

Employee engagement

Chronos presentation

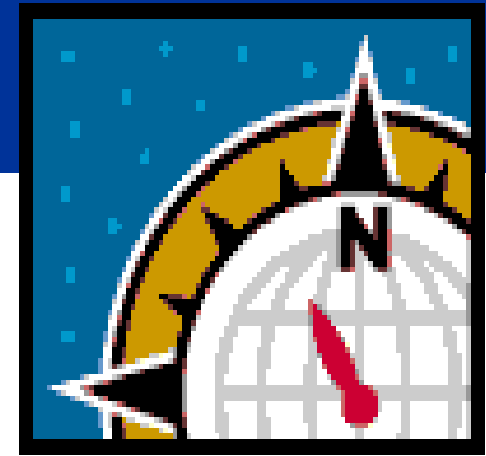



World Business Council for
Sustainable Development

Thursday 30th August
World Business Council for Sustainable Development



Getting started



- Welcome 
- Webinar series: education
 - explore how WBCSD member companies are engaging their employees on SD and what tools and examples are available
- Why webinars? And how?
- Objectives
 - understand the objectives and purpose of Chronos
 - undertake a tour of Chronos and its key features
 - discuss implementation approaches and learnings
- Participants





Agenda



- WBCSD
- Chronos
 - Objectives
 - Inside
 - Learnings
- Questions and discussion



Objectives

Coalition of 200 leading companies

- Provide business leadership as a catalyst for change toward SD
- Support the business license to operate, innovate and grow
 - Market capitalization: USD 6 trillion
 - Total turnover: USD 5,2 trillion
 - Total member company employees 12 million
 - Global outreach
 - ✓ 3 billion consumers per day buy a product or service from a WBCSD member company

