

Australian Sustainable Business Alliance

Presents the next seminar on:

Quantum Leaps toward Sustainability *A focus on Consumption*

Change Design Foundation

At this seminar Dr Cameron Tonkinwise will discuss how Eco-efficiency is not working. Improved environmental performance keeps on getting outstripped by economic growth.

To make quantum leaps toward sustainability, the focus has got to shift, from production to consumption, from products to services. This seminar will present the latest research on dematerialisation - strategies for developing new ways of doing business that make money from 'functional sales' of use rather than ownership.

A range of examples from Europe will be discussed that demonstrate the decoupling of profitability and materials intensity.

Dr Cameron Tonkinwise, is the CEO of the Change Design Foundation, an independent not-for-profit research and education institution that for more than a decade now has been advancing strategies for design-led change toward more sustainable ways of living. Cameron is also a lecturer in Design Studies at the University of Technology, Sydney, currently undertaking a number of research projects on 'the cultural barriers to sustainable service systems'.

The Australian Sustainable Business Alliance (ASBA) exists to promote and facilitate sustainable business development in Australian Industry.

If you are interested in becoming a member of ASBA please complete the separate **membership form**.

As an individual or corporate member you will hear from experts in this field at regular events, gain access information including regular news and the latest developments and join a member network of industry practitioners.

Specifically the primary activities of ASBA will comprise of, and include member involvement in:

- Becoming the authority on sustainability issues for manufacturing and related service sectors
- Conducting regular briefings and networking events
- Delivery of seminars, conferences and education & training programs
- Assistance to members in influencing and complying with legislation affecting sustainability
- Providing recognition and awards for outstanding achievements in this field.
- Creating links with like-minded groups/organisations both locally and overseas

Quantum Leaps toward Sustainability

Lunch and Seminar
(no cost)
12:00 – 2:30pm
Wed 16th April, 03

Greater Western
Sydney Trade and
Investment Centre
Level 2,
470 Church St,
Parramatta

RSVP by 09/04/03
Fax 02 9209 4470
Phone 02 9209 4051
k.cooke@amc.atp.com.au

FOR A SEAT AT THIS FREE LUNCHEON FAX BACK (02) 9209 4470 RSVP 9th April

Name: _____
Position: _____
Company: _____
Phone: _____ Fax: _____
Email: _____

- Yes, I wish to attend the luncheon
 No, I am unable to attend but I would like to receive an invitation to join ASBA



First for Business

Department of State and
Regional Development

