

SUSTAINABILITY MODELS FOR BUSINESSES



A TWO-DAY COURSE ORGANISED BY
BIRMINGHAM CITY UNIVERSITY AND
CLIMATE-KIC, EUROPE'S LARGEST PUBLIC-
PRIVATE INITIATIVE ON CLIMATE CHANGE

Birmingham, 20th—21st November 2014

There continues to be a view among businesses that environmental and social business values are an unnecessary burden to companies and do not benefit them directly. The short course 'Sustainability Models for Businesses' offers participants an opportunity to explore practical ways by which environmental and social responsibility can benefit the economic success of companies!!

They will be talks by businesses developing sustainability approaches and academics from the business and marketing fields.



What can you expect from this course?

The course will deliver learning about processes that can develop feasible and long-term sustainable business systems that will benefit companies economically and also have a positive impact on the environment and society.



Who is the course for?

The programme is aimed at business organisations from different fields across Europe. It is open to both small and large businesses, as well as to established and emerging entrepreneurs and industry professionals. Students and academics are welcome to attend.

What will the course involve?

The course will feature presentations by expert industry and academic practitioners. It will also feature facilitated focus group sessions, learning games and interactive events among the participants.

Course fees

The course is offered free of charge for its first edition.

Interested?

Please go onto the Climate-KIC website (www.climate-kic.org) to complete the application form for the course. You can also contact Ben at beno@innovationbham.com to ask any questions.

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