

Futerra's Summer Seminars

# COMMUNICATING CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT

10% OFF  
if you book before  
Friday 13 June

This summer, Futerra is bringing home a choice selection of tried and tested training that has been successful around the world. The sessions are underpinned by our knowledge and extensive research into encouraging sustainable behaviours.

Whether your aim is to raise awareness or inspire action, our wealth of experience and our high energy, hands-on, creative approach will ensure you feel inspired, confident and better equipped to effectively communicate sustainability.

## GOOD GREEN PR

3rd July 2008

Avoiding the common  
pitfalls of Greenwash

## ARE YOU LOCAL?

10th July 2008

Communicating Climate  
Change to Communities

## WEARING YOUR VALUES

17th July 2008

Communicating Sustainability  
in the Fashion Retail Industry

FREE  
1 hour comms  
coaching

FREE  
For Green500  
members





## Are You Local?: 10 July

### Communicating Climate Change to Communities

You're at the sharp end of climate change policy delivery. You've got targets to meet, real people to talk to and have to find a meaningful way to communicate a global issue at a local level.

How do you engage and energise colleagues, influence councillors and win the hearts and minds of local residents?

#### Our masterclass will show you how to:

- Harness the power of the community to engage local residents on climate change.
- Encourage positive change in attitudes and behaviours around climate change.
- Use the right messages and channels to help achieve climate change targets.

#### Who should attend?

Local and regional government  
Community organisations

Delivered by our Strategy Team.



## Wearing Your Values: 17 July

### Communicating Sustainability in the Fashion Retail Industry

How do you communicate complicated concepts such as climate change to your employees? How do you ensure consistency and engagement on sustainability from boardroom to shop floor? How can you use internal communications to help staff become a living representation of your brand values? How can you use your employees to engage your supply chain on sustainability?

#### Our masterclass will show how to:

- Use your sustainability strategy to create real employee engagement
- Effectively align employee and brand values to make your staff true brand ambassadors
- Harness the power of your employees to deliver key sustainability messages to consumers

#### Who should attend?

CSR managers  
Communications managers  
Team leaders

Delivered by our Engage Team.

## HOW TO BOOK

- 1 Contact Natasha on 020 7549 4683 or [training@futerra.co.uk](mailto:training@futerra.co.uk) to check the availability for the session you wish to attend.
- 2 Complete this booking form in full. We suggest you retain a copy of the form for your records.
- 3 Fax a copy of the form to 020 7608 0132 or post the form to us at Futerra, 4 Charterhouse Square, London EC1M 6EE.

Name

Job title

Organisation

Address

Telephone number

Email

Any special dietary requirements

## SESSION

- 3rd July Good green PR
- 10th July Are you local?
- 17th July Wearing your values

## Where is it?

Futerra  
4 Charterhouse Square  
London EC1M 6EE



## PAYMENT

Please tick appropriate cost

- £440 + VAT (Corporates) – £517
- £285 + VAT (NGOs/Public Sector) – £334.88
- LONDON** | GREEN500  
LEADING TO A GREEN LONDON

Masterclasses are limited to 15 places and are inclusive of a lunch and refreshments. Please complete a separate booking form for each attendee. One free place per Green500 member. 10% early booking form is received by 13th June.

Please tick your chosen payment method:

- Cheque enclosed with this booking form
- Cheque following in the post

Please make cheques payable to:

**Futerra Sustainability Communications Ltd**

- Please send me an invoice

Your reference

(e.g. purchase order number):

Invoices will be issued upon receipt of this form, and are payable within 30 days.

## INVOICE DETAILS (if different from the above):

Name

Address

Telephone number

Email

I have read and understand the Terms and Conditions opposite.

Signature

Date

## TERMS AND CONDITIONS

The personal information provided by you will be held on a database, but will not be made available to any third party.

We reserve the right to cancel a masterclass due to unforeseen circumstances and offer an alternative date, a credit or a refund, without liability for any consequential or indirect loss.

Participants may cancel their place on a masterclass and receive a full refund at any time after booking until 5 working days before the course date. Credit notes will be issued where possible after this date. Places on a course can be transferred to another person until the masterclass begins. All requests for cancellation or transfer must be received in writing. Where participants fail to attend, full fees are payable.