

# accelerate

COLLABORATING FOR SUSTAINABILITY CONFERENCE  
JUNE 5-6, 2014 / TORONTO, ONTARIO

A conference hosted by  
The Natural Step Canada  
Sponsorship Opportunity

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## About *Accelerate*

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Last year, nearly two hundred inspired thought leaders, decision makers, sustainability practitioners, and educators gathered for the first *Accelerate*: Collaborating for Sustainability Conference.

**Building on this amazing momentum and success, The Natural Step Canada is excited to host the 2nd annual *Accelerate*: Collaborating for Sustainability Conference, taking place on June 5-6, 2014, at the Evergreen Brick Works in Toronto, Ontario.**

The Natural Step Canada is convening *Accelerate* because we—and the organizations we work with—realize that an organization can only go so far alone on their sustainability journey before they run up against barriers that require them to work with new partners. We hear the increasing calls for greater engagement and collaboration with diverse groups to solve the complex sustainability challenges of our time.



*Accelerate* will include keynote talks from world-renowned experts, sessions delivered by talented practitioners, interactive workshops and dialogues, and extensive networking and collaboration opportunities. Planned highlights include:

- The Revolution is Still Necessary! - A keynote presentation by Dr. Peter Senge, moderated by Bob Willard.
- Sustainability as the Ultimate Wicked Opportunity - A panel discussion featuring a cross-section of experienced collaborators.
- Excuse Me Canada, May We Collaborate? - A unique perspective on collaboration challenges and opportunities by provocateur Nick Parker.
- Collaboration Dialogues - Explore the power and potential of sustainability-driven collaboration in Canada through a series of exciting conversations.
- Driving Massive Change Through Creative Collaboration - A knowledge-transfer panel where leading practitioners will share collaboration frameworks, methods, and case studies.
- Wrestling with the Big Issues - An introduction to Sustainability Transition Labs, followed by an afternoon of experiential learning about collaborating in systems.
- Evaluating Impact: How Will we Know When we get There? - Conference reflections and closing by international developmental evaluation guru Mark Cabaj.

It's all about sharing, learning together, and accelerating Canada as a collaboration nation.



# Opportunity for Sponsors

You're invited to support one of Canada's leading conferences dedicated to furthering collaboration towards sustainability.

*Accelerate* offers leading organizations the opportunity to:

- Promote your organization's commitment to sustainability and collaboration.
- Enhance your brand and exposure with potential collaborators, employees, clients, suppliers, and the investment community.
- Network with diverse decision-makers and sustainability leaders from around the world.
- Learn about the “next practices” that will drive organizational performance for sustainability.

SPONSOR BENEFITS	Major \$20,000	Keynote \$15,000	Supporter \$10,000	Contributor \$5,000
<b>Lunch Sponsor</b>	✓			
<b>Speaker Introduction</b> 3-5 minutes at the beginning of a session	✓	✓ (Keynote)		
<b>Break Sponsor</b> Corporate signage at break stations and verbal recognition at start of break			✓	✓
<b>Conference Passes</b> Passes for representatives to attend the full conference	3	2	2	1
<b>Acknowledgement During Conference</b> Verbal recognition during plenary	✓	✓	✓	✓
<b>Logo Recognition - On site</b> On video displays and signage at the conference	✓ (Large)	✓ (Medium)	✓ (Medium)	✓ (Small)
<b>Logo Recognition - Web</b>	✓ (Large)	✓ (Medium)	✓ (Medium)	✓ (Small)
<b>Marketing Exposure</b> Recognition in promotional broadcasts (7,000+ recipients)	✓ (Logo)	✓ (Logo)	✓ (Logo)	✓ (Name)
<b>Social Media Exposure</b> Messages to 1,000s of followers on Facebook, Twitter, and LinkedIn	✓	✓	✓	✓



# Agenda Overview

	June 5	June 6
<b>AM</b>	<p><b>Introductions and Opening Remarks</b></p> <p><b>The Revolution is Still Necessary!</b> Dr. Peter Senge, a highly-regarded pioneer in systems thinking, best-selling author of <i>The Fifth Discipline</i> and <i>The Necessary Revolution</i>, and globally recognized researcher and speaker, will share via videoconference his experiences and insights about what makes for effective systems level change.</p> <p><b>Sustainability as the Ultimate Wicked Opportunity</b> Our society’s global sustainability challenge is the ultimate wicked <i>problem</i>. Could it also be the ultimate wicked <i>opportunity</i>? A panel of leading futurists and practitioners will challenge mindsets about sustainability and its role in innovation &amp; bridge building.</p>	<p><b>Reflections and Opening Remarks</b></p> <p><b>Driving Massive Change Through Creative Collaboration</b> A panel of experts share collaboration insights, research, and tools that participants can use in their own organizations.</p> <p><b>Wresting with the Big Issues: An Introduction to Sustainability Transition Labs</b> This session will provide a high-level overview to the Sustainability Transition Lab process, partners, and projects.</p> <p><b>Inside the Evergreen Brick Works!</b></p>
<b>PM</b>	<p><b>Excuse Me Canada, May We Collaborate?</b> A true global citizen and proud Canadian, Cleantech Group founder and Chairman Nicholas Parker will situate Canada in the global innovation and sustainability context.</p> <p><b>Collaboration Dialogues</b> Breakout sessions that will explore the power and potential of sustainability-driven collaboration in Canada.</p> <p><b>Closing Keynote and Reflections</b></p>	<p><b>Hands on Change: Collaborating in Systems</b> Participants will integrate learning from the conference by participating in a collaborative exercise applying some of the practices and approaches to sustainability-driven collaboration.</p> <p><b>Evaluating Impact: How Will we Know When we get There?</b> Internationally recognized developmental evaluation thought leader and speaker Mark Cabaj will provide conference reflections and ideas about how to begin the collaboration journey with the end in mind.</p>

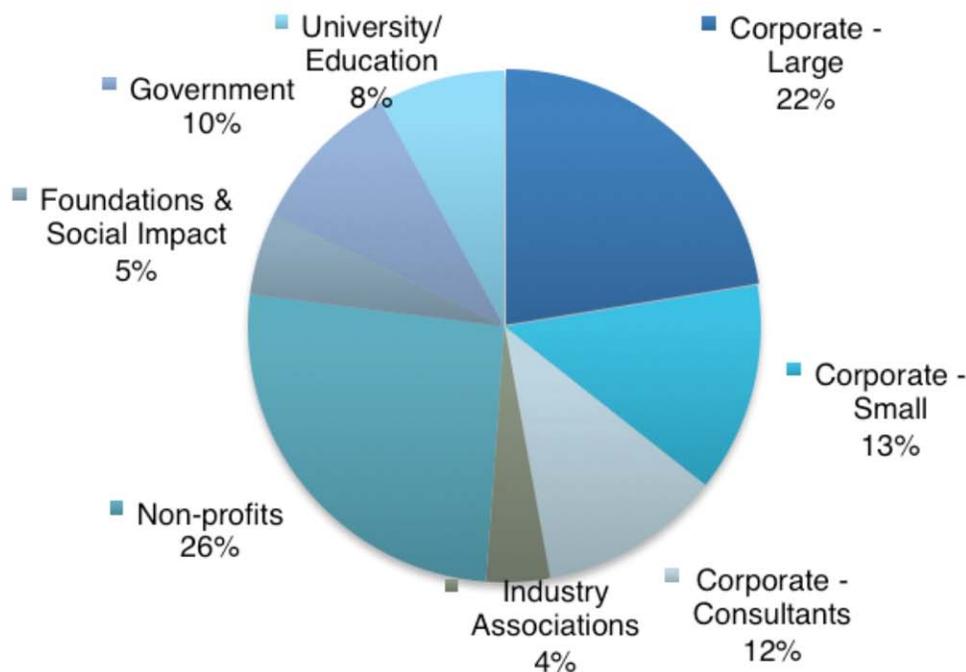


# Background

## History

*Accelerate* 2013 was The Natural Step Canada's first national conference. On June 10-11, 2013, almost two hundred inspired thought leaders from around the globe gathered in Guelph, Ontario. Using a mix of plenary, breakout and group process technology, sessions showcased the expertise and real life experience of 37 speakers and facilitators from across different sectors.

## Participant Profile



Participants rated their conference experience 8.7 out of 10. For more results and outcomes, see: [www.naturalstep.ca/accelerate/2013](http://www.naturalstep.ca/accelerate/2013).

## About The Natural Step Canada

The Natural Step Canada ([www.naturalstep.ca](http://www.naturalstep.ca)) is a leader in raising awareness, providing education, and building local capacity in sustainability. We are an award-winning, dynamic non-profit organization and federally-registered charity with 15 years of experience helping youth, municipal, and business leaders understand and make meaningful progress toward sustainability. Through award-winning learning programs and advisory, coaching, and process facilitation services, we translate the fundamentals of sustainability into practical steps businesses and communities can take to achieve lasting change.



# Our Supporters

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*Join this growing movement for change. Please contact us to learn more today.*

*“IKEA Canada recognizes that collaboration is and will continue to be an important part of how we advance our ‘People & Planet Positive’ sustainability agenda. The Natural Step Canada’s Accelerate conference was a fantastic opportunity to explore, learn, connect, and share with many leaders and change-makers.”*

-Brendan Seale, IKEA Canada