

# Discover The Blue Economy...

**In a one-day action learning workshop by MOSS.**

**The Blue Economy – the greatest ECONOMIC DEVELOPMENT and WEALTH CREATION opportunity of our time!**

**PERTH OCT 21 | MELBOURNE OCT 24 | SYDNEY OCT 30 | BRISBANE NOV 10**

This workshop series is presented by MOSS



in association with



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**Interface®**



# The Blue Economy is shaping a new ethical, more sustainable way to do business.

Its creating jobs (millions of them), solving problems, teaching us to be more entrepreneurial and collaborative working with what we have, opening the door to innovation led by physics, inspired by nature – building on the green economy – but doing it in a systemic way, with new business models and innovation, where there is zero waste, and multiple benefits including building capital in all its forms.

**Through a systemic approach, standing on the shoulders of the Green Economy, The Blue Economy** provides us the principles, methodologies, business models and technologies to deliver win:win solutions to a changing economic landscape in which resource depletion and social costs are untenable and unsustainable. **Its 100 game changing innovations are set to generate 100 million new jobs in the next 10 years.**

Whether you are an entrepreneur, manufacturer, miner, farmer, government, NGO, business advisor, sustainability consultant, small business or a multinational company – **you need to know about The Blue Economy to enable you to achieve your business goals in a way that reduces costs, builds resilience and generates value, whilst building capital in all its forms.**

**Join us for a mind-blowing insight into NEW innovation that's creating jobs and building business and community resilience.** View sustainability through a new set of lenses, see economic development in ways you could not have imagined possible and discover new business models and innovation that's reshaping how we do business in this **one day Introduction to The Blue Economy Workshop** lead by **International Blue Economy Expert Anne-Maree Huxley.**

Einstein reminds us:

***"We can't solve our problems with the same thinking we used when we created them."***

We need a new set of lenses to view our challenges so we can devise holistic systemic solutions that work with not against nature to build capital in all its forms.

The Blue Economy provides that lens.

## What you will learn.

- ✓ How to gain greater resource efficiency and achieve zero waste.
- ✓ How to revolutionise your business and or industry through blue economy principles and innovation.
- ✓ How to innovate and work with what you already have to grow your business/industry.
- ✓ How blue economy innovation is creating jobs, generating economic development and building resilience.
- ✓ How to innovate and add value – future proofing your business.
- ✓ How to generate local food security and new income streams from waste and have year round fruit and vegetables without the need for electricity.
- ✓ That working in business clusters, can help you innovate, cut costs and generate new income streams.
- ✓ How to problem solve through new innovation, business models and systems thinking.
- ✓ What the future holds for you business, industry and community and much much more!

## Who should attend.

If you are responsible for or have an interest in innovation, sustainability, manufacturing, mining, agriculture, disaster management, economic development, education, R&D, entrepreneurship, business/industry and or advisory services – then take heed. This is for you! I promise you will be inspired – leaving with a new way to view the world and new tools to support your journey!

## Tickets, registration and certification.

As attendance at this event will gain credit points towards a Blue Economy Certification, attendees must qualify for registration. A short questionnaire is included in the registration process.

**MOSS Members \$250 Non Members \$350**

*Price includes GST, morning and afternoon tea and a light lunch plus points towards certification in a range of qualifications in The Blue Economy.*

## Don't miss out, book today at

**<http://www.moss.org.au/Invitation-to-discover-the-latest-wave-of-sustainability-innovation>**

**as numbers are strictly limited!**

# Program



- 9.00** **Doing less bad is not good.**  
Introduction and welcome.
- 9.15** **Principals of The Blue Economy.**  
How zero waste can be achieved.  
The importance of thinking in Systems and working in clusters.  
Why The Blue Economy and how does it differ from the green, new and circular economies.  
Global Progress Indicators (GPI) not just Gross Domestic Product (GDP).
- 10.30** **Morning Tea.**
- 10.50** **How The Blue Economy cascades value.**  
Entrepreneurship, Innovation and new Economic Models.  
Case studies plus 100+ Game Changer Innovations.  
Group exercise to explore new Business Models.
- 12.30** **Lunch.**
- 1.30** **Don't think product, think systems.**  
Systemic Design Guidelines.  
Dialogos Group Activity to design a blue community and collect community intelligence.
- 3.00** **Afternoon Tea.**
- 3.20** **Applied Learning.**  
What are your problems?  
How to get started and put theory and innovation into practice.  
Why Autopoiesis is essential in blue communities.
- 5.00** **Close.**

