



Bite Sized Events

Ecologic Seminar

The bite size Ecologic seminar provides participants with the background knowledge to understand why some apparently green actions have little value and how to find the approaches that will really deliver. It shows how some corporate attempts to give an organization a green image of backfired, while others have succeeded. Most of all, it gives an understanding of the logical tools needed to assess the value of environmental action.

Goals

- To get a better understanding of what really delivers and what is all appearance when dealing with green issues.
- To explore how we get it wrong when emotion drives environmental decisions.
- To discover what kinds of green initiative are most likely to be of long-term benefit to an organization.
- To be able to develop practical solutions to environmental issues.
- To improve communication of a green image.

Outline

- **Introduction** – who the speaker is, why we are here.
- **Getting it wrong** – An exploration of the three main reasons that we tend to get it wrong when dealing with green issues.
- **Lessons from carbon** – A look at how we deal with carbon as a contributor to climate change and why carbon footprints and carbon offsetting have to be treated with some care to avoid them doing more harm than good. Explores going beyond carbon neutrality, which has become too bland a term.
- **Waste worries** – Getting a better understanding of the environmental impact of waste, and how an apparently green solution like biodegradable carrier bags can harm the environment. Exploring the opportunities for better waste management.
- **Transport troubles** – Finding out the best approach when it isn't always obvious – lessons from hybrid cars and the choice of personal transport.
- **Solutions session** – Use of a creativity technique to devise some specific solutions.
- **Organics** – case study of how the organic is danger of shooting itself in the foot by overplaying its green credentials.
- **Getting the image right** – lessons from the best and worst in different sectors to see how to present your green image without giving the public the idea that you are attempting to mislead and greenwash.
- **Green in the media** - taking a look at the media response to global warming and the reaction to films like *An Inconvenient Truth* and *The Great Global Warming Swindle* to see how best to get the message across.
- **Key lessons** – Not reacting to knee-jerk concepts, making it practical and easy to take the green route, building solutions for real people (not saints) and the importance of honesty.

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Practicalities

The *Ecologic Seminar* bite sized event lasts 1 to 1½ hours. To get the best opportunities for participation we recommend the longer duration. It can be staged in theatre style seating for any number of attendees, but if a horseshoe format is practical then it is preferred. The location should have a data projector, pads and pencils for attendees. As always, we can quote for provision of resources, but many clients find it more cost-effective and convenient to provide them.

Recommended books: *Ecologic* for each attendee, which will expand their understanding of the ways to be truly effective with a green agenda. These is an optional extra, but we strongly recommend it as a way of maximising the transfer from training event to the workplace.

Pricing

Bite size events are priced at £800+VAT, assuming the client provides the venue, projector and housekeeping resources. The only other costs will be travel expenses for the presenter (first class rail or Inland Revenue mileage 40p/mile) and optionally cost of books for attendees. *Ecologic* has a list price of £9.99, but we can offer it at £7.99 with further discounts for bulk purchases.

Presenter

Your presenter will be the author of *Ecologic*, Brian Clegg. We usually offer a replacement presenter in the event of illness, however this is a particular speciality of Brian's and we recommend re-scheduling in this unlikely event.