# “Sustainability: Essentials for Business World”

## Skill Seminar Outline

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<th>Corporate Partner (CP) / Other</th>
<th>Koç University Graduate School of Business</th>
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<td>Skill Seminar Corporate Advisor and Contact Details:</td>
<td>Gülin Yücel / Partner, Sustineo Istanbul [<a href="http://www.sustineoistanbul.com">www.sustineoistanbul.com</a>; <a href="mailto:gulin@sustineoistanbul.com">gulin@sustineoistanbul.com</a>](<a href="http://www.sustineoistanbul.com">http://www.sustineoistanbul.com</a>; <a href="mailto:gulin@sustineoistanbul.com">gulin@sustineoistanbul.com</a>)</td>
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<td>Pelin Yenigün Dilek / Partner, Sustineo Istanbul; [<a href="http://www.sustineoistanbul.com">www.sustineoistanbul.com</a>; <a href="mailto:pelin@sustineoistanbul.com">pelin@sustineoistanbul.com</a>](<a href="http://www.sustineoistanbul.com">http://www.sustineoistanbul.com</a>; <a href="mailto:pelin@sustineoistanbul.com">pelin@sustineoistanbul.com</a>)</td>
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## Skill Seminar Topic: Sustainability

### Objective:
The seminar is about examining the ways in which sustainability issues and business interact, considering progressively ‘greener’ corporate responses for broader sustainability challenges.

### Description:
The pursuit of sustainability can be complex, challenging, and ultimately beneficial when interactively practiced by corporate, academic, government and non-profit organizations. Role of business is highly critical in this era and sets the norm for the new society, and new economy definitions.

### Expected End Result / Deliverables

#### Agenda
- Why sustainability and why now? The macro economic perspective for business (1 hr)
- Definition of Sustainability in Historical Perspective Why it matters?
- Case for Sustainability Alternatives to current economic model:
- Circular Economy in Focus Macro Case Study: Key Players vs Turkey
- Guest Speaker
> Sustainability as a strategic issue (1 hr)
> Sustainability agenda definition in business
> Factors, opportunities, threats associated
> Stakeholder management
> Measurement: How to measure your business’ sustainability performance
> Leading the change

**Location**
Koç University, Rumeliheneri Campus, Graduate School of Business, CAS Z 024 Sarıyer / İstanbul

**Additional Notes:**
Friday, May 2nd, 2014, 15:00-18:00

*Please send your registration request to turkey@cems.org*