

Reshaping Corporations: Adding Value Through Responsible Business Practices

Presented By:

Pegasus Communications Inc.
Four Profit Inc.
Community Matters Group
The Center for Corporate Citizenship at Boston College

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Royal Sonesta Hotel Boston*
5 Cambridge Parkway
Cambridge, Massachusetts

*The Sonesta is a socially responsible business partner.

How can we add value to our organizations through responsible business practices? Social and environmental responsibility is an increasingly important goal for companies today. Changes in customer expectations, government regulations, employees' desire to make a difference for the future as well as the present, and the opportunity to create new products and enter new markets are among the many reasons why corporate leaders are starting to seek out ways to make their organizations more responsible.

This year's workshop, *Reshaping Corporations: Adding Value Through Responsible Business Practices*, has been created to respond to the needs of these leaders, who want to understand and apply social and environmental principles and practices while providing financial and operational benefits to their firms.

What's Unique About This Event

You will be introduced to, and utilize, Four Profit's Sustainability Framework, which provides a concrete vision, practical method, and robust set of tools to help your company improve its sustainability performance while improving its four bottom lines:

Financial—the hard numbers that measure the success of an organization

People—the health and welfare of your workforce

Environment—the well-being of the natural systems that your company uses and depends on

Community—the solidity of the social structures that support a strong workforce
Embedded in this framework is a systemic approach to change. No longer are we dealing with sustainability issues at a reactive level; instead we are integrating them into the core of our companies' infrastructures. For more information about the Framework, go to <http://www.pegasus.com/corporatealliance/framework.html>.

You will spend the majority of your time in interactive, small-group sessions where you will apply the Framework to your organization's challenges.

You will work on your key issues with experts and colleagues. Our goal is for you to make real, concrete, implementable progress you can take back to your job.

You will be part of ongoing communities of practice from the time you apply for this workshop, through the session itself, and afterwards. These communities learn from and support each other's efforts around social and environmental responsibility, organizational sustainability, and corporate citizenship challenges and opportunities.

Keynotes Include



John Elter

Vice President of
Research and System
Architecture,
Plug Power Inc.



Evern Cooper

President,
The UPS Foundation,
and Vice President,
UPS Corporate Relations



Steve Rochlin

Director of Research and
Policy Development,
*The Center for
Corporate Citizenship at
Boston College*



Daniel Aronson

Managing Director,
Four Profit Inc.



Paul Breaux

Managing Director,
Four Profit Inc.

Workshop Features

The event focuses on small-group learning and includes keynote presentations and large-group sessions. In the small groups, you will be matched with others who have similar issues, who are from the same company*, or who share an important alignment, such as functional position. Each group will be assigned a facilitator to help manage the learning process. Together you will figure out how to apply the Framework to your own issues, organizations, and industries. Working in this way increases your ability to learn from others who face similar challenges, form partnerships that endure after the event ends, and improve individual and organizational performance when you return to your companies.

*Intact teams are encouraged to attend. Companies who send teams of five or more people receive a discount and can opt to have that team work together throughout the event.

Participant Benefits

During the event, you will:

- Extend your understanding of the possibilities for business to profit from addressing current social and environmental challenges
- Begin designing a plan to address relevant social and environmental challenges facing your company
- Be exposed to a methodology that can help you apply social and environmental principles and practices to future challenges
- Increase your capacity for leading change
- Cultivate relationships with other participants who can become long-term learning partners
- Work with learning team members and facilitators to develop strategies for bringing more responsible practices into your organization

Keynote Sessions

Learn from those who are putting corporate responsibility in action in their organizations. Hear the leading research and theory.

- **Theories and Practices of Social and Environmental Responsibility**
John Elter will address how responsibility efforts can contribute to business success and give examples of companies that are successfully moving toward social and environmental responsibility.
- **Putting Social and Environmental Responsibility to Work**
Daniel Aronson and Paul Breaux will present Four Profit's Sustainability Framework for moving a business toward greater responsibility and financial success, and will also use a detailed case study to demonstrate best practices, common obstacles, and ways to overcome them.
- **Bumps in the Road: Practical Challenges to Implementation**
Steve Rochlin will cover some of the common problems companies encounter as they implement their corporate citizenship initiatives. Topics addressed will include challenges that commonly arise, what their underlying causes are, and how companies have addressed them.
- **The Future of Social and Environmental Responsibility**
Evern Cooper will touch on the future of corporate social and environmental responsibility, its key challenges, and the opportunities it creates for businesses and society at large.

This workshop is sponsored by:



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Who Should Attend

Regardless of your discipline or organizational role, this workshop is for you if:

- You have an awareness of the need for change.
- You have influence across your organization.
- You are interested in social and environmental responsibility.
- You want to be innovative in your company's pursuit of responsibility.
- You are accountable or responsible for implementing this type of change in your organization.

Register by

December 19th and take advantage of our special early bird workshop rate—a **savings of \$200!** Team discounts are also available.

For more information

or to apply, visit
www.pegasus.com/corporatealliance/
or call Pegasus Communications at
1-781-398-9700.