



# INNOVATION for SUSTAINABILITY

## Keys to effective innovation & sustainable value creation

Join colleagues and discover the leading-edge practices in innovation – from incremental to more radical and disruptive forms. Clean technology, market opportunity and business model innovation all have the potential to deliver sustainable value, lasting competitive advantage, and triple bottom line results. Enjoy action-oriented, practical and experiential learning ... professionals from all sectors will gain value from this course.

### Course Description

Innovative and elegant new sustainable technologies, market approaches and business models appear on the scene every month. What are these new developments, who’s developing them, and why are they better than what has come before? More importantly, what are the principles and processes that lead to useful innovations?

When innovative products, practices, or services make business sense they often also deliver “triple bottom line” results: benefits to people, planet and profits.

This workshop explores the opportunities for innovation to address sustainability issues: resolve problems of pollution, toxicity, waste, poverty & inequity; serve emerging markets; or better serve established markets by “stealing” customers away from less sustainable products and services.

Focus areas include Bio-inspired and Zero Waste designs, renewable & nano-scale materials, green building, waste reuse and sustainable resource management.



### Course objectives

Upon completion of this course, you will:

- Understand business innovation opportunities, processes, principles, and best practices to address social and environmental sustainability issues
- Identify how sustainability drives innovation
- Apply strategies, tools and techniques to frame an innovative, sustainable value proposition

### Instructional methodology

This two-day intensive workshop will be based on powerful experiential tools, interactive exercises, group discussion, and practical scenarios that will engage participants in envisioning, imagining/designing, initial planning and critically evaluating innovation ideas.

Participants will work in small teams to find creative solutions to one or more sustainability issues, develop and then deliver a brief presentation.

### INSTRUCTOR: Daniel N. Robin



Adjunct professor Daniel Robin is managing director of In<sup>3</sup> BioRenewables and co-founder of *Renewable Energy Investor Forum* with more than 20 years of financial, workshop leadership and business development experience.

His company assists investors and entrepreneurs with developing and commercializing biorenewable

technologies as well as existing companies heading toward sustainability. He advises companies on funding strategy, competitive, market and risk analysis, partnerships, intellectual property, marketing, strategic and business planning.

Clients include both Fortune 500 and “Future 500” companies – Chemical Fabrics & Film Association, Driscoll’s berries, DiverseyLever (now JohnsonDiversey), ExxonMobil Chemical, Government of Kuwait, Hewlett Packard, PG&E, and numerous cleantech and green business startups.

Mr. Robin frequently chairs, keynotes and leads seminars at conferences on bioplastics, green business, waste-to-energy, biomaterials, sustainability reporting, innovation and investing.

Mr. Robin received his bachelors in Computer & Information Science from UC Santa Cruz, completed graduate work in International Business and Marketing at UC Berkeley, and is a certified practitioner and trainer of NeuroLinguistic Programming, professional coach and public speaker.

**March 6 - 7, 2010**

**\$350 before Feb. 26<sup>th</sup>**

Location: beautiful Monterey Institute of International Studies (MIIS) campus

Course offered in conjunction with MIIS, the Sustainability Academy & In3 BioRenewables  
For more information contact Daniel Robin at [drobin@in3inc.com](mailto:drobin@in3inc.com) or 888-222-GREEN (1-888-222-4733)