## About your workshop facilitator.



**Anne-Maree Huxley** is a highly regarded business and community leader with a focus on Corporate Responsibility and Sustainability adept at integrating ideas, people and innovation to synthesise, translate and sense-make of complexity. Her zest for life, learning and sharing, has seen her become one of the most trusted and highly regarded sustainability thought leaders, trainers and collaborators in the region. *Anne-Maree is one of only 50 accredited Blue Economy Experts worldwide.*

Her career spans across media, the Not for Profit sector, the Australian Army, all levels of government, SMEs and blue chip multi-nationals including Samsung, Sheraton, Lion Nathan, Du Pont and Coca-Cola through to large scale low profile sporting events such as the Third World Masters Games (world's largest multi-sport event in history with 23,600 athletes aged 25 - 100 from 78 countries participating in 30 sports at 110 venues with a volunteer force of 5000) and high profile sporting events such as the Sydney 2000 Olympics where she led TOP Olympic Partner Samsung's PR efforts, that took them from zero to the no 4 mobile phone provider in the world at the time.

Anne-Maree hosted Australia's Inaugural Corporate Responsibility Summit in 2005 and subsequently founded Models of Success and Sustainability (MOSS) [www.moss.org.au](http://www.moss.org.au) Australia's leading industry body for Corporate Responsibility and Sustainability. MOSS provides education, training, networking, tools and advice to drive sustainability and competitive business success. It has also seeded, catalyzed or developed many new innovations to support the uptake of the green, low carbon economy.

Anne-Maree was a Founding Director of the Carbon Trade Exchange which provides the world's first end to end electronic processes for voluntary and regulated Carbon Credits, is a former President of the Australasian Sponsorship Marketing Association & Chair of the Live N Learn Foundation. She was involved in establishing the new *Global Principles of "How to Communicate Sustainability"* for use by the UNFCCC, Rio 20+, the OECD, EU Commission and World Economic Forum. For many years she has been a judge for various awards including the Financial Review Partnership Awards, UN World Environment Day Awards and International Green Awards. She was also one of first 150 people in the world to be trained by former US Vice-President, Al Gore as a climate leader and has been named one of the 100 Global Sustainability Leaders (2011, 2012, 2013) by ABC of Carbon, Singapore.

Anne-Maree has developed over 50 programs that have supported the sustainability efforts of hundreds of organisations across the region from mining companies to hotel chains, banks, insurance companies, legal firms, RTOs and Universities, a range of charities, energy companies, advisory firms, all levels of government and an extensive range of SMEs through to multinational companies. Some of these include: Hanson, News Limited, Zoos Victoria, Fuji Xerox, Land Corp, Fremantle Port, Thiess, Ricoh, Beyond Zero Emissions, Macquarie Bank, Coles, Hitachi and Nestle to mention but a few.

## What others say about Anne-Maree as a workshop facilitator and as a blue economy expert.

*"In order to think out of the box, you need to know about blue economy. I could not think of a better person in the Asia Pacific region than Anne-Maree Huxley to conduct the trainings on blue economy, her expertise and her amazing communication skills make her a perfect trainer".*

**Oscar Portillo, Director, Motanai Solutions. Barcelona, Spain.**

*"Anne-Maree is an engaged and inspiring person who brings energy to her surroundings. Her marketing and communication skills combined with her Blue Economy expertise will bring valuable support to any organization that wants to develop a truly sustainable and competitive business."*

