

**IMI Innovation BizLab**  
**Sustainability & Scenario Building**  
**Agenda – Tuesday 25<sup>th</sup> May 2010**

9.00 am – 1.00 pm

8.15 Registration & refreshments

9.00 Introduction

**Sustainability**

9.15 **Rahim O'Neill**, CR Consultant, Business in the Community Ireland  
*Creating a sustainability strategy for your organization*

**Business Examples**

9.45 **Louise Kirwan**, Facility Manager, Byrne Wallace Law Firm  
*Environmental management experience of a professional services Green Award Winner*

10.05 **Dr Hubert Henry**, Director of Innovation, Bord na Móna  
*Innovation and Sustainability - Bord na Móna's new vision*

10.25 Discussion & Coffee

**Sustainability & Scenario building**

11.00 **Dr Peter Brennan**, EPS Consulting & President of Dublin Chamber of Commerce  
*Opportunities in the Green Economy*

11.30 **Fabio Grassi**, Management Specialist, IMI - *Scenario Building Workshop (part 1)*

12.30 Discussion and Working Lunch in Room

**Places are limited and must be booked in advance**

Déirdre Crowe [deirdre.crowe@imi.ie](mailto:deirdre.crowe@imi.ie) 207 8404 or Sharon Byrne [sharon.byrne@imi.ie](mailto:sharon.byrne@imi.ie) 207 8547



Our meeting, as usual, will be facilitated by **Prof. John Bessant**, IMI Fellow and Professor of Innovation & Entrepreneurship at Exeter University where he is also Research Director. He has authored numerous books

and articles on innovation and has lectured and consulted widely around the world including among his clients leading multinational corporations, national governments, the United Nations, the World Bank and the OECD. His books include the classic textbook, *Managing Innovation* (now in its 4th edition), and *High Involvement Innovation* (both published by John Wiley and Sons). John has a particular interest in the interface between innovation and sustainability.



Our practical skills session will be lead by **Fabio Grassi**, IMI Management Specialist and director of the IMI Core Skills of Management Programme. Over the next three BizLab meetings you will learn how you can use scenario building

to stimulate and guide innovation in your own organization and develop your scenario building skills. Looking at the broader business and socio-economic environment (including sustainability) in the first session, Fabio will introduce you to some techniques which can be readily employed and tested over the summer months. In the Autumn you will further develop these skills by looking more closely at your own organisational context and the implications of different scenarios.

Business in the

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Community

YEARS OF BUSINESS IMPACT IN IRELAND

Ireland

*Rahim O'Neill is a Corporate Responsibility Consultant, specialising in the Environment & Sustainability, with Business in the Community Ireland (BITCI). He works on the development of sustainability indicators, reporting mechanisms and the development of strategic change management approaches for sustainable business. In addition, he represents BITCI on the secretariat of the Irish Corporate Leaders Group on Climate Change. Previously, he was the coordinator of EASCA, the Environmental and Sustainable Construction Association and he has an MSc. in Sustainable Development. BITCI, now in its tenth year, is a non-profit organisation specialising in advice and guidance to leading companies in Ireland on Corporate Responsibility and Community Involvement. A business driven network, with major social initiatives, its membership is comprises over 60 of Ireland's largest and most progressive companies.*

[www.bitc.ie](http://www.bitc.ie)

## BORD NA MÓNA

*Dr Hubert Henry is Director of Innovation at Bord na Móna and Head of its Innovation Centre. The organisation's strategic vision "A New Contract With Nature" signifies an innovative transition from traditional businesses, heavily dependent on peat and fossil fuels, to a new, more sustainable business, focussed on resource recovery, wind energy, biomass, environmental products, district heating and ecotourism. The Innovation Centre provides the Bord na Móna group with a range of support services and places innovation at the core of the organisation's 'new contract with nature'. Innovation plays a key role in developing new environmentally responsible products and services in order to increase Bord na Móna's market share. Bord na Móna is uniquely positioned to play a key role in preparing the low carbon society of the future by improving existing climate friendly technologies and devising those of tomorrow.*

[www.bnm.ie](http://www.bnm.ie)

## EPS Consulting

*Dr Peter Brennan is Managing Director of EPS Consulting and currently President of Dublin chamber of Commerce. EPS was established in January 2007 as a management buy-out and re-branding of A&L Goodbody consulting. EPS provides a comprehensive range of advisory services to clients in the private and public sectors in relation to Economics, Policy and Strategy. Peter's particular areas of expertise include evaluation studies, strategic planning and public policy. He has a unique mix of public and private sector experience at both national and international level over a 35 year period. Peter is a previous Director of IBEC and was also Director of the Brussels-based Irish Business Bureau (1986-2001). He advised IBEC's Policy Committees, industry sectors on EU developments and enterprise strategy during this period. He represented the employer bodies in relation to the National Development Plan. Recently EPS prepared a report for Forfás on Opportunities in the Green Economy which led to the publication of the government report on Developing the Green Economy in Ireland (December 2009).*

[www.epsconsult.ie](http://www.epsconsult.ie)

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*Louise Kirwan Facility Manager of Byrne Wallace, is a Member of IPFMA and has over 20 years experience in Facilities Management. Byrne Wallace is one of Ireland's leading law firms. It recently won the 2010 Green Award in the Professional Services Category and is the first Irish Legal Practice to get the ISO14001 accreditation. Louise is the internal project manager for the relocation, in June, of Byrne Wallace to a new state of the art green building at Grand Canal Plaza beside the new Grand Canal Theatre. She will relate the firm's Environmental Management journey to date and how Byrne Wallace hopes to build on their success after the pending relocation.*

[www.byrnewallace.ie](http://www.byrnewallace.ie)