

MEDIA RELEASE

Sustainability Leadership Workshop Motivates Organizations to Move Beyond “Going Green”

In answer to the many questions posed by organizations around how, why and to what extent to “go green,” Conservation Enterprises Unlimited launches their inaugural Sustainability Leadership workshop on October, 19, 2010 in Sarasota, FL. Participants will assess and benchmark their progress using the Apex Sustainability Index™ then identify their own strategic goals for sustainability leadership. Space is limited and pre-registration is required. Presented with support from National Audubon Society’s TogetherGreen program and the Hampton Inn.

Bradenton, FL, USA, September 9, 2010 – What does it mean to ‘go green’? To consumers? Clients? Stakeholders? Partners? Once this commitment has been made, how can an organization transition beyond ‘going green’ into the arena of sustainability leadership? In answer to these questions, Conservation Enterprises Unlimited launches their inaugural Sustainability Leadership workshop in Sarasota, FL, on October 19, 2010 presented with support from National Audubon Society’s TogetherGreen program and the Hampton Inn.

As Julie Henry, Director and TogetherGreen Fellow, explains, “Going green is, in itself, no longer visionary. To truly emerge as leaders in their industry and beyond, organizations must critically evaluate and reflect on how they can transition into leaders of sustainability efforts.” The workshop will be facilitated by Julie and her Associate, John Childers. Together, they bring 40 years combined experience in coaching and strategic planning. Participants attending this half-day workshop will explore ideas and take away practical methodology for assessing and achieving sustainability leadership. Julie and John will use a 5-step method to set the stage then lead participants through the Apex Sustainability Index™ (www.sustainabilitybenchmark.org). This index is designed as a quantification of sustainability leadership through which organizations can benchmark and communicate their progress.

Whether organizations are new to idea of ‘going green’ or have made a commitment but are wondering about what to do next, this workshop provides the opportunity for critical reflection and strategic decisions regarding sustainability. Looking towards this workshop, Julie shares her excitement and her belief that “ultimately, the sharing of best practices within and between diverse organizations is powerfully motivating as we push the boundaries of what it really means to be green”. To find out more or to register, please visit <http://www.conservationenterprises.com/events/beyondgreen1.html>.

About Conservation Enterprises Unlimited

Conservation Enterprises Unlimited seeks to create connections between the worlds of business and nature. Headquartered in Australia with offices in the USA and Canada, we create sustainability solutions with a big picture perspective. Our network of Associates adds additional value by providing expertise in specialist areas including communication and messaging strategy, environmental risk assessment, social media marketing, program evaluation, community engagement, sustainable business and leadership development. In the USA, we are proud members of the Green Business Leadership Committees of the Manatee and Sarasota Chambers of Commerce. Connect with us at www.facebook.com/conservationenterprisesunlimited, or @conservationent on Twitter to see what we’re up to and share your thoughts on global and local sustainability.

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