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## GLOBAL CHANGE AGENT Module 2

# SUSTAINABLE LEADERSHIP: REENGINEERING SUSTAINABILITY AS AN ENGINE FOR INNOVATION AND ENTREPRENEURSHIP

May 18, 2018

Sunway University, Kuala Lumpur, Malaysia

Investment: RM3,500 per participant (limited to 40 participants)

Group Rate of 3 or more - RM 2,800 per participant

*This program is claimable under HRDF. Program fee includes teaching fee, program materials and meals (excludes travel and accommodation expenses).*

## CONTENT OVERVIEW

Humanity is living in a state of unsustainability. We use more energy than we produce; use more fresh water than natural systems can provide; create air pollution detrimental to our health; and consume material goods more than we can recycle. Ironically, we also use more energy trying to fight our way out of these problems, further intensifying our energy deficits.

The West started the problem and now the East, poised for economic growth, will exacerbate the problem - if it makes the same mistakes as the West. The good news: sustainability is a new engine of innovation and entrepreneurship. There is an opportunity to radically rethink and reengineer the world's economies to connect back to the world's ecologies. But we are just getting started.

In this program, we will define the problems and the methodologies, including design-thinking, that entrepreneurs and civic leaders are using to rapidly find and deploy solutions. We will learn their frameworks for identifying the right problems to solve and aligning their values to the path forward. We will dive into case studies revealing the insights and work behind their solutions and we will develop our own solutions. We will finish by committing to prototypes that we can test for our own communities and businesses, hopefully moving our learning into action.

At the end of the program you will have the terminology, methodology, and prototype ready to immediately start a path towards sustainable innovation. Whether you're an entrepreneur or intrapreneur looking for the next marketable solution to launch or improve a business in the new sustainable economy, or a civic leader looking to position your community for longevity and resilience, this workshop will not only prepare you but launch you into that new opportunity.

## TEACHING FACULTY



**Christoph Frehsee** is a Lecturer at Stanford University, currently teaching the course, New Frontiers and Opportunities in Sustainability. He is also Co-founder and President of sustainable fashion and lifestyle brand, Amour Vert. In 2004, he began his career as founder of Minewolf Systems, the world's leading provider of mechanical landmine clearing solutions. He oversaw operations in Europe, the Middle East and Africa, and eventually sold the company in 2008. At Amour Vert, he is committed to bringing sustainability to the forefront of the fashion industry, by maintaining supply chain integrity and reducing the brand's environmental impact. A passionate angel investor, Christoph has an MBA and MS in Environment and Resources from Stanford University.



**Signo Uddenberg** has a background in sustainable engineering and human-centered design, specifically studying effects of environments on people's feelings, behavior, and performance. He led the Innovation and Experience Design practices at MKThink, a San Francisco-based intelligent firm as well as at Cintra and 2Seeds Network, a global food infrastructure network. He holds a BA in Natural Science from Pepperdine University, a BS in Civil Engineering from the University of Southern California and a MS in Sustainable Design & Construction from Stanford University, where he also coaches and develops programs at the d.school.



## AGENDA

Time	Agenda
08:00	Registration
09:00	Welcome Ceremony
09:10	Session 1
10:30	Break
10:50	Session 2
12:10	Lunch
13:00	Session 3
14:20	Break
14:40	Session 4
16:00	Break
16:20	Panel Discussion
17:10	Debrief
17:30	Closing Ceremony

## WHO SHOULD ATTEND

This program is ideal for working professionals in decision-making roles, government officials, community leaders, and entrepreneurs.

## KEY BENEFITS

Through the program, you will

- Learn the terminology of sustainability to understand the implications and opportunities
- Learn from best-in-class case studies of entrepreneurs/intrapreneurs and civic leaders leading the way into a sustainable economy
- Learn through design-thinking, a methodology for innovation
- Learn by doing: you will develop a prototype ready to test outside of the class

## PROGRAM HIGHLIGHTS

### PLENARY SESSION

The 80-minute sessions will engage participants in theory and practice through a variety of interactive lectures, real-life simulation cases, peer coaching, and in-depth discussions.

Session 1: What - New Opportunities in Sustainability

Session 2: Case Studies - Transportation, Wear, and Agriculture

Session 3: Case Studies - Investing, Data, and Living

Session 4: Where - New Frontiers in Sustainability

### PANEL DISCUSSION

Led by the Teaching Faculty, this 50-minute session serves as an arena for discussion and debate on emerging topics on leadership, innovation, politics and education. It is also a platform for participants to be informed and inspired to pursue living a life that will benefit others.

### DEBRIEF

The 20-minute exercise is for participants to discuss the program materials on the kinds of strategies and competencies that managers require to exercise leadership that generates values.

## APPLICATION

Email: [cali@asialeadership.org](mailto:cali@asialeadership.org)

Phone call (WhatsApp): +603-7491-8716/7

- Early application is encouraged. Candidates are admitted on a rolling, space-available basis.
- No transfer of registration is allowed after the commencement of the program. The organizer reserves the right to alter the information published in the best interest of the program

## CANCELLATION AND REFUND POLICY

All cancellation must be submitted in writing to CAL prior to program commencement to receive a refund and subject to the following:

- Less than 21 days prior to commencement - 50% refund
- Less than 14 days prior to commencement - no refund, substitution is allowed provided CAL is notified in writing

## PERSONAL DATA PROTECTION ACT

CAL reserves the right to use photographs and videos taken during the program and names of participants for promotional purposes and reserves the right to change without prior notice any statement in the brochure concerning, but not limited to, rules, policies, fees and curriculum.

## ABOUT CENTER FOR ASIA LEADERSHIP INITIATIVES

The Center for Asia Leadership Initiatives is a group of non-profit international organizations established in 2014 with the purpose of **addressing social, business, and policy challenges in Asia** through **training, research and publications, and public service trips**, in the areas of **leadership, innovation, and educational practices**.

To date, the Center is proud to have served over **36,000 individuals**, published **10 books**, and worked with over **700 organizations** through a regional network across **72 cities in 31 countries in Asia**. Founded and headquartered in **Boston**, the Center hosts regional offices in **Kuala Lumpur, Seoul, Tokyo, and Manila**.

### Facts in Brief

**Establishment:** April 23, 2014

**Offices:** Boston, Kuala Lumpur, Seoul, Tokyo, and Manila

**Staffs:** 15 representing 9 nationalities

**Key Initiatives:** Asia Leadership Trek, Asia Leadership Institute, Acumen Case Center, Acumen Publishing

**Publications:** 10 Books

**Background:** Center was sparked by the hope of sharing the vast educational resources at Harvard University with individuals and organizations in Asia to address the core challenges of our times. In line with this principle, we exist empower them (1) to think deeply and broadly about their responsibility and service to their communities, and the possible impacts of their interventions, (2) to own the mindset and mechanisms of effective and innovative leadership, and (3) to generate bold new ideas to put into definitive action.

**Website:** [asialeadership.org](http://asialeadership.org), [asialeadership.trek.org](http://asialeadership.trek.org)

- *Information is correct at the time of printing but may be subject to change at the organizer's discretion.*
- *Terms and conditions apply*