



SUSTAINABILITY TO ACTION



ARE YOU READY FOR THE FUTURE?

Join us in this great opportunity to
support sustainability awareness in
the region using digital media

2016/17

For information on sponsorship opportunities, please
contact: info@sustainabilitytoaction.com

www.sustainabilitytoaction.com

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Sustainability to Action



SUSTAINABILITY TO ACTION

CONTENT

03 Background

04 The concept

05 About webinars

06 Sponsorship

07 Contact

SUSTAINABILITY ACTION April 26, 2016, 7:00 PM, GMT Time

Free Webinar Introduction to Circular Economy

As an initiative to highlight Earth Week, Sustainability to Action will be hosting a Webinar on the Circular Economy. [Register Now](#)

Webinar: the circular economy in May 2016

The circular economy is fast becoming accepted as the much needed progression from a linear economy. Global consumption increases and the hunger for materials to support growth mean that innovation and radical progress are required to support demand. Much of the focus in recent years has been on 'reducing waste' and increasing recycling. The need to apply circular economy principles is increasingly pressing. For this reason we want to raise the topic and encourage more conversation, thinking and debate around this subject. Join thought leaders and sustainability professionals to promote the discussion and action in this key area.

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Sustainability to Action, First Webinar Coming Soon:

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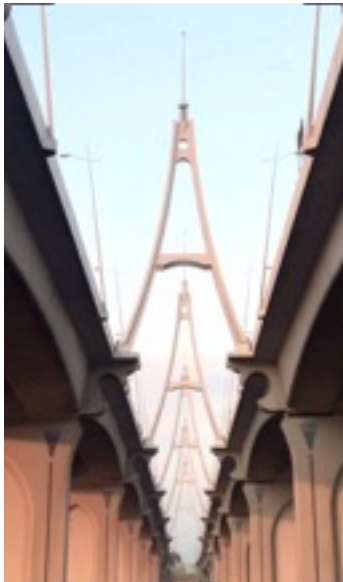
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SUSTAINABILITY TO ACTION

BACKGROUND



Sustainability to Action plays an important role throughout the year for professionals to learn more about sustainability, and to find solutions and answers for the issues

and challenges they are dealing with on a day to day basis.

For that reason, Sustainability to Action is reaching out to sustainability minded organisations. Organisations that are change leaders and committed to sustainable future in the region. In collaboration with our partners, Sustainability to Action will be running the following events:

- *Webinars* - practical guidance, once a

quarter throughout the year

- *Smaller networking events* - including our successful Sustainability Book Club
- *Original industry research and news* - published on www.sustainabilitytoaction.com, in association with our partners
- A series of Vlogs that we share on our YouTube channel where we capture insights, interviews and the latest updates from sustainability developments around the world.

Our new events aim to provide a stimulating programme throughout the year.

Smaller events can be an effective way to meet the right people and a great way to connect with the right people. If you would like to take part in one of these events, or have an idea that you would like to collaborate on, please contact us on info@sustainabilitytoaction.com

About Sustainability to Action



Sustainability to Action (STA) is a group of consultants

and associates who are experts in business responsibility in the areas of sustainability, corporate responsibility, materiality, stakeholder

engagement, communications and behaviour change through social engagement.

STA's team work with stakeholders to embed and integrate

responsible business practices in organisations by providing insight and consultancy services, training, coaching and mentoring and thought leadership.



SUSTAINABILITY TO ACTION

THE CONCEPT

Webinar Series

Sustainability to Action is working towards building a community of best practice around our webinars on a regional level. The concept is simple, by providing leading edge sustainability content, working with key speakers and sharing our expertise, alongside our sponsors, we are providing a series of touch points that reinforce sustainability on a regional level.

By sponsoring those webinars you are positioning your organisation as thought leaders in the field of sustainability. This will greatly improve your brand recognition particularly with the young rising generation of professionals across the region.

