

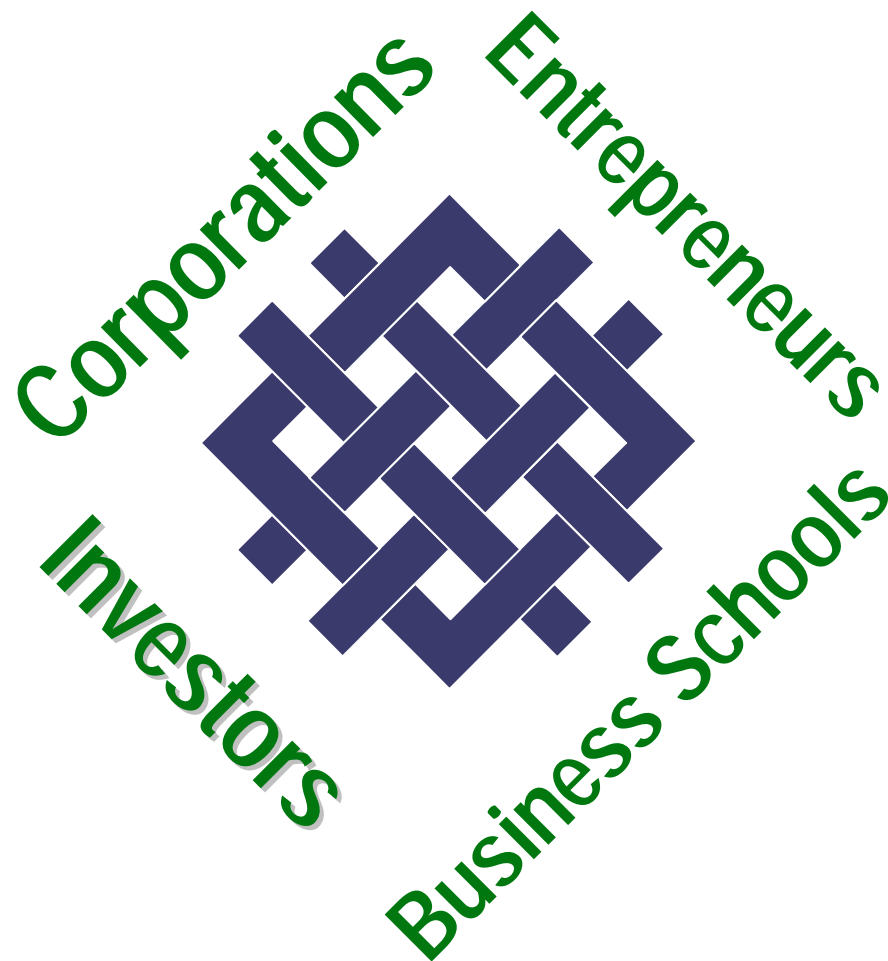


*Ideas Into Action:
From Education to
Implementation*

- Introduction
- Education
 - Pathways
 - Sustainable Enterprise Academy
 - Keystone Leadership Forum
 - University of Cambridge – Programme for Industry
- Implementation
 - Break-out Discussions



*How do you make sustainability
guide the decision-making in
your company?*



Partnership

- Sustainability
- Forces for Change
- Strategy
- Innovation
- Change
- Measurement
- Finance
- Biodiversity
- Industries
- Case Studies
- Tools

What is Pathways?

Pathways is a knowledge base and tool set to empower leaders to transform their businesses into sustainable enterprises that create shareholder value, serve society and protect the environment.

How do I get started? Download annotated PowerPoint presentations from the topics listed at left. See the [Index](#) for a complete listing of presentations by keyword. For more details and an overview of Pathways, please see [Getting Started](#).

We want to hear from you! Feature your company's successes and strategies on Pathways, become a Pathways sponsor, share your tools, knowledge and frameworks, receive notification of Pathways updates. [This is the place to go.](#)



UPCOMING EVENTS

The Next Top Line: Sustainability as a Business Driver

Wednesday, December 5 - Thursday, December 6, 2001, The Washington Court Hotel


WRI's 5th Sustainable Enterprise Summit highlights product and process innovations that deliver environmental and social performance and create financial growth and competitive advantage. Leading global companies will present cases on how they strive to achieve financial and market success based upon tools and strategies of sustainable business. [More...](#)

WHAT'S NEW?

