

Leadership for Sustainability Mind-set Program

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This program is a joint offer from AdvantiKA and FAS (Sustainable Amazonas Foundation). This program has 3 phases, but can be offered only as phase 1+3 as well, in which case dates are flexible.

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Why to engage in this program

This program was created for companies who want to lead the way of, or strongly grow, sustainability mind-set, making business good for profit, people and planet.

By this moment, a lot of companies have understood that the sustainability of their business is dependent on the sustainability of the planet and to a more equal balance of the livelihood of people. So far, though, our leadership skills have been trained much more on the pure business and less on the holistic thinking necessary to connect those aspects into successful business strategies, decisions and actions.



There is extensive learning from research in the area, about how the sustainability mind-set increases after we experience cultures and places where the environmental and the community connections are more evident. When the human being can feel the connection with nature, environment and other human beings in this intuitive way, doors of your brain process open, and therefore a more wise leadership is present.

That is why we recommend for the leaders of today and the future, in companies willing to be in the front of the new way of running business for the long term, to have that experience. Specially if your daily routine is far away from those more basic models, you will experience the expansion of your awareness and be able to more wisely take important decisions.

We are all connected, but because we do not see it all the time, we tend to misunderstand and neglect the feelings that make that connections beneficial for all of us and our businesses.

What and how is the program about

A leadership development program creating leaders with a sustainable mind-set, prepared to carry on their daily business activities and decisions in a sustainable way, caring for people and planet while performing their jobs to their best ability.



CULTIVATING GLOBAL SUSTAINABILITY LEADERS

The program has 3 phases:

- 1. Setting the Ground:** a sequence of 3 workshops, of 2 hours duration each, where we explore with the participants a personal experience of mindfulness, and by the 3rd session connect this experience with what it means for a sustainable professional behaviour. This phase happens in Zürich, Switzerland along the months of April to June in 2018, facilitated by AdvantiKA.

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What and how is the program about

- 2. Amazon Summer School:** 21-day intensive program focused on building capabilities to understand, reflect on and take action in the field of sustainable development. This happens in the Amazon forest in Brazil, during the period of 13th July to 2nd Aug 2018.
- 3. Bringing it back to Work Context:** a sequence of 3 workshops, of 2 hours duration each, during which, participants will be guided to use the mindfulness practices trained before, and to use them together with the learnings or experiences from the Amazon Summer School. During the 3rd workshop, participants will work on assessing their business goals under the new developed lenses and will prepare for future goals. This happens in Zürich, Switzerland between August and October.



This program can also be applied to the development of sustainable professional leadership for trainees, recent hired managers, or as part of the training of supply chain leaders and personnel (supplier, factory or logistics analysts or managers or other collaborators). In that case phases 1 & 3 could be done via skype or in at the most location, considering extra travelling costs. Phase 2 would be kept similar, with people flying from their locations to Brazil and exchanging experiences.

Additional Information about part 2 of the program

Part 2 of the program: Amazon Summer School, can also be offered in a customised model to the customer including, in this case special visits depending on the interest of the customer to one of the social/environmental projects being developed in partnership with FAS

What is fixed:

- Understanding of the Amazon system and its relation to the global sustainability challenge;
- Development of leadership skills;
- Moments of reflection and connection;
- Dynamics of prototyping, linking the learning to the reality of the organization;
- Some theories that inspire the process: U Theory, Art of Hosting, Thinking Design, Appreciative Inquiry.

What can be customized:

- Investigation theme;
- Learning design;
- Participants and speakers;
- Visited communities and initiatives.

Example of a initiative in partnership with FAS:



What is the methodology behind the experience in the Amazon

Balancing practice and theory, we design activities and dynamics that open space for knowledge sharing, preparing the way for the development of capacities of individual leaders with collective action.

Personal

- Empathy
- Challenge
- **Mindfulness**

Organizational

- Innovation
- **Leadership**
- Collaboration

Systemic

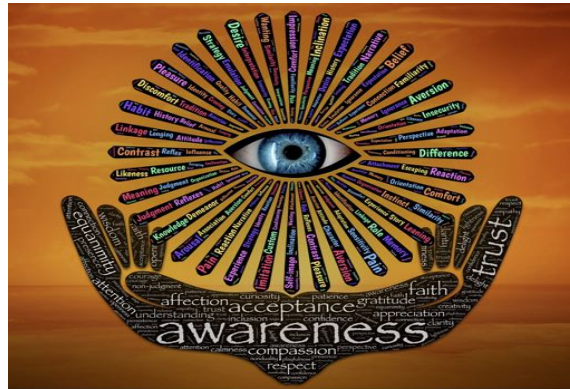
- Addressing Complexity
- Addressing Diversity
- **Addressing Sustainability**

Why we use mindfulness and how does it fit in

“Mindfulness

is the psychological process **of bringing one's attention to experiences occurring in the present moment**, which can be developed through the practice of meditation and other training...”

