there models that connect the UNGCs and SDGs?
- Discussion on regional sustainability challenges and "Tipping Points."

Exercise: What is the impact on your hometown?

Summary

- Where do we still have knowledge gaps?
- Connect business activities to impact sustainable development goals.
- Are we making progress?

NDCS - IDENTIFYING THEIR IMPACT ON BUSINESS PLANNING

All signatories to the 2015 Paris Accords are responsible for creating a climate action plan to reduce emissions, adapt to the effects of climate change and discuss plans to finance the plans. National planning is also influenced by the framework conventions on both climate change and biodiversity combined with the commitments that evolve annually from the Conference of Parties (COP).

- What commitments are included in your local NDCs (Nationally Determined Contributions)?
- How do these commitments compare with other countries?
- How are these commitments evolving over time?
- How do the plans for neighboring countries align?
- How do the NDCs in your key markets influence your business planning and decision planning & making process?

Activity: Exercise in NDCs.

SUSTAINABLE BUSINESS MODELS INFLUENCE DESIGN & ORGANISATION PURPOSE

- Examine a variety of new business models - their history, purpose, and applications.
- Exercise in sustainable business models.
- This includes models such as Green Capitalism and Conscious Capitalism as well as Net Benefit and Offset Strategies, Regenerative Economics, Shared Value Creation and Circular Economy models.
- Which models are more popular? Are there industry specific applications? What makes a purpose driven company?

Exercise: Sustainable business models

Summary

- How do we connect all of these issues together?
- What have we learned about business models that helps our organisation to make progressive progress?
- Are we making progress?

Survey: Participants to complete a survey that will be used to start day two programme.

DO YOU HAVE THE SKILLS TO THRIVE IN A SUSTAINABLE FUTURE?

Sustainability and climate change are some of the most urgent issues of our day. Companies are investing billions and governments are making more stringent regulations - yet progress is considered too little and too slow.

If history is our guide, many companies will fail to change fast enough because their organisations lack the knowledge and skill to adapt. The key to market leadership are individuals with the capability to respond to new market opportunities faster than the competition. You can't put this off any longer.

A two-day workshop on the foundation knowledge and skills needed to build a sustainable organisation.

WHO SHOULD ATTEND

Individuals, key contributors, and leaders who want to understand ESG key principles of innovation and how they can be applied to sustainable business transformation.

Key target audiences include:

- ESG & Sustainability
- Corporate Strategy
- Governance, Risk & Compliance
- Public Affairs & Communications
- People & Culture
- Investor Relations
- Climate & Quality Assurance
- Economics & Market Analysis



THE PURPOSE DRIVEN ORGANISATION

- Review of key concepts from Day 1.
- Overview & findings of data from the survey conducted on Day 1.

Group Discussion: Purpose-driven organisations.

- What is distinctive about being purpose-driven?
- What impact does that have on levers of control?

PART 1: ANCHORING SUSTAINABLE VALUES IN THE DNA OF YOUR BUSINESS

Leading Sustainable Change - Overview

- How do you embed sustainability in the daily decision making of your business?
- Benchmarking against sustainability best practices.
- Identifying the keys to designing new products and services to be sustainable from the start.
- Conducting effective assessment on legacy products which can be transitioned.
- Effective sustainability impact change communications across your organisation.

Policy Exercise

- An examination of policy changes and how they affect organisation behaviour.
- How changes in key policies affect your business.
- Who gets to make what type of decisions?

PART 2: ANCHORING SUSTAINABLE VALUES IN THE DNA OF YOUR BUSINESS

Green Team Overview

- How do you change the mental models developed by your staff over decades of service?
- How do you organise and staff "Green Teams" for maximum impact?

Green Team Exercise & Team reporting.

Summary

Anchoring change and lessons learned.

INTEGRATED REPORTING FRAMEWORK & DUAL MATERIALITY

Telling your story - How do reporting & Dual Materiality help you communicate your change story & transform your business? This module explores the concept of Integrated Reporting, the evolution of the Integrated Reporting Framework, and harmonisation efforts for reporting that came out of COP26 (Conference of Parties).

- How do companies develop, manage, and discuss the formation of four to six different types of capital in a sustainable business environment?
- What does dual material or multiple materiality really look like?

Group Dialogue

Summary

- How can these tools be used to create more successful and sustainable organisations?

KEY LEARNING POINTS

This two-day programme will cover key foundational topics that will involve discussions on methods towards building a resilient and futureproof sustainable business.

- Enhance your understanding of the history of sustainability and climate change.
- Explore international and regional sustainability challenges and how they will affect your business.
- Learn a model for business transition that you can adapt to your organisation.
- Explore new business models and how they change your value proposition.
- Understand how ESG reporting evolves with your business transition journey.
- Discover strategies that help you experiment and scale new practices.
- Learn simple techniques for assessing your products and services and for understanding how knowledge is changing in your markets.
- Discover new legislative and business issues that will affect your plans to "futureproof" your organisation.

PROGRAMME UNIQUE FEATURE

- Participants are required to complete a pre-assessment questionnaire that will influence the decisions about content, pacing, materials, grouping, and specific learning activities.
- The sessions will be further complemented with surveys, exercises, real time data across multiple industries and peer-to-peer assessments. These will enable effective learning outcomes as well trigger the ability to look at different perspectives.

PROGRAMME SCHEDULE

0845	Registration & Light Refreshment
0900	Workshop Commences
1015	Morning Break
1230	Lunch & Networking
1500	Afternoon Break
1700	End of Day

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15 & 16 May 2023, Dubai, UAE



Registration Inquiries: ☎ : +603 2282 1688 📞 : +6011 1633 1600 ✉ : boon@kexxel.com

REGISTRATION FORM

Early Bird Fee <small>Register Before 17th Mar 23</small>	Special Discount Rate <small>Register Before 14th April 23</small>	Normal Rate <small>Register After 14th April 23</small>
<input type="checkbox"/> USD2,395	<input type="checkbox"/> USD2,495	<input type="checkbox"/> USD2,595
<input type="checkbox"/> 3 + 2 Package (Buy 3, get 2 events FREE!)		

*Fee quoted does not include GST / VAT or withholding tax (if applicable).

*Get 2 FREE seats if you send 3 pax! (3+2 Package)

Company Name: _____

Delegate 1

Name :

Job Title :

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Mobile :

Direct Line :

Delegate 2

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Job Title :

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Mobile :

Direct Line :

Delegate 3

Name :

Job Title :

Email :

Mobile :

Direct Line :

FREE Seats for 3+2 Package

***Delegate 4**

Name :

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Email the completed form to
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Name on card :

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TERMS AND CONDITIONS

PRIVACY
Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

TERMS & CONDITIONS
Following completion and return of registration form, full payment is required within 5 (five) working days. Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendees. Due to limited of event space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Fees is inclusive of program materials and refreshments.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge provided you inform us AT LEAST 3 days before the course else you will be issued with a 50% Discount Training Voucher which entitles you (or a nominated colleague) to attend a public course arranged by Kexxel Group within the next 12 months.

Cancellation: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organiser to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th & 5th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced.

Authorisation (Mandatory)

Name :

Job Title :

Email :

Signature :

Date :

***Signatory must be authorised to sign on behalf of contracting organisation. This booking is invalid without a signature.**