



Background

The ADVANCE workshop series offers valuable insight into the **application and use of the Sustainable Value approach in practice**. The workshop series is embedded in the ADVANCE project. The ADVANCE project is the first large-scale application of the Sustainable Value approach. The Sustainable Value approach expresses the value companies create with their economic, environmental and social resources **in monetary terms**. Sustainable Value is the first approach that applies opportunity cost thinking to corporate sustainability assessment and is thus **inline with corporate practice managerial thinking**.

Target Audience

The workshops focus on the application of the Sustainable Value approach in practice. We encourage **participation from all possible fields of application**:

- Corporate environmental and sustainability management
- Financial market actors
- NGOs
- Academics
- Policy makers

ADVANCE workshops will be held at the following locations:

Venues

Milan (IT) . October 17th, 2006

Fondazione Eni Enrico Mattei
Corso Magenta, 63 . 20123 Milano

Frankfurt (GER) . October 19th, 2006

Hotel Savigny Frankfurt Dorint Sofitel
Savignystr. 14-16 . 60325 Frankfurt a.M.

London (UK) . October 26th, 2006

The Hub London
5 Torrens Street . London EC1V 1NQ

Stockholm (SWE) . November 3rd, 2006

GES Investment Services
Kungsgatan 35 . 111 56 Stockholm

Registration & Fees

Capacity at all locations is **limited to 20 participants**. Book before September 30th and get your reduced **early-booking rate of 130€**. The regular fee for reservations after September 30th at all sites is 180€. The workshop will be held as one day events from 9:00 h to 17:00 h. Registrations will be approved on a "first come, first served" basis.

Get more information and register online at www.advance-project.org/workshops

Your chance to get into the details of Sustainable Value assessments.

- Presentations by the authors of Sustainable Value
- Case study exercises
- Lessons learnt from large-scale applications of Sustainable Value
- Questions & answers sessions
- Practitioner feedback

The ADVANCE workshop series is organised and co-hosted by the following institutions:

