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www.VivianPartnership.co.uk
1. Who is Vivian Partnership Ltd

- Directors Ben and Dan Vivian established the company in May 2010 to deliver advice on a wide range of sustainability and communications services.
- Have worked with small and large companies on projects ranging from Integrated Management System development, Corporate Responsibility Management System review, Sustainable Development Report preparation, marketing & communications strategy development and carbon reporting.
- However earlier this year Dan departed for pastures new and Ben is continuing with developing work in environmental sustainability, communications, reporting and strategy.
2. Oomph Seminars

• We could all do with more oomph in our lives.
• When Vivian Partnership Ltd was created we wanted to do something a bit different, a bit more exciting. In particular bring together professionals that don’t normally talk to one another to create new ideas and ways to give sustainability some renewed energy.
2. Oomph Seminars

- Oomph Seminars is one of our creations. It’s very simple. We take a topic or issue and in two hours we give it a good shake up and pull out the