

## PRINCE OF WALES'S BUSINESS AND SUSTAINABILITY PROGRAMME



- FOR:** Delegates will be predominantly from business but around one third of places will be reserved for senior representatives from the public sector and NGOs. Business delegates are typically senior executives in mainstream line and operational roles dealing with the international context.
- FORMAT:** A four day residential seminar including expert contributions from leading thinkers and practitioners in the field.
- GOALS:** To help senior leaders understand the scale of change required to address key sustainability challenges, to give them insight into innovative new approaches and responses, and to inspire them to take action.
- WHERE AND WHEN:** Spring seminars:  
Cape Town, South Africa: 11–14 March, 2012  
Cambridge, UK: 16–19 April, 2012  
Atlanta, USA: 30 April–3 May, 2012
- COST:** £3,950 per person (VAT exempt). The Cape Town seminar is R29,500 plus VAT for local delegates from Southern Africa. This covers seminar costs including learning materials, accommodation and meals.

### KEY FEATURES

- > Executive Learning and Leadership
- > Leading-edge information and expertise
- > Membership of a global network of senior decision makers

The Prince of Wales commissioned the University of Cambridge to develop and maintain a Programme which brings together business leaders and key public sector and civil society figures to understand and develop strategic responses to the sustainability challenges facing business and society.

Now in its 17th year, the Programme runs annual senior executives seminars in Cambridge, Brussels, Atlanta, Cape Town and Sydney. The programme has an influential alumni network of over 1700 senior figures drawn from over 40 countries, and 400 organisations and holds a number of high

profile alumni activities, such as our 2010 London Lecture by Jeff Immelt CEO of G.E.

### Key themes for the seminar include:

- > Confronting global trends and challenges: energy and natural resource security, cities, consumption, emerging economies, supply chains, finance and investment.
- > Opportunities in the marketplace: innovation in products, processes and markets and engagement with customers, employees, investors, and policy makers.
- > Shaping the global economy: creating the context for long-term sustainable business – driving policy and markets for a low





carbon economy

- > Individual leadership and collaboration: working with key groups internally and externally to embed change at an individual, organisational and industry level.

### Benefits

Attending the Senior Executives' Seminar will enable delegates to:

- > Gain a better understanding of the social, political and environmental context in which you operate and be better equipped to anticipate future trends and opportunities
- > Reassess current business models to take account of sustainability issues and leverage innovation created by prime movers in this field
- > Identify strategic priorities for your own organisation to ensure its long term sustainability and gain insight, inspiration, new ideas, relationships and resources to support your future action
- > Join a valuable network consisting of a richly diverse group of senior leaders from business, government and civil society

### How to apply

Acceptance on to The Prince of Wales's Business and Sustainability Programme is by application and selection only. All applications are reviewed by the Selection Committee, which seeks to achieve the optimum balance of participants on each seminar in terms of geographical spread, industry sector, gender, and area of expertise.

Please visit our website [www.cpsl.cam.ac.uk/bsp](http://www.cpsl.cam.ac.uk/bsp) for further information on the seminars including the online application form.

"A rich and inspiring program. Helped me to put sustainability issues into the corporate context and define what role corporate leaders must play in driving the sustainability agenda"

Manager, SABMiller

"The breadth of the course was excellent for motivating leaders to take action"

Pro-Vice Chancellor, La-Trobe University



## FOR MORE DETAILS



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