

WORKSHOP INVITATION

Date: Monday, December 2nd 2013

Venue: Newlyn's Farm, Hampshire, UK

Driving sustainability in broadcasting and connected digital media

Following the positive feedback from our autumn survey, 7gen are delighted to present the first of a series of workshops on *Sustainability*. Both the survey and the BBC sustainability event concluded that this industry needs to make changes and the managers concerned would welcome practical advice on how it relates to their business and the necessary steps forward. Broadcasting and connected digital media is a unique industry and requires some unique solutions to address sustainability.

Dec 2nd Morning: **"Demystifying Sustainability – risks if you don't, opportunities if you do."**

Topics covered:

- Demystifying the buzzwords
- What environmental awareness is and why is it important?
- 7gen 'Dangerous assumptions'
- Impacts of Climate Change on your business
- A brief introduction to environmental law and EU directions
- How to identify the environmental impacts of your organisation
- Managing waste, and protecting energy and resources

Dec 2nd Afternoon: **"Basics of Sustainability Planning and Implementation"**

Topics covered:

- What might a sustainable future for your organisation look like
- What is the problem your organisation needs to solve?
- Identifying barriers to your sustainable agenda
- First steps and early benefits
- Keeping count - The winning formula of 'measurement plus analysis'
- Aligning effort - Champions, leaders, teams, and value chains
- Sustainable frameworks to drive change beyond the short-term

Price per person:

Morning Session :	£275 (excl. VAT)
Afternoon Session :	£275 (excl. VAT)
Special discounted offer** for both Sessions :	£395 (excl. VAT)

Note: **Price for both sessions includes a quality lunch cooked from local, sustainable Newlyn's Farm produce

How to book/pay:

1. Decide on which course(s) you wish to attend
2. Complete the simple form below for each person who will attend. Save this form and email it back to info@7gen.eu
3. Make your payment via one of the two methods detailed below

**Please quote your name as a payment reference



First Attendee:

Name:

Email:

Phone no.:

Company:

Workshop(s): (Please select)

Second Attendee (if applicable)

Name:

Email:

Phone no.:

Company:

Workshop(s): (Please select)

Please make your payment via: *Quoting your name as a reference*

- BACS transfer** to Sort Code 20-05-00 Account no.70954152
Payee Account Name: 'The Skills Zone' (of which 7gen is a trading name)
SWIFT code - BARCGB22 IBAN GB60 BARC 20005 0070 9541 52
- Via your Smartphone.** Using Barclays 'Pingit': Accessible via www.barclays.co.uk/pingit to those who bank with Barclays and other banks via 'Barclays Pingit Wallet account'. Your mobile can then be used to transfer fees to our mobile **+44 (0)7767 881021**

*If you have any questions or require any assistance, please contact us using the information below***Getting to Newlyn's Farm, North Warnborough, (near Basingstoke), Hampshire RG29 1HA****By road:** From the M3 take exit 5 and follow the A287. At the first roundabout take the first exit left and immediate right and you are at the farm. **GPS Lat: 51.26643 Long: - 0.94708****By rail:** SouthWest trains to **Hook**, Hampshire station (not Hook, Surrey). Hook is served from Southampton, Woking and Waterloo. Taxis are outside for the short 2 mile journey e.g. Capital Cars 01256 761760**And for 2014.....****.....our programme of Interactive Workshops starts in January with :**

Workshop title	Format
Demystifying sustainability - Risks if you don't, opportunities if you do	<i>Interactive workshop</i>
Planning for sustainability & Implementing change	<i>Interactive workshop</i>
Rethinking your business model using eco-innovation and life cycle thinking	<i>Seminar</i>
Where to start: The importance of measuring and monitoring key environmental impact areas	<i>Seminar</i>
Design process for sustainability in broadcasting manufacturing and systems integration	<i>Seminar and case study groups</i>


*To be assured of places, plus to benefit from some great "early bird" discounts, please [click on the link https://survey.zohopublic.com/zs/9SBfng](https://survey.zohopublic.com/zs/9SBfng) to pre-book the right dates for you and your colleagues.***About 7gen:**

We are a consultancy team specialising in environmental assessment, planning, and management systems and strategy, resource optimisation (energy, water...etc.) and eco-innovation. Experienced university and business schools lecturers in the UK and France, and advisors/trainers/presenters in international businesses. We focus on the broadcasting and connected digital media, aviation and leisure industries with decades of relevant experience in senior management and advisory capacities.

Further information is available at www.7gen.eu/about-us. Founding partners Tim Ellis, MBA and Janet Anne West MSc AIEMA AISIE have their offices in France near Sophia Antipolis and Hook, Hampshire, UK.




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