

UNITED NATIONS ASSOCIATION OF AUSTRALIA (VIC)

Sustainability Leadership MASTERCLASS



with
PAUL HAWKEN

Australia is being swept up in the greatest and most rapid economic transformation in human history. Paul Hawken has for years been highlighting both the dangers and the opportunities of this moment. Author of *Natural Capitalism*—often called the bible of the 2nd industrial revolution—Hawken notes that “*business is the only mechanism on the planet today powerful enough to produce the changes necessary to reverse global environmental and social degradation*”.

“10% of all oil ever produced has been consumed in the last 4 years” – Paul Hawken

“The financial crisis can’t be considered in isolation from the other great challenges of climate change, energy security, water and food” - Prof Karl Schwab, Director of World Economic Forum

Will you be able to adequately equip yourself and your business to deal with the scale of decisions required to navigate these choppy waters?

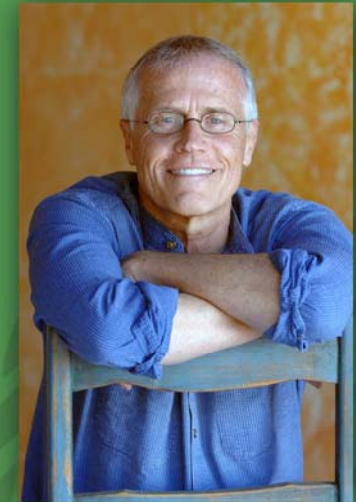
The current resource based economic expansion, which is directly impacting Australia, threatens to upend a century of comfortable notions about the supply of raw materials and their pricing. At the other end of the economy businesses are facing growing pressures to reduce pollution. These challenges can only be addressed through radical waste reduction.

Companies need to learn how they can redesign their businesses to be much more efficient—in the process reaping huge rewards for themselves and their host communities.

“57% of executives say the benefits of becoming ‘sustainable’ enterprises outweighs the costs; it’s not charity but pure business” – Economist Intelligence Unit 2008 Report.

INVITATION

This Masterclass provides an exclusive learning forum for executives and decision makers to exchange ideas with Paul Hawken, who has shown how business can not only survive the rise of the Asian century but harness the opportunities to prosper and surf the economic tsunami we are now facing.... and this is only a warm up to the main game.



Melbourne Masterclass

Thursday 27 October 2011
11.00am to 3.00pm
Hosted by GHD

Sydney Masterclass

Monday 31 October 2011
11.00am to 3.00pm
Hosted by KPMG

For more information and registration:
www.unaavictoria.org.au

Partners:



Supporters:



UNITED NATIONS ASSOCIATION OF AUSTRALIA (VIC)

Sustainability Leadership MASTERCLASS



with
PAUL HAWKEN



PAUL HAWKEN is an environmentalist, entrepreneur, and best-selling author. He has dedicated his life to sustainability and changing the relationship between business and the environment. His practice has included starting and running ecological businesses, writing and teaching about the impact of commerce on living systems, and consulting with governments and corporations on economic development, industrial ecology, and environmental policy.

One of the leading architects and proponents of corporate environmental reform, he pens articles, op-eds, and peer-reviewed papers that have appeared in *Harvard Business Review* and many more. His books have been published in over 50 countries in 27 languages.

His book, *'The Ecology of Commerce'* has been voted the #1 college text on business and the environment by professors in 67 business schools. *'Natural Capitalism: Creating the Next Industrial Revolution'*, co-authored with Amory Lovins, has been read and referred to by several heads of state including President Bill Clinton who called it one of the five most important books in the world today. His latest book *'Blessed Unrest'* explores the worldwide movement for social and environmental change.

In 1987, Paul produced and hosted a 17-part PBS series, based on his book *'Growing a Business.'* The program explored the challenges and pitfalls of starting and operating socially responsive companies; it was shown on television in 115 countries and watched by over 100 million people.

The recipient of 6 honorary doctorates, Paul has founded several companies including some of the first natural food companies in the U.S. that relied solely on sustainable agricultural methods. In 2002, he created the Natural Capital Institute (www.naturalcapital.org), a California based research organization that gave birth to *Wiser Earth* (www.WiserEarth.org) in 2007. *Wiser Earth* is an open source networking platform that links NGOs, foundations, business, government, social entrepreneurs, students, organizers, academics, activists, scientists, and citizens concerned about the environment and social justice.

Paul has served on the board of many environmental organizations including Point Foundation (publisher of the *Whole Earth Catalogs*), Center for Plant Conservation, Conservation International, Trust for Public Land, Friends of the Earth, and National Audubon Society. He presently heads *OneSun, LLC*, an energy company focused on ultra-low-cost solar based on green chemistry and biomimicry as well as *Highwater Global*, a social impact fund that employs the highest standards of corporate social, ethical and environmental behaviour.

As much sought after speaker, he has given hundreds of keynote addresses; his audiences include the King of Sweden at his inaugural Environmental Seminar, the Liberal Party of Canada, the World Business Council for Sustainable Development, Harvard University, Yale University, Cambridge University and Apple Computer.

Among numerous awards and recognitions, Paul has received the 2003 Green Cross Millennium Award for Individual Environmental Leadership presented by Mikhail Gorbachev; the 1990 Small Business Administration's "Entrepreneur of the Year" and Utne "One Hundred Visionaries who could Change our Lives" in 1995.

UNITED NATIONS ASSOCIATION OF AUSTRALIA (VIC)

Sustainability Leadership MASTERCLASS



with
PAUL HAWKEN

Melbourne Masterclass

Thursday 27 October 2011

11.00am to 3.00pm

Hosted by GHD

Level 8, 180 Lonsdale St
Melbourne VIC 2000

Sydney Masterclass

Monday 31 October 2011

11.00am to 3.00pm

Hosted by KPMG

Level 15, 10 Shelley St
Sydney NSW 2000

Registration Deadline: 5pm, Monday 24 October

Ticket price: \$550 (inc. GST)

Limited places available

Light lunch provided

For more information and online registration:
www.unaavictoria.org.au

United Nations Association of Australia
(Victorian Division)

Ph: (+613) 9670 7878

Email: catherine@unaavictoria.org.au

Partners:



Supporters:

