



**BEST FOOT FORWARD**  
Bringing sustainability down to earth

**One Day**

# Creating a Carbon Culture

**Training**

## Overview

The need for organisations to address climate change is clear but the transition from ideas to actions can be a challenging one. This course helps participants understand: *why* organisations need to change; *what* is the basis for change; and *how* change be effectively implemented at all levels of an organisation. The course is underpinned by technical expertise, but focuses on the importance of creating clear messages and guaranteeing stakeholder commitment. The course is highly interactive and suitable for directors addressing sustainability at a strategic level, internal and external communications professionals or specialists working in the sustainability field.

## About Best Foot Forward

Best Foot Forward (BFF) is one of Europe's leading sustainability consultancies specialising in natural resource accounting methodologies, ecological footprinting and carbon accounting. BFF has completed well over 300 footprint projects which range in scope from a single apple from South Africa to the entire city of London. BFF is an approved supplier for the Carbon Trust product labelling scheme. BFF also develop environmental accounting software tools and bespoke sustainability strategies underpinned by metrics. In 2005 BFF was awarded a Queen's Award for Enterprise in the category of Sustainable Development.

## Carbon Culture Course Introduction

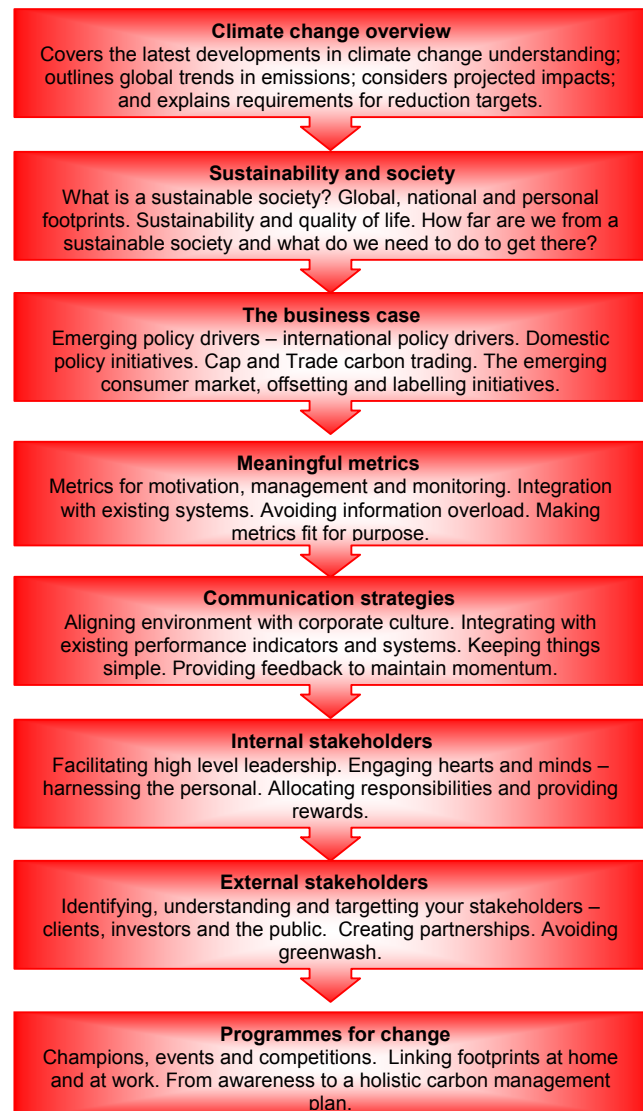
From Board level to the factory floor, the new carbon agenda requires new ways of thinking and doing. From strategy to operations, the successful implementation of any carbon management plan requires the full engagement of individuals. Meaningful measures and targeted communication will enable the whole organisation to take action. This course shows you how to engage personnel at work and at home, how to develop metrics for motivation, management and monitoring and how to reap the full benefits of an integrated carbon reduction plan

## Learning outcomes

Participants will be able to:

- Understand and communicate clearly about climate change and sustainability.
- Align environmental initiatives with the business case
- Identify key stakeholders
- Define key messages for different stakeholder groups
- Put together a programme of events to create a corporate carbon culture.

## Course Structure



## Course Tutors



Simon Miller is a principal consultant at Best Foot Forward. He works closely with clients initially to develop project plans and subsequently identify key opportunities from footprint analyses. Simon has led projects with over thirty clients including Radiohead, Herman Miller, WRAP, and Envirowise. Simon previously worked as a consultant at AEA specialising in ecodesign and water efficiency programmes. Simon holds MSc Environmental Sustainability and BSc Biology.



Nicky Chambers is a co-founder and Director of Best Foot Forward. She has authored Sharing Nature's Interest on ecological footprinting and written a number of journal papers on environmental accounting. Before starting BFF Nicky founded a consultancy specialising in effective environmental communication to a range of audiences including businesses and their stakeholders. Nicky holds MSc Environmental Technology and BSc Environmental Science.

## Course Programme

The course is held in the dedicated training room in BFF's offices at 9 Newtec Place, Magdalen Road, Oxford, OX4 1RE, UK - directions can be found at [www.bestfootforward.com](http://www.bestfootforward.com). Coffee and registration will be at 9:00 – 9:30 am. The course will run from 9:30am to 4:30pm. Lunch and refreshments will be provided.

The next 2009 courses will be held on:

Wednesday 8<sup>th</sup> April

Wednesday 9<sup>th</sup> September

Wednesday 9<sup>th</sup> December

### Payment

The course costs £350 (+VAT), payable on booking. We offer a reduced price of £300 (+VAT) per course when two courses are booked for consecutive days.

Unfortunately we cannot accept credit card payments. Cheques should be made payable to Best Foot Forward Ltd or a BACS payment can be made to Best Foot Forward Ltd, Barclays Bank, Sort Code 20-65-18 Account Number 90904473. If a BACS reference code is available please email it to [mail@bestfootforward.com](mailto:mail@bestfootforward.com) to assist our payment tracking process.

A full refund can be obtained three weeks prior to the course and an 80% refund two weeks prior to the course. Otherwise the full fee is due.

### Bookings

For bookings please contact us to reserve a place. Places will be held for two weeks pending receipt of the booking details and payment. Please either email the required information to [mail@bestfootforward.com](mailto:mail@bestfootforward.com), send the booking form by fax +44 (0) 1865 794 586, or post to:

Best Foot Forward,  
The Future Centre  
9 Newtec Place  
Magdalen Road  
Oxford  
OX4 1RE

### Any Questions?

Please contact us by e-mail at [mail@bestfootforward.com](mailto:mail@bestfootforward.com) or telephone us on +44 (0) 1865 250 818. Alternatively our fax number is + 44 (0) 1865 794 586.



# Creating a Carbon Culture Booking Form



**Preferred Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Organisation:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Postcode:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Dietary Requirements:** \_\_\_\_\_

**Access Requirements:** \_\_\_\_\_

**Payment method:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print name:** \_\_\_\_\_

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BFF reserve the right to refuse any booking.