Pathways goes online December 1, 2001 in this "soft launch" to our business and education partners. The new site is launched with 15 PowerPoint presentations. [More What's New](#)

PUBLICATIONS

Stalking the Elusive Business Case for Corporate Sustainability by Don Reed. This paper explores how to estimate the financial impact of a sustainability strategy.

 [Download publication \(324K PDF\)](#)

[More Publications](#)

- Sustainability
- Forces for Change
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Strategy

This module explores the fundamental business drivers for becoming a sustainable enterprise and describes the emerging strategies for achieving sustainable business goals.



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What's New?



NEW FROM WRI: Beyond Grey Pinstripes.

WRI and the Aspen Initiative for Social Innovation through Business release their third, biennial Beyond Grey Pinstripes report in New York on Oct 31, 2001. Who are the top MBA programs that address social impact and environmental management issues in their programs? <http://www.beyondgreypinstripes.org>.



NEW FROM WRI: Green House Gas Protocol.

WRI and our partner the World Council on Sustainable Business release the latest module for standardized business reporting of greenhouse gas emissions. <http://www.ghgprotocol.org/>

NEW PRESENTATIONS

New in Forces for Change: Marketscape

Get a sneak preview of "Marketscape", the upcoming publication of WBCSD, WRI and UNEP and the global trends shaping the business future. Presented October 5th, 2001 at UNEP's Industry Association Conference in Paris. See [Forces for Change](#)

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Contact Us

Content

Pathways will grow in response to your input and requests. Please email us at pathways@wri.org if you have specific content needs or would like to have content from your organization featured on Pathways.

Feedback

Your feedback is very important to us. Please email pathways@wri.org if you would like to provide critical and constructive feedback on the site and its content.

Support

Pathways is made possible by the generosity by supporting foundations and corporations. If you would like to be a Pathways supporter please contact us.

Notice of Updates

Please complete the form below if you would like to receive e mail notification of updates to Pathways on a quarterly basis or would like to join other mailing lists of updates from the Sustainable Enterprise Program or World Resources Institute.

Name	<input type="text"/>
Title	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Address	<input type="text"/>
City/State/Zip	<input type="text"/> <input type="text"/> <input type="text"/>
Phone Number	<input type="text"/>
Fax Number	<input type="text"/>
Email Address	<input type="text"/>
Affiliation	<input type="checkbox"/> Corporate <input type="checkbox"/> Government

Brian Kelly



Assisting business in the transformation to corporate sustainability by providing senior executives in business, government and civil society with the vision, education, tools and support necessary to champion sustainable development in their organizations



Sarah Stokes

The Keystone Leadership Forum

Welcome to the home page of the Keystone Leadership Forum, a collaborative project of The Keystone Center. The Leadership Forum helps businesses address their rapidly changing needs by exploring new practices in the area of sustainable development. Through innovative learning experiences and stakeholder and peer interaction, business team leaders are able to increase their leadership capacity to make lasting change while building a strong business case for sustainable development.

Tracey Swift

reconciling profitability and sustainable development :
a global business network



HRH THE PRINCE OF WALES'S

BUSINESS & THE ENVIRONMENT PROGRAMME

DEVELOPED BY THE UNIVERSITY OF CAMBRIDGE PROGRAMME FOR INDUSTRY

- An international forum for debating the business case for sustainable development -
- A network for the exchange of ideas and best practice for sustainability -
- A unique source of essential information and expertise -



**UNIVERSITY OF
CAMBRIDGE**

PROGRAMME FOR INDUSTRY

*How do you make sustainability
guide the decision-making in
your company?*

Questions for Participation

Ideas Into Action

- How do we expand the audience for sustainable enterprise?
- What is your experience in implementing sustainability education?
- What is your experience in returning to your companies with new knowledge and tools?
- What was the most important tool you have used to catalyze change? What do you need?
- What is missing in the world of executive education and training?
- What can WRI and our partners do better to support you?
- What tools, information and knowledge do you need?

Make this great.

Make this matter.

Help us support you.