



**SUSTAINABLE  
ENTERPRISE**  
certificate

**Willamette  
University is  
recognized as:**

- A Top Campus Nationwide for Sustainability Initiatives by the National Wildlife Federation
- A Top 20 "Cool School" by the Sierra Club for Sustainability Initiatives
- One of Oregon Business Magazine's Best 100 Green Companies

BEYOND THE CONVERSATION:

## Coordinated Action for Sustainability

Three Integrated Sessions

**February 16-18**

**March 16-18**

**April 13-15**



"Programs offered through others don't always integrate across the different areas of sustainability. Isolated, 'siloed' thinking doesn't infuse the critical thinking necessary to be a change agent. After the SEC, I began to see myself as a system. Applying the principles of sustainability in this way helps us become enduring change agents."

*2010 Participant*

Willamette University  
Atkinson Graduate School of  
Management  
900 State Street  
Salem, OR 97301

**RETURN SERVICE REQUESTED**

"I was profoundly affected by the SEC's social component. After each session I was excited to apply these new ideas to my work."

*2010 Participant*

WILLAMETTE UNIVERSITY PORTLAND, OREGON  
[willamette.edu/mba/sustainability](http://willamette.edu/mba/sustainability)

**L**earn how your organization can channel the energy around sustainable practices into coordinated action toward creating a more healthy and sustainable future.

### Take Action!

Register online for the entire SEC certificate program or for individual sessions at [willamette.edu/mba/sustainability](http://willamette.edu/mba/sustainability) or call 503.370.6791.

**Program Cost** \$3,250 for complete certificate program. All class materials and lunch are included in the program fee.

**Location** Willamette University Portland Center, 1120 NW Couch, Suite 450, Portland, Oregon

Program Director  
**Darcy Winslow**  
Founder, DSW Collective



## SUSTAINABILITY

in its simplest form, is the capacity to endure. This is predicated on communities and businesses - enterprises of all sizes - to operate not at the expense of this future, but in favor of the future.

### Increase your understanding and create your plan.

Willamette University's Sustainable Enterprise Certificate (SEC) program takes a unique approach to understanding the interconnectedness of social, economic and environmental well-being. The program helps you create a plan, engage stakeholders and add new value through becoming a leading sustainable enterprise.

Each session features instructors and guest lecturers that bring cutting edge thinking and practice. They are expert researchers, practitioners and trainers offering actionable strategies to promote sustainability in your organization.

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#### SESSION 1 FEBRUARY 16-18, 2011

**System Dynamics** Explore the interconnections of our social, economic and environmental worlds to understand the greatest opportunities for economic, social and environmental health and well-being.

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#### SESSION 2 MARCH 16-18, 2011

**Natural and Social Systems** Approach the concept of "sustainability" by exploring how social well-being is created, supported and expanded.

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#### SESSION 3 APRIL 13-15, 2011

**Moving Into Action** Choose and create a framework for action and measurable success using the concepts learned throughout the program.

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#### WEBINARS FEBRUARY 25 | MARCH 11 | APRIL 1

**Three interactive webinars** will complement the program content, presented by leaders in the field of climate change, sustainability leadership, and transformation.

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#### CLASS FORMATS

**Day 1 1-5pm** (Session 1 includes a pre-program luncheon at noon)

**Day 2 8am-5pm**

**Day 3 8am-5pm**