



SESSIONS FOR BUSINESS

How can your business increase profits from 51% to 81% within the next three to five years? By introducing best-practice sustainability approaches already being used by companies in your industry. Just think, you could increase revenue, reduce energy and waste expenses, increase employee productivity, reduce hiring and attrition costs, and reduce strategic and operational risks...all while protecting and preserving the natural resources that make your business possible!

If this sounds too good to be true, think again! It has been proven that companies embracing sustainability perform better socially, culturally, environmentally, and economically. In fact, those companies that don't step up to the sustainability plate risk a potential erosion of profits between 16% and 36%. Not convinced?

Then visit the Fresh Outlook Foundation's 5th **Building SustainAble Communities** conference February 27th to March 1st in Kelowna. There you'll meet internationally renowned speaker and author Bob Willard, who will share the compelling business case for sustainability. Join Bob and a variety of other sustainability experts as they discuss ways to build your business in ways that consider people, profits, and the planet. Here are the sessions you'll want to attend:

MONDAY, February 27th

Day one features a session entitled **ROLE CALL: Connecting All Pieces of the SustainAbility Puzzle**. The morning session explores delegates' specific roles in the move toward community sustainability. There are breakout groups specifically for Business/Finance/Economic Development and Developers/Architects/Builders. After lunch, business delegates will work with people from other sectors to solve common problems using a model called LEGO Serious Play. It will be great fun!

TUESDAY, February 28th

One of three sessions featured on day two is **Learn Green. Earn Green! A Business Case for SustainAbility**. This session promises one-stop shopping for anyone interested in building a stronger bottom line while helping to build a healthier community.

LEARN GREEN. EARN GREEN! The Business Case for SustainAbility	
7:00-8:00am	REGISTRATION
8:00-8:15	WELCOME & INTRODUCTIONS
8:30-9:45	COMMUNICATING THE BUSINESS CA\$E FOR SUSTAINABILITY <i>Dr. Bob Willard, The Sustainability Advantage</i>
9:45-10:15	PANEL DISCUSSION (Part 1) <i>SPONSOR: GreenStep Sustainability Coaching</i> <i>FACILITATOR: Angela Reid-Nagy, GreenStep Sustainability Coaching</i> <ul style="list-style-type: none"> ▪ Elizabeth Sheehan, Climate Smart ▪ Darrell Eason, GreenStep Sustainability Coaching/LiveSmart BC Small Business Program ▪ John Purkis, The Natural Step
10:15-10:45	REFRESHMENT BREAK & EXHIBITORS' SHOW & TELL
10:45-11:15	PANEL DISCUSSION (Part 2) <i>SPONSOR: GreenStep Sustainability Coaching</i> <i>FACILITATOR: Angela Reid-Nagy, GreenStep Coaching</i> <ul style="list-style-type: none"> ▪ Emily Johnson, Okanagan College (Students in Free Enterprise) ▪ Heather Schneider, Okanagan College ▪ Mark Allison, iShift, Whistler Centre for SustainAbility
11:15-12:00	IDEAS EXCHANGE
12:00-1:15pm	LUNCH

OVER...

WEDNESDAY, February 29th

- 10:15-11:45 **ECOLOGICAL ECONOMICS:** Balancing Human Needs with Ecological Imperatives
- 2:00-3:15 **GREEN BUILDINGS & DEVELOPMENT:** Crafting a Foundation for Positive Change
- 3:45-5:00 **SUSTAINABLE ECONOMIC DEVELOPMENT:** Balancing Green with Green

THURSDAY, March 1st

- 10:45-Noon **EMERGING ENERGY SOLUTIONS:** Stepping Past Fossil Fuels
- 2:15-4:30 **AFFORDABLE HOUSING IN BC COMMUNITIES:** Tales of Partnership Success

REGISTRATION

Full Conference.....	\$599
Full Conference (4 for the price of 3).....	\$1,799
One Day.....	\$199
Half-Day (includes breakfast OR lunch).....	\$99
Single Session (register at event).....	\$30

To register visit www.freshoutlookfoundation.org