



The Leading-edges of Sustainability Strategy

An Implementation Training for Organizations

A one-day intensive training produced by CORE experts for owners, managers and sustainability teams of organizations in the Rocky Mountain Region.

July 29, 2009, 8:15 – 4:30 (lunch included) • WhiteWave Foods, Broomfield, CO

Space is limited to 70 trainees – register now!

Whether you've just begun the sustainability journey to increase profitability for your company, or are already on the path – you'll benefit from this advanced, leading-edge training by sustainability practitioners and consultants. If you need the basics (terminology, common management systems, drivers) join the pre-training webinar conducted by Christopher Juniper of Natural Capitalism Solutions.

You'll walk away with the ability to:

- Understand fundamental sustainability systems and terminologies (via pre-training webinar)
- Turn sustainability metric requirements into profitable management strategies.
- Reduce cost and risk throughout their value chains with tools including life-cycle thinking
- Build sustainability performance credibility with customers and partners without greenwash.
- Build community capital and internal momentum through sustainability leadership.

“Sustainability is not a one-off project or initiative. It has to be a movement. A way of life. A way of thinking about the world.”

— Muhtar Kent, President and CEO, Coca-Cola Co., 2008



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“My message to you today I hope will be really clear. We want to accelerate our efforts in sustainability. We want to broaden our efforts.”

— Mike Duke, President and CEO of Wal-Mart Stores, Inc.

Pre-training Webinar: July 22, 2009, 3:30pm – 4:30pm

Sustainability Basics for Organizations

Workshop Agenda: July 29, 2009, 8:15am - 4:30pm

7:30am	Registration
8:15am	Graham Russell, CORE Executive Director: <i>Sustainability Strategies – A Colorado Overview</i>
8:30am	Keynote: Bill Reinert, National Manager, Advanced Technology Group, Toyota Motor Co.: <i>Toyota's Sustainability Imperatives</i>
9:00am	Sustainability Metrics Workshop CORE Organizer: Christopher Juniper, Natural Capitalism Solutions
10:30am	Life-cycle and Value Chain Management Workshop CORE Organizer: Jeff Yorzyk, Five Winds International
Noon	Networking Lunch
1:15pm	Sustainability Communications Workshop CORE Organizer: K.J. McCorry, eco-efficiency llc Featuring: Van Hindes, Key Communication Solutions LLC
3:00pm	Leadership for Sustainability Workshop CORE Organizer: Richard Eidlin, The Progress Group
4:00pm	Wrap-up / Closing comments
4:30pm	Adjournment / Networking

Registration Information

Early registration until July 15: CORE members \$200; non-members \$250.

Regular registration through July 27: CORE members \$250; non-members \$300.

Registration includes lunch and training packet. [Do you wish to register?](#)

Questions? Email Bernie Edmonds, CORE Director of Operations, at Bernie@corecolorado.org or call her 303-592-4066.

About CORE

CORE Colorado is a non-profit business association dedicated to the promotion of more environmentally and socially responsible business practices in the Rocky Mountain region. CORE is supported by membership fees and sponsorships from its 200+ member organizations, which range from large corporations to entrepreneurial ventures. Its training and program partners include: City of Denver, State of Colorado, National Renewable Energy Lab, University of Colorado at Denver and Boulder.



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