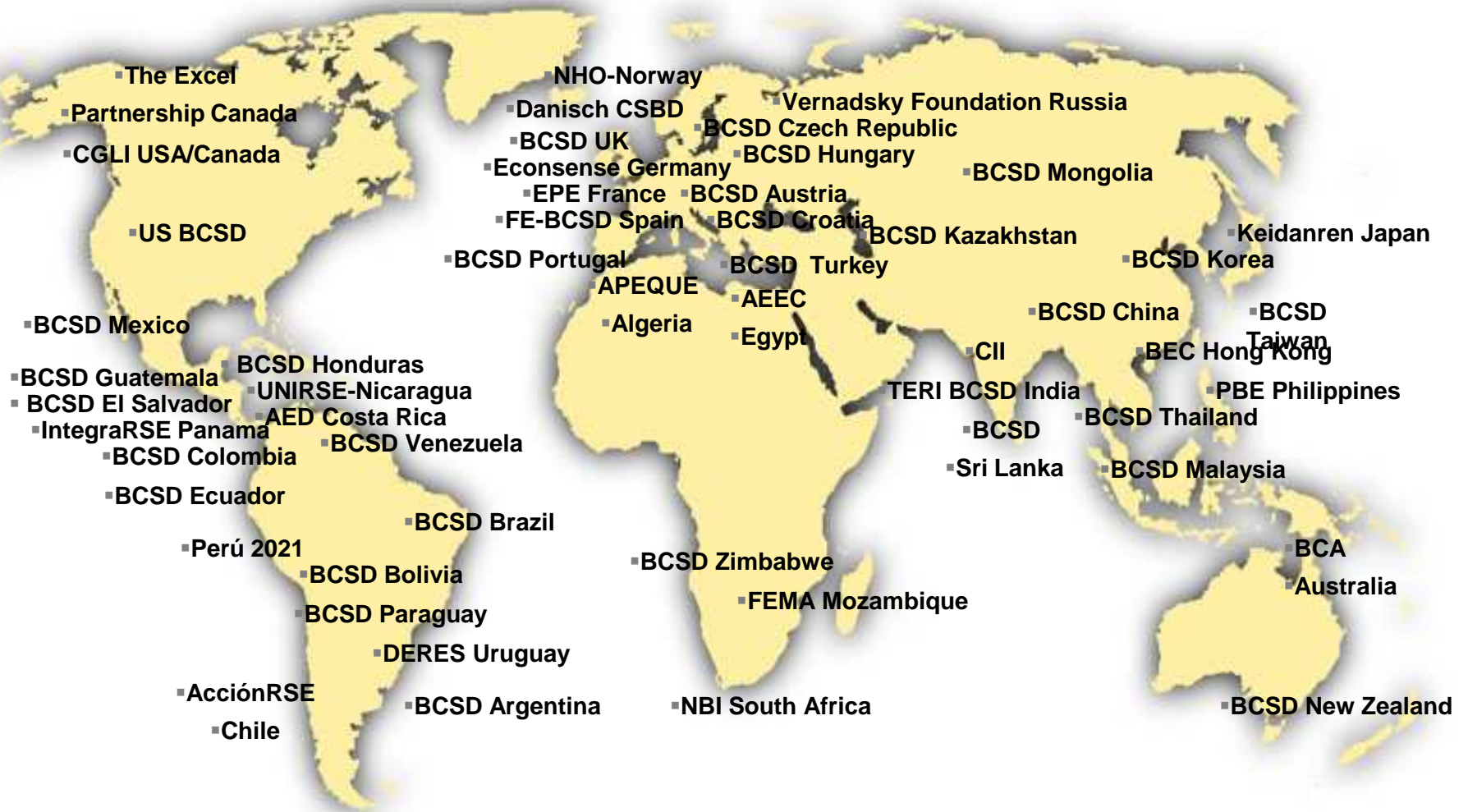


WBCSD members





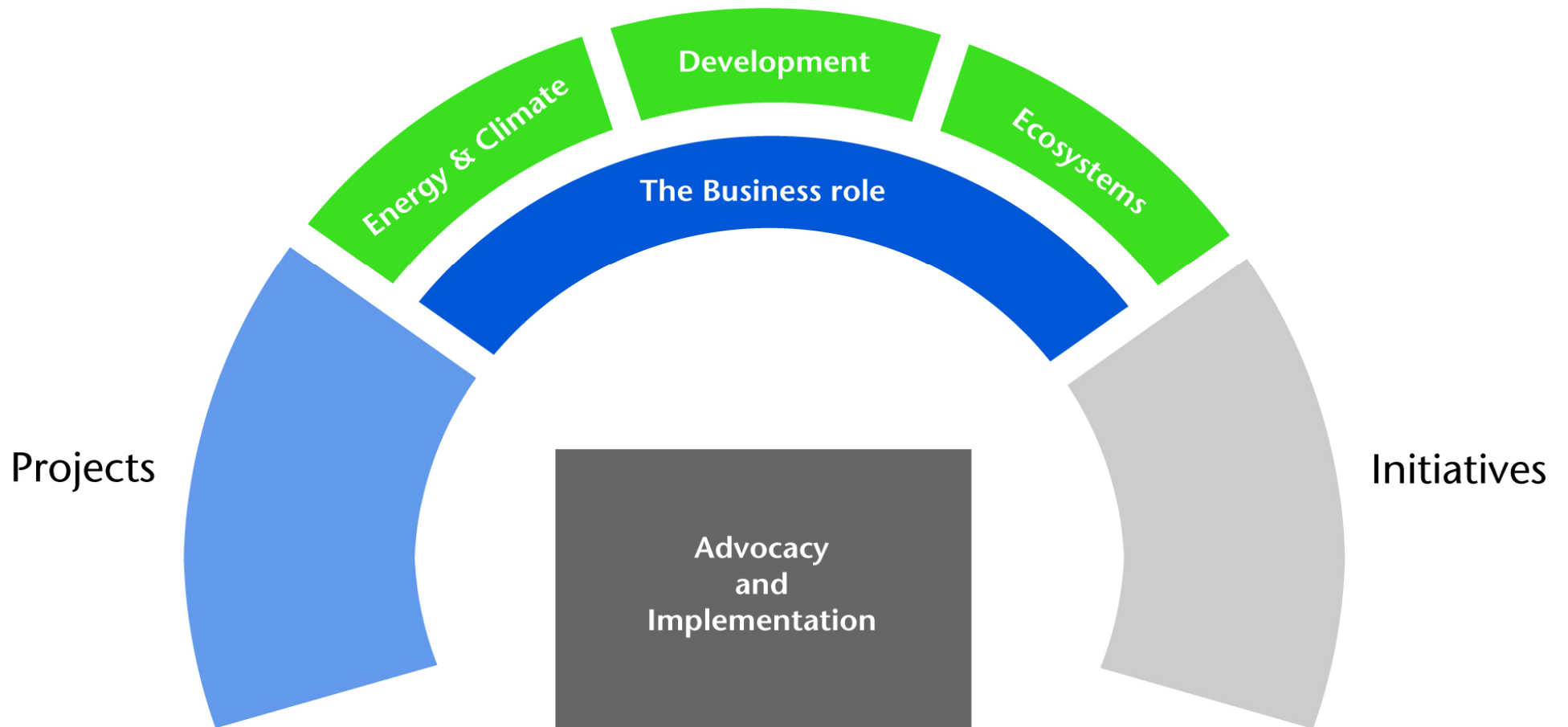
Regional Network





Work program

Focus Areas





Objectives



- WBCSD
- Chronos
 - Objectives
 - Inside
 - Learnings
- Questions and discussion



The vision



- To develop an e-learning tutorial on the business case for sustainable development
- To be scaleable across the WBCSD membership and beyond