Leading Edge Topics

Our online webinars, which consist of a series of ten events, build on sustainability knowledge and aim to provide a comprehensive programme over a 12 month period. Business people have full schedules and find it more and more difficult to leave a busy office environment to join external meetings and seminars. Therefore, those webinars, which can either be joined live or watched later as a recording of the live event, offer an excellent tool to our regional sustainability professionals to join in at their convenience.

Proposed topics

1. Circular Economy
2. Building a Responsible Culture Together
3. An introduction to the basic concepts of sustainability
4. The sustainability business case
5. Sustainability reporting
6. Managing your supply chain, making a difference
7. Stakeholder engagement for effective sustainability
8. Natural capital (resource) accounting
9. How to be a game-changer; making things happen in your business
10. What is Social Value? How do you measure SROI



The topics are a proposal, based on the recommendation of sustainability experts. However, if our sponsors want to introduce a specific sustainability topic for one or more webinars, we would be delighted to discuss this in more detail to see how we can accommodate those requirements.



What's a Webinar?

A webinar is a seminar that takes place virtually over the internet. There is a panel of speakers and presenters, as well as an audience. Everyone is virtual, joining the webinar via a PC, laptop or any smart phone, interacting via their devices from anywhere in the world. A key feature of a webinar is its interactivity - the ability to give, receive and discuss ideas and information.

Why Webinars?

A Webinar can reach a wider audience, getting far more people than a physical room-based event. The presenter and the audience can be in different cities, in different time zones, in fact anywhere in the world.

Sustainability to Action webinars will be recorded, and the views for a recorded event give even more exposure to the topics of the webinars. A recorded webinar can attract even more of an audience, than the original event. Webinars really do break the barriers of time and space.

Interactive

Sustainability to Action webinars are designed to be interactive, with questions and answers being captured, comments and live interaction throughout the event ensure the audience is engaged with the panellists and with each other as they are able to network and learn / share best practice with each other as well. This can offer invaluable information as well as being a great source of feedback for our sponsors and partners.

Measurable

Webinars outputs are measurable. On a simple level, the tool can provide insights into the delegates, giving good performance measures for sponsors. These aspects can be discussed, depending on the needs of each sponsor.

Audience

Each webinar should attract an audience of around 100 representatives. Delegates will be made up primarily (~70%) of senior managers from large corporations across a range of industries in the functions of sustainability and CSR. The remainder of the audience will be filled by government officials, NGOs, academics, industry associations and the media.



Webinar Sponsorship Opportunities

Sponsoring the STA webinars raises your visibility while advancing our common mission to engage our stakeholders and raise awareness on the important issue of sustainability.

Benefits of becoming a sponsor

- Position your organisation as a sustainability champion in the region
- Support innovation and progressive sustainable business practices
- Showcase your leading sustainability achievements in front of industry media, academics, NGOs, suppliers and peers

Lead Sponsor AED 15,000

Benefits

- Special recognition at 10 x Sustainability to Action webinars as Exclusive Lead Sponsor for a period of 12 months.
- Special consideration for speaking opportunities and media referrals throughout the year.
- Company logo and link on the webinar registration page.
- Company logo, name, message and Web address on the opening and closing slides
- Company logo prominently displayed on Sustainability to Action website in webinar section with a link to your website throughout the year.
- Company name and/or logo included on Sustainability to Action's webinar promotion materials.
- Present an informational, non-commercial webinar using Sustainability to Action's platform at no cost to you or attendees, on a sustainability-related program at your business or other mutually agreed topic.

Supporting Sponsor AED 5000

Benefits

- Recognition at 5 x Sustainability to Action webinars as Supporting Sponsor for a period of 6 months.
- Company logo and link on the webinar registration page.
- Company logo, name, message and Web address on the opening and closing slides.
- Company logo prominently displayed on Sustainability to Action website in webinar section with a link to your website for a period of six months.
- Company name and/or logo included on Sustainability to Action's webinar promotion materials for a period of six months



SUSTAINABILITY TO ACTION

CONTACT

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Championing Sustainability with our Stakeholders