**Tobias Källqvist, Environmental Scientist and Blue Economy Expert, SWECO. Stockholm, Sweden.**

*"I had the pleasure to work with Anne-Maree during The Blue Economy Summer School 2014 in Pécs, an accelerated course on innovative triple bottom line business models. These mostly disruptive and out competing models draw on the decennial works and the latest bodies of knowledge, research, experiments, and successful businesses of pioneering entrepreneurs, scientists and economists worldwide. Whether you are pressured to create value through innovation, or seek to revitalize the economy in your region in a truly sustainable manner, Anne-Maree is definitely the person to go-to."*

**Numa ROCH, Managing Director ARNO COACHING. Paris, France.**

*"It's rare to meet someone who speaks with such flow and ease about complex matters. Anne-Maree has great mindfulness and connects easily with everyone. I believe she can have a big impact on the world especially in terms of sustainable development and The Blue Economy."*

**Adam El Jaouhari, Engineer, Ecole Centrale. Paris, France.**

*"Anne-Maree's ability to pay attention to details while she keeps the Big Picture in her view is making her one of the best facilitator I have ever met. She is also able to explain things in common terms if needed making her a great presenter to all audiences. Working with her for several weeks this summer I was able to see how much she really cares about the people she works with and what it means to her to be able to deliver services and products that are authentic and provide real-world answers to daily challenges."*

**Zsofia Pasztor CPH, EPC, Horticulturist, Permaculture Designer and Commercial Urban Agriculturist, Everett. Washington USA.**

## About MOSS.

Models of Success & Sustainability (MOSS) is Australia's leading industry body for individuals, corporations, governments and not-for-profit organisations interested in Corporate Social Responsibility and Sustainability - or as our good friend Ray Anderson, Chair of Interface used to say: "Doing well by doing good!"

Seeded as an initiative of Australia's Inaugural Corporate Social Responsibility Summit in 2005, MOSS was founded by Anne-Maree Huxley in consultation with key Australian stakeholders to foster responsible business and build capacity of Business, Government and Community Organisations as well as CSR and Sustainability practitioners and advisors. MOSS supports business throughout the Asia Pacific region via education, training, tools, networking and advice to drive sustainability and competitive business success - putting philosophy and best practice principles into action.

The MOSS philosophy is based on *no ecology, no economy - no planet, no profits*. Like our biosphere - if there is no moss/lichen we don't have a healthy environment. It's also true of our society - if we don't have model organisations focusing on the triple or quadruple bottom line with tools, models and frameworks of how to achieve this - we would not have healthy businesses, communities and prosperity.

In an effort to ensure business, government and community organizations have had access to best practice, models and frameworks, MOSS Founder and CEO Anne-Maree Huxley has built strong networks globally with organisations like the UNFCCC, World Business Council for Sustainable Development, European Green Growth Leaders, Business in the Community and the World Resources Institute. Over the years, she has also travelled to attend many leading international forums and training programs to bring back to our region.

Without a doubt, the most comprehensive model in the world today to achieve true sustainable development is that of The Blue Economy. Anne-Maree has recently returned from Europe accredited as a Blue Economy Expert. In order to now share The Blue Economy across the Asia Pacific Region (as most focus to date has been through Europe, Japan and China), Anne-Maree will not only deliver training programs for MOSS, she will also establish The Blue Economy Institute.

## About The Blue Economy Institute.

Through a systemic approach, The Blue Economy provides us the methodologies, the business models and technologies to deliver win:win solutions to a changing economic landscape in which resource depletion and social costs are untenable and unsustainable.

The Blue Economy Institute aims to enable a regenerative economy by building business and community capacity. The Institute will teach 'the art of execution' as well as the bioscience-based innovations that deliver radical systems efficiencies. It will employ a committed team of multi-skilled professionals and empower them to deliver on the promise of The Blue Economy.

As part of the process, it will develop accredited and non-accredited courses for schools, universities, RTOs, business and industry groups as well as pilot innovation, undertake research, conduct innovation digs and seek funding for innovation roll out.

The Blue Economy Institute is seeded by MOSS, with the blessing and support of The Blue Economy Founder Gunter Pauli along with the Faculty of Business and Economics at the University of Pecs, Hungary who conduct the only accredited Blue Economy training program available in the world today.

For more information on The Blue Economy refer:

<http://www.moss.org.au/Special-Edition-Blue-Economy-Newsletter>

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