- To encourage sustainability thinking and action



The partners

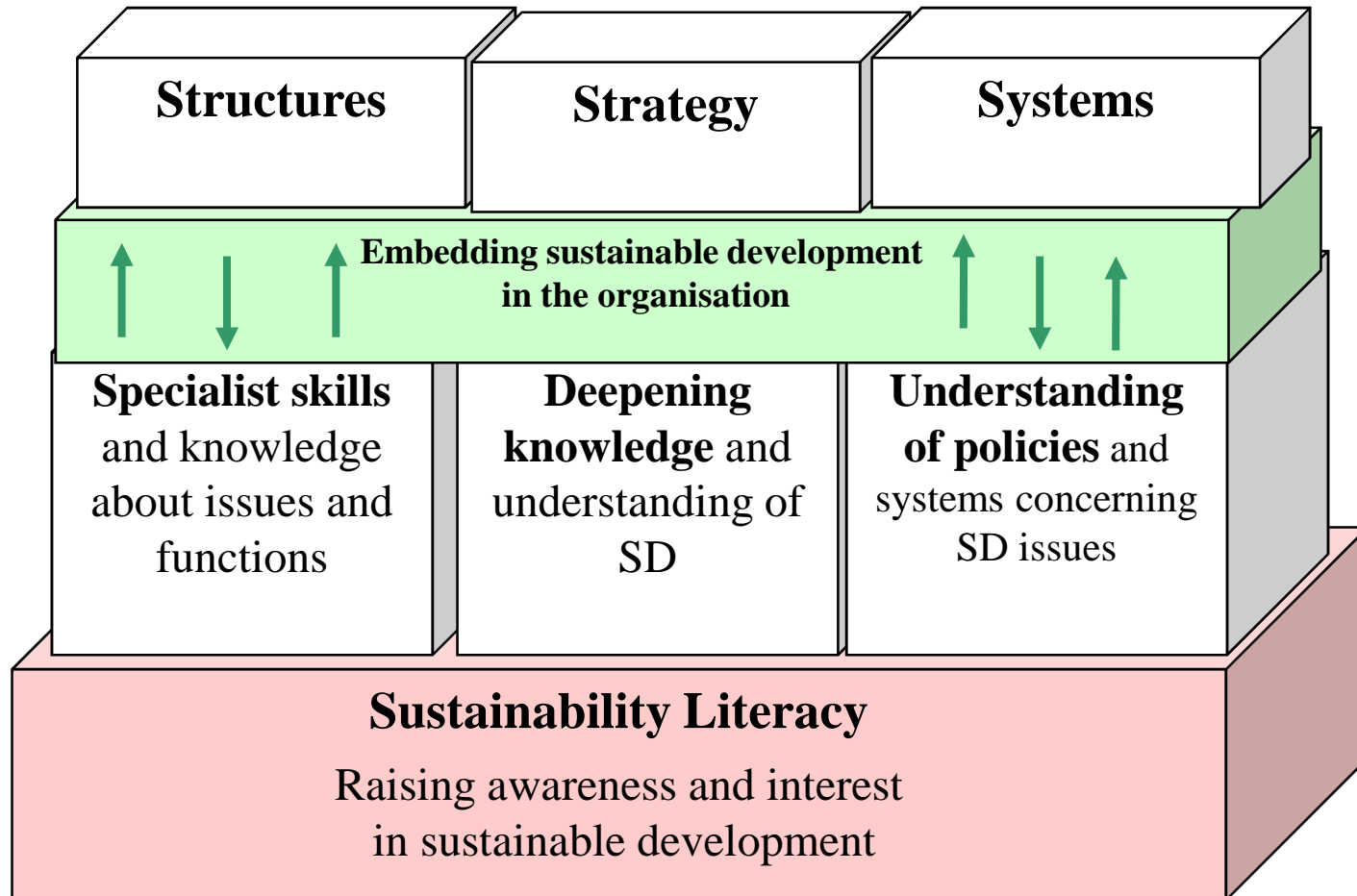


- Developed through a unique partnership between the WBCSD and the University of Cambridge Programme for Industry.
- Combined the international experience of the world's leading business voice on sustainable development with the renowned quality of Cambridge University.

