

**Preliminary Invitation to Attend the 2004 International
Sustainability Intensive**
Tools and Methods for Accelerated Implementation
Imperial College, London, 4-6 Nov 2004

*If you attend only one
professional development event
on sustainability this year,
make it this one.*



Alan AtKisson
The AtKisson Group



L Hunter Lovins
Natural Capitalism, Inc.



Junko Eda
Japan for Sustainability



Charlie Hargroves
And the team from
The Natural Edge Project

The workshop is expected to fill quickly. To reserve your place and to receive full registration information, please send an email with your full contact information to: workshop@atkisson.com

THE EVENT

Two days of intense, hands-on exposure to some of **the best tools and methods available for making sustainability happen** ... in corporations, in government, and in communities around the world. (Workshop: Fri-Sat, Nov. 5-6, 2004. Evening reception with faculty and invited guests: Thursday, Nov. 4)

THE TEAM

The workshop will be led by **Alan AtKisson**, author of *Believing Cassandra: An optimist looks at a pessimist's world* and strategic advisor to many sustainability initiatives in Europe, Asia, Australia, and the United States. The AtKisson Group's clients include global companies, venture capital funds, new business incubators, UN training programs, international and regional development efforts, governments, major cities, and small communities. Alan is lead developer of the *Accelerator*, a widely-used set of sustainability tools that help change happen faster, better, and far more effectively.

Co-presenting will be **Hunter Lovins**, co-author of *Natural Capitalism*, co-founder of Rocky Mountain Institute, and President of Natural Capitalism, Inc. A renowned author and champion of sustainability for over 30 years, she has managed international non-profits, taught at major universities, advised citizens' groups, governments and corporations, created several businesses, and is in great demand as an inspirational speaker and effective consultant. She has devoted herself to building teams that can create and implement practical, affordable solutions to the problems facing us.

Joining the workshop as a special guest will be **Junko Eda**, founder of Japan for Sustainability, a leading organization in Japan with over 50 major corporate sponsors. Ms. Eda also leads Eco Networks, Ltd., a consulting firm working with Japanese corporations on sustainability training and reporting. She is a bestselling author in Japan and frequently appears on national television. She is also a leading translator of books on sustainability from English to Japanese.

Members of The Natural Edge Project (TNEP) will complement Alan and Hunter throughout the workshop and assist in facilitation. TNEP has produced a new book called *The Natural Advantage of Nations* with an international team of co-authors (including Alan and Hunter) to be published by Earthscan in late 2004.

THE CONTENT

Sustainability Frameworks ... Sustainability Indicators and the GRI ... the Hunt for Leverage Points ... Innovation and Cultural Change Processes ... Natural Capitalism Solutions ... Sustainable Business Practices ... The *Accelerator* Suite of Sustainability Tools ... The Sustainability Helix ... Current Trends in Sustainability Practice ... and Personal Development for Effective Change-Agentry

THE LOCATION

Imperial College London, United Kingdom

Workshop Fees (Priced in USD): \$1250 Standard Registration, \$750 NGOs and Non-profits, \$350 Student Meals included; accommodation is not included but is available in local hotels; some scholarships available.

This workshop is brought to you by the AtKisson Group, Natural Capitalism Inc., The Natural Edge Project, and Imperial College London. For more information and links to all the workshop sponsors, please visit www.AtKisson.com.