Source: <https://en.wikipedia.org/wiki/Mindfulness>



Mindfulness in Business

“Mindfulness training appears to be getting popular in the business world, and many large corporations have been incorporating practicing mindfulness into their culture. For example, companies such as Google, Appel P&G, General Mills Mayo Clinic and the U.S. Army **offer mindfulness coaching, meditation breaks and other resources to their employees to improve workplace functioning**. Mindfulness has been found to result in better employee well-being, lower levels of frustration, lower absenteeism and burnout as well as an improved overall work environment. Since high levels of mindfulness correlate with ethical decision-making and increase personal awareness and emotional regulation, **mindfulness training has been suggested as way to promote ethical intentions and behavior for business students.**”

Source: <https://en.wikipedia.org/wiki/Mindfulness#Business>



Mindfulness and sustainability

Ecosystems are under pressure due to high levels of material consumption. Subjective well-being sought through other means than material rewards could make an important contribution to sustainability. A wealth of research indicates that mindfulness contributes to subjective well-being by focusing the mind on the here and now, giving rise to stronger empathy and compassion, facilitating clarification of goals and values, and enabling people to avoid the “hedonic treadmill”. There is also a body of research that shows how subjective well-being, empathy, compassion, and non-materialistic/intrinsic values are associated with more sustainable behavior. Based on a review of the literature on these topics, we suggest that **promoting mindfulness practice in schools, workplaces and elsewhere could be construed as a policy that pays a “double dividend” in that it could contribute both to more sustainable ways of life and to greater well-being.**

Source: Mindfulness and sustainability Torgeir Ericson a, *, Bjørn Gunaketu Kjønstad b , Anders Barstad c a CICERO Center for International Climate and Environmental Research — Oslo, Pb. 1129 Blindern, 0318 Oslo, Norway b iGo, Storgata 13a, 0155 Oslo, Norway c Research Department, Statistics Norway, Kongens gt. 6, Oslo, Norway

<https://www.researchgate.net/publication/262491494> Mindfulness and sustainability

Project Investment

The full program investment – EXAMPLE! The values here presented are only for reference purposes, each offer is submitted individually with confirmed values.

Investment											
Activity	Fee	reparation/Facilit	Invoicing/ Financial cost	# of people (estimated)	Total	Cost per person	Observations (considers all invoices by AdvantiKA)				
Phases 1 & 3	6 Workshops 2 hours	CHF 3'350.00	CHF 2'680.00	Inc.	20	CHF 6'030.00	CHF 301.50	2 hours per workshop + 2.5 days preparation, all per group of max 20 people Usual space: Garage (Impact Hub) at Hardbrücke. Customer facilities can be used.			
	Facilities and material for the 6 workshops		CHF 1'080.00	Inc.	20	CHF 1'080.00	CHF 54.00				
Phase 2, used 1 US\$ = 1 CHF	Summer Amazon School (US\$ 3,700 per person)	CHF 3'700.00		CHF 2'220.00	20	CHF 76'220.00	CHF 3'811.00	The program fee includes: food, transportation, accommodation, local activities, teachers, general coordination and operationalization. Doesn't include: flight tickets and travel costs. Financial cost can be avoided if invoiced directly by FAS			
							CHF 83'330.00	CHF 4'166.50	Total main Project		
Flight cost estimation (coach class)			CHF 1'800.00		20	CHF 36'000.00	CHF 1'800.00	Customer responsibility, AdvantiKA support the linkage of information			

If the part 2 is opted in as a customised one, including a visit to a specific project a new estimative could be provided.

There is also the possibility of Karime Abib, from AdvantiKA, to serve as bilingual liaison during the phase 2. In that case an extra fee of CHF 25,000 would be considered, all AdvantiKA's costs included. Notice that this value considers a discount of around 35% on AdvantiKA's daily rate. This is suggested for communication facilitation and group integration, as well as facilitation of the group's needs in Brazil.

All travellers should hold necessary visa and legal requirements compliance, as well as health insurance including repatriation in case of emergency. Any additional accommodation or travel costs before or after the Summer Amazon School itself are responsibility of the traveller and the customer.

Thank You!

Supplement: Who is FAS – Fundação Amazonas Sustentável

An institutional presentation of FAS and of the project Amazon Summer School is provided jointly with this offer in separated files. Here we provide a summary of who is FAS and its partners.



<http://fas-amazonas.org/>

The Sustainable Amazonas Foundation (FAS) is a Brazilian nongovernmental organization, with no profitable motives, of state and federal public utility. It was created on December 20th, 2007 by means of a partnership between the Govern of the State of Amazonas and the Bradesco Bank. Afterwards, it started to count on the support of the Coca-Cola Company Brazil (2009), and Samsung (2010), among other partnerships in developed programs and projects.

Mission

The Sustainable Amazonas Foundation's mission is to promote the sustainable involvement, environmental conservation and improvement of the quality of life of communities residents and users of protected areas in the State of Amazonas.

Partners:

INSTITUTIONAL PARTNERS



TECHNICAL COOPERATION PARTNERS