*"Cambridge University and the WBCSD are a formidable team, both leaders in their fields."
Dr David Russell, Dow Chemical Company*



The background





The purpose



- equip employees with knowledge
- help close the gap between vision and reality
- manage environmental and social impacts
- capture business opportunities



The functions



- A training tool
- A communication tool
- A data collection tool



The parameters

What it is

- concise tutorial on the 'big picture'
- vital preparation for implementation
- source of inspiration and challenge
- international in focus
- suited to a range of learning styles



What it is not

- manual for SD
- technical training course
- reporting or benchmarking tool
- total learning solution
- for specialists





The audience

- Chronos is primarily designed for managers
- Chronos is not for sustainability experts.
 - High impact users
 - High influence users
 - Team leaders
 - Fresh thinkers
 - Whole organisation
 - Leadership development





Objectives



- WBCSD
- Chronos
 - Objectives
 - Inside
 - Learnings
- Questions and discussion



Customizing options

Level	Description
1. Identity	The look and feel of Chronos can be aligned with the client's own brand and identity through the use of logos and welcome (and closing) messages from senior executives.
2. Content	Any or all content in Chronos can be made more relevant to client and industry sector. Obvious areas to develop include the beacon stories, role-plays, and texts relating to the client's corporate values, principles and business cases.
3. Delivery	Chronos can be delivered via the Internet or CD-ROM, or prepared for delivery on a corporate intranet. Chronos can also be prepared for integration within a corporate learning management system (LMS).
4. Back office	Back office facilities can be offered to clients wishing to track use of Chronos or analyse other forms of data collected (subject to our privacy policy).
5. Embedding	Advice can be provided on how to make Chronos part of the client's business and learning strategy through internal communication, integration with other learning programmes, and embedding in change initiatives.



BEIJING
Speciality.



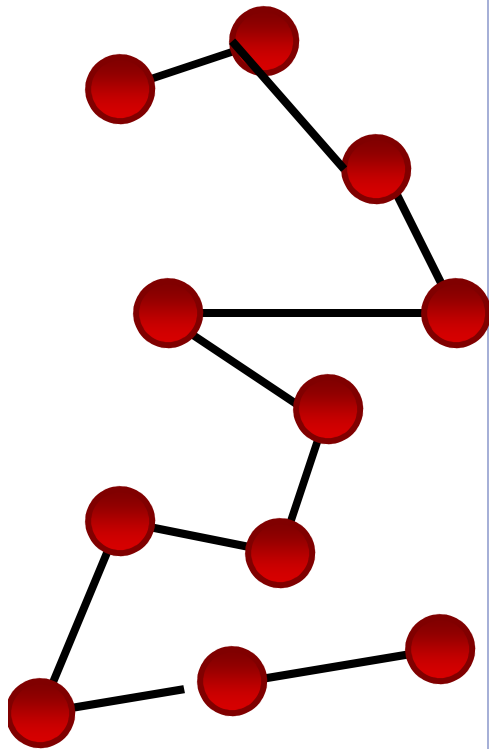
AMSTERDAM
Speciality



PARIS
Speciality



Content customisation tiers



1. Basic customisation
2. Intermediate customisation
3. Advanced customisation



Shell



Chronos

From Personal Values to Corporate Action

About Chronos

- Welcome
- You and your world
- You're in charge
- Making the case
- Making it happen
- Moving on

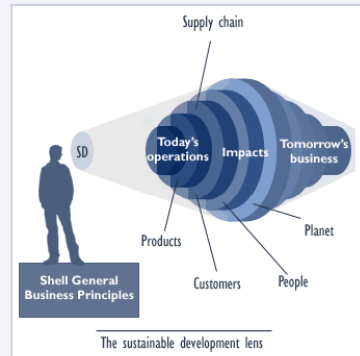
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Exit

Welcome

Perspectives

Shell's perspective



Click Menu to select another topic.

