



Sustainability through innovation

Session 1 - Delivering sustainability and business benefits through innovation

Two 45 minute sessions will explain key aspects of innovation thinking and developments in corporate sustainability. Bringing together these elements in a practical way to deliver benefits to organisations will be covered in the second half of the course. Each session will use examples from recent Sandwalk research to identify corporate examples of good practice.

Session i

- Innovation as a process that can be applied to any organisation
- Identifying new ideas and a culture that supports their development.
- Development of corporate responses to sustainability concerns (philanthropy, reporting, risk management and standards)
- Synergy between innovation and sustainability
- Important emerging concepts such as the circular economy, big data and the role of the social economy

Session ii

- The starting point –assessing current status in both innovation and sustainability practice.
- Building on existing systems to support idea generation, rewards systems and product /service development.
- Identifying skills requirements.
- Building a sustainable innovation plan for the organisation

Approximately six 45 minutes sessions combined with two 15-minute exercises (either group or individual and preferably specific to the organization/sector) that provide a guide to managing environmental and social issues for an organisation. A two day version would include a half day practical exercise, involving (for example) a mock due diligence exercise in which groups identify risks and opportunities associated with a company and then present back on their findings.

- Key sustainability issues including climate change, resource efficiency, equity and ethics
- Identifying issues and impacts in an organisation – including direct and indirect aspects.
- Measurement and reporting – including mandatory public reporting and product footprints
- Setting policy and objectives and reviewing strategy
- Working with external stakeholders
- Employee engagement including green teams and volunteering
- Working with customers and suppliers
- Developing new products and services and the role of innovation practice

- Working with Marketing and Communications
- Working with Finance and the investment community
- Legal issues and public policy
- Working with HR and Learning – including performance systems and skills requirements
- Emerging sustainability issues and concepts including the circular economy
- 30 minute guide to environmental audits – practical tips that help you assess an organisation quickly

Why you should attend

The course provides an invaluable guide to managing environmental and social issues for your organisation. This involves understanding the policies and objectives that should be implemented by modern organisations.

Who should attend?

Those in the organisation involved in sustainability and innovation or involved in areas around the green agenda.

The mentors for the programme will be



Dr Paul Pritchard - wide experience in the development and implementation of sustainability strategies. Following several years in the environmental consultancy sector he joined RSA Insurance Group where he initiated the measurement and public reporting framework and supported the development of internal employee capabilities. In his role as UK Head of Corporate Responsibility he developed online environmental learning packages, supported global green teams and delivered targeted skills development for functions such as procurement. Over the period 2009 – 2011 RSA was formally recognised as one of the UK's Best Green Companies. In addition to his role at Sandwalk he is also a research fellow at the University of Cambridge Programme for Sustainability Leadership, focusing on new approaches to integrate sustainability into financial services.



Nick Coad has 20 years experience of working in environment and sustainability. For nearly 10 years he was Group Environment Director, responsible for CR reporting, at a FTSE 200 public transport company. During this period he also led a learning and development programme (Investors in People). Prior to this he had worked in both consultancy and for NGOs. High profile projects that I have worked on include the decommissioning of Brent Spar and environmental management in Nigeria. He is particularly interested in skills needed for delivering sustainability strategy, influencing consumer behaviour and the role of new technology