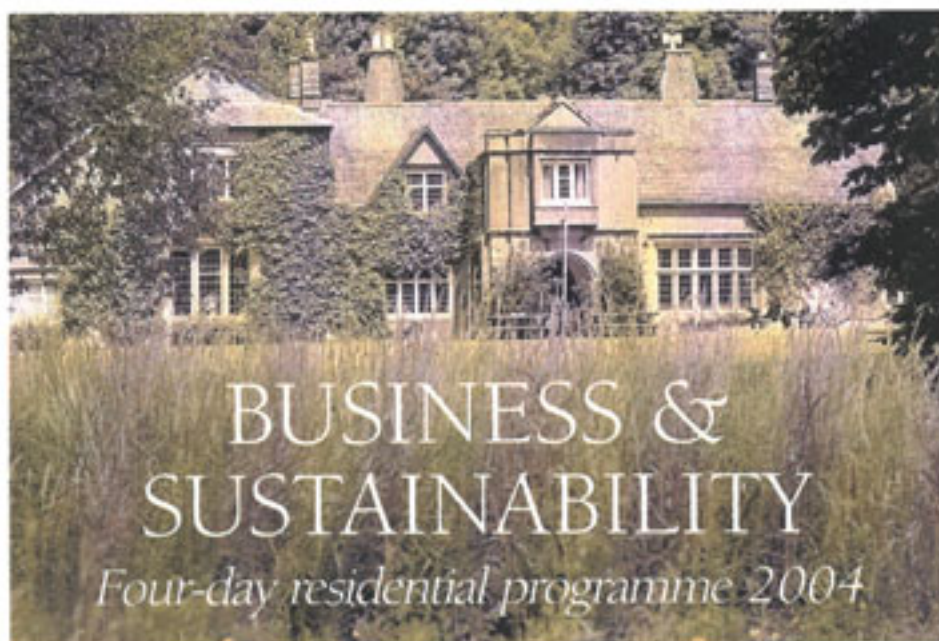


Schumacher COLLEGE



July 18th-22nd 2004

FROM COMPLEXITY TO RESPONSIBILITY

Fritjof Capra & Marjorie Kelly

Inspired by the latest scientific understanding, Fritjof Capra presents an innovative and exciting approach to organisational change. He suggests that to transform organisations effectively, we first need to understand the natural change processes embedded in all living systems. Only then can we begin to design processes of organisational change that will lead to robust and flexible human organisations which mirror the adaptability, diversity and creativity of life.

Marjorie Kelly investigates the extent to which ethical and responsible behaviour is possible, within current frameworks. She looks at prospects for the future, with examples drawn from companies who are leading the way, and addresses the subject of shareholder primacy - the almost universal assumption that defines our idea of what business is all about - suggesting that this may need to change if we are to see the emergence of truly socially responsible business practices.

"These courses offer a chance to learn from unique individuals who are changing the mindsets of businesses and governments, and engaged at the cutting edge of the sustainability debate with companies every day".

Jonathon Porritt, Director of Forum for the Future & Chairman
of the UK Sustainable Development Commission

The transition by the business world to a sustainable future requires both a corporate and personal values shift. Schumacher College Business & Sustainability courses are designed for people who are putting values, responsibility and sustainable practices at the heart of their organisations. Each four-day course includes a combination of presentations from visiting teachers and college staff, small-group work, and time for developing individual action plans.

Participants appreciate stepping back from the day-to-day, engaging with like-minded people from different disciplines and backgrounds, and spending quality time with inspiring individuals, normally only heard in 'sound-bites' at anonymous conferences. Participants will leave with a far deeper understanding of the key issues and renewed insights into the benefits of aligning personal values with the business case.



Fritjof Capra is a physicist and systems theorist, and a founding director of the Center for Ecoliteracy in Berkeley, California. He is

the author of several international bestsellers, including *The Tao of Physics*, *The Turning Point*, *The Web of Life* and *The Hidden Connections: - A Science for Sustainable Living*. He also co-authored *EcoManagement* and co-edited (with Gunter Pauli) *Steering Business Toward Sustainability*. He frequently gives management seminars for top executives and is a regular teacher at Schumacher College.

Marjorie Kelly is the author of *The Divine Right of Capital*, and co-founder and publisher of *Business Ethics*, a US publication on corporate social responsibility, read by high-level opinion leaders in business, academia, social investing and the nonprofit community. Marjorie is a board member of the Capital Ownership Group, which is working to promote broader capital ownership, and the International Institute for Corporate Governance and Accountability at George Washington University Law School.

The course will be facilitated by Andy Middleton & Antony Turner. Andy is the CEO of Pembroke Management Development, an innovative provider of leadership training and sustainability-related workshops. Antony is the Project Manager for the Schumacher Business Programme as well as Director of CarbonSense, a climate change communication company.



"... a supportive atmosphere that encourages people to help each other, and opened up for me vast arrays of business opportunities".

Peter Head

Corporate Development Director, FaberMaunSELL

WHAT CAN PARTICIPANTS EXPECT TO GAIN?

- Inspiration from world-class experts in responsible business practice
- Opportunities to explore in detail the real issues around sustainability and corporate social responsibility
- Practical examples of successful business models which incorporate these values
- Insights into new business opportunities
- Invaluable exchanges of ideas and experiences with like-minded people



WHO SHOULD ATTEND?

The courses have attracted people from all sectors of business – manufacturing and engineering, service and retail - who are thinking at strategic and practical levels about the implications of sustainability and corporate social responsibility. They are non-technical and suitable for anyone working in or with the

business community. We welcome people from business development, marketing, public affairs, human resources and environment departments as well as those from public sector and higher education institutions engaging with these issues.

SCHUMACHER COLLEGE was founded in 1991 on the conviction that a new vision is needed for society, its values and its relationship to the earth. Over the last decade, the College, named after E.F. Schumacher, author of 'Small is Beautiful', has established an international reputation for the inspiration, quality and breadth of its teaching. In the beautiful Devon countryside, away from everyday pressures, participants enjoy a mixture of learning, reflection and the exchange of ideas and experiences. The learning at Schumacher College is particularly effective because course-work occurs within a community which is itself striving to live in a more sustainable and responsible way.

BUSINESS & SUSTAINABILITY PROGRAMME FOR 2004

March 7-11

CORPORATE CITIZENSHIP

Simon Zadek with Peter Pruzan & Christian Schumacher

Simon Zadek is a Founder & Director of the Institute of Social & Ethical AccountAbility. **Peter Pruzan** is Professor of Systems Science in the Department of Management, Philosophy & Politics at Copenhagen Business School. **Christian Schumacher** is the son of E.F. Schumacher after whom the college is named.

July 18-22

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September 5-9

LEADERSHIP AND NATURAL CAPITALISM

Amory Lovins & Mark Goyder

Amory Lovins is co-founder of the Rocky Mountain Institute and co-author of *Natural Capitalism*. **Mark Goyder** is Director of the Centre for Tomorrow's Company.

More detailed information on the courses, the college, student & teacher profiles and articles of related interest can be viewed at: www.schumachercollege.org.uk/business

We would like to encourage organisations to consider sending two members of staff to the courses, so that on their return they can support each other in the development and introduction of changes.

In the last few years these courses have included participants from a wide variety of organisations including BP, BRE, BSI, Carillion, Corus, Cranfield University, Ernst & Young, FaberMaunSELL, Morley Fund Management, National Health Service, Orange, PriceWaterhouseCoopers, Rathbones, RSA, Shell, Tesco, Unilever, URBED and WWF International.

COURSE DETAILS

Courses run from Sunday evening to Thursday afternoon and cost £1,400 per company delegate. The fee covers tuition, residential accommodation, food and field trips. A limited number of places are also available at a reduced rate of £900 for private individuals and NGOs.



To obtain an application form please email your request to us with your name and address at: admin@schumachercollege.org.uk

Further information can also be obtained from Antony Turner, Project Manager at: antony@carbonsense.org

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