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Glossary

Shell's commitment to contribute to sustainable development is based on the conviction that business, for the sake of its own future, has an essential role to play in finding new ways of meeting present and future needs that are socially

Making it happen

How are we making it happen?

How we are making it happen?

In this topic you have the opportunity to hear directly from colleagues in different parts of Shell who have been successful in helping to translate SD into action. Click on one or more of the people below to follow the interviews.



Hazira (G&P)



Uganda (OP)

When you have finished click Menu to select another topic.

Exit

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Print

Glossary

Chronos

From Personal Values to Corporate Action



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From Personal Values to Corporate Action

You and your world

Making connections



Chronos

From Personal Values to Corporate Action

Your coffee, your computer

Take a look at your computer. Have you ever asked yourself how it was produced, what resources it consumes, and what happens to all the bits when you're finished with it?

[Click here to read the story of your computer.](#)

What about your coffee? You may be drinking a cup now, or about to make one when you finish this section.

[Click here to read the story of your coffee.](#)

And what about the fuel that drives your car?

[Click here to read the story of petrol.](#)

Have a look at the stories and test your knowledge about these everyday parts of your life.

Click Next to continue.



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Glossary

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Next



Heineken

Heineken
International

A customised version
for use by Heineken

Chronos[®]
From Personal Values to Corporate Action

About Chronos

Welcome
Beacons



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You and your

Showing the way

Rollover the symbols in the map for a quick summary, and click them to read the full story. Read just two or three if you are short of time.

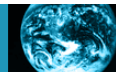


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You and your world

Heineken's values



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Our values and principles

Heineken aspires to leading financial, social and environmental performance. It feels part of the communities in which it operates, is aware of its social responsibilities and lives up to them.

Heineken supports fundamental human rights in line with the legitimate role of business. It contributes to the well-being of its employees and develops programmes to support them in integrity issues.

Heineken maintains a world-wide policy of compliance with local and international laws and regulations, and discloses information that is reliable and transparent.

Heineken's products are of the highest quality. It markets its brands responsibly and informs the consumer about responsible consumption.

Heineken exercises due care with respect to the environment and aims to reduce the use of natural resources and to minimise waste emissions. **Click Next to continue.**

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Moving on

Closing message

Han de Goederen

Congratulations on making it to the end of Chronos! But don't leave us yet.

Let's say you agree with the ideas in Chronos - that sustainable development presents a real opportunity for Heineken. Learning about the possibilities is the easy part. Putting them into practice is not so simple.

We invited **Han de Goederen**, Director, Corporate Affairs at Heineken, to explain more about Heineken's values in the area of sustainable development. Since starting his career at Heineken in 1973, Han has worked in Nigeria, Ghana, Sierra Leone and the USA, as well as the Netherlands.

[Click here to read what he had to say.](#)

Click Menu to select another topic.



Chronos
From Personal Values to Corporate Action



CSTP Chronos presentation, Jur

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Blended learning



- First layer of learning
- Variety of activities
- Individual / group
- Timing
- Workplans



Tools

Many Fortune 500 companies recognise the value of sustainable development, but few have managed to integrate it into everyday practices. More is needed to move sustainable development into the heart of organisations - its employees.

Chronos is an exciting and enjoyable e-learning tutorial on the business case for sustainable development. Chronos makes sustainable development relevant and meaningful equipping employees with the knowledge they need to put corporate priorities into practice.

To find out more or to buy Chronos, see www.sdchronos.org



Status



- 200,000 licenses to 200+ clients
- 15 company customizations
- Train the trainer and planning workshops
- Adopted by universities and learning institutions
- Reached out to unexpected clients such as INGOs, UN, development agencies
- Developed a range of implementation tools and support materials
- Undertaken translations into Brazilian, Portuguese & Spanish. Turkish, Chinese, Korean in process
- Inspiration for other tools

CSTP Chronos presentation, June 12th 2007



Some learnings



- Chronos is a tool its not a solution
- Customisation
- Blended learning
- Buy in from senior management
- Integration into overall SD strategy
- Connect back to work challenges
- Avoid siloing Chronos / SD
- Manage expectations
- Cultural acceptance varies
- Marketing

DEDICATED TO MAKING A DIFFERENCE

Thank you!

www.wbcasd.org



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