

Leaders for Nature News

November, 2011



From LFN committee to all LFN member companies

Inspirational Event

Embedding sustainability in the core business



Engaging employees and higher management is critical for any company seeking to embed sustainability within their business, in particular for execution of the Leaders for Nature action plans. The LFN inspirational session provided a chance to discuss the challenges professionals face while mainstreaming sustainability in their companies in relation to the execution of the action plans.

Below you can find a summary of the workshops, for the full articles and presentations please click [here](#).

Coming up next month:

Leaders for Nature closing event

At this event we will look back and hear what has been achieved in 2011 by the companies that handed in an action plan. You will discover the challenges others faced, exchange lessons learned and look forward to the upcoming Leaders for Nature forum in February 2012.

The Leaders for Nature closing event will be hosted by Cofely in Bunnik on 7 December.

Click here for more [details](#).

Plenary Session

“The power of a challenging vision”



In 1994, Interface Founder Ray Anderson challenged the company to pursue a bold new vision "Be the first company that, by its deeds, shows the entire world what sustainability is in all its dimensions: people, process, product, place and profits - and in doing so, become restorative through the power of influence"

Mission Zero underlies each operation the company undertakes: to be a 100% sustainable company by 2020. “When you hold up a vision that is so ambitious it unleashes your creativity and takes you to places you never dreamed of”, Geanne explained.

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Workshop

The vision adopted

Photo

Luuk the Jong explains about ‘the vision adopted’. Key factors for successful integration of the sustainable roadmap strategy in InterfaceFlor were reinforcement and thought leadership, empowerment in change management and buy-in of all layers in the company. He explained that sustainability should also have a certain ‘power’ status, and that all people should take ownership of the topic and related actions. Especially for the operational staff of the company it was essential to ‘translate’

Workshop

“How to become a sustainability ambassador”



Sustainability ambassadors can be an asset helping within a company to change a mindset toward sustainability/CSR. At InterfaceFLOR for example, ambassadors get special trainings at different levels. This training is needed for achieving appropriate skills and knowledge. What makes someone a perfect sustainability ambassador? The goal of this interactive session was to define this. As a teaser, a video was shown of a half naked man who inspired a whole group of sitting people to dance. How did he do this? The results from the participants of the session: An ambassador...

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Other activities on our agenda:

5th Leaders for Nature Forum 2012 ‘Building Sustainable Business: how ecosystem thinking can solve the crisis’

In the current climate of various crises (financial, social, ecological), businesses struggle with sustainability. The Leaders for Nature Forum 2012 will show that today’s challenges are tomorrow’s sustainable opportunities. Find out how different views, hands-on examples of sustainable solutions, and cross-selling between business and nature can help your company-team develop a long-term action plan to build a sustainable business.

*Leaders for Nature companies can participate with a company-team of 15 staff, including their CEO/board member, senior management and young professionals. **Make sure the agendas of your team are blocked.** More information about the program and preparation is coming soon.*

In company sessions

IUCN-LFN offers in-company sessions with experts from IUCN NL to assist your company in incorporating biodiversity in the core business.

This service is offered as part of the Leaders for Nature membership.

Interested? Contact [Daan Wensing](#), manager Leaders for Nature at 0031 (0)20 6261732.

Useful links

- + [Leaders For Nature](#)
- + [IUCN NL](#)
- + [Leaders for Nature LinkedIn group](#)

sustainability into practical actions relating to their work. Furthermore, sustainability is also anchored in succession planning, sustainable learning and sustainable HR processes. Even if your company doesn't have a Ray Anderson, you can find similar minded people and bundle forces to work towards an integrated sustainability strategy. This might take some time and communication but the rewards and benefits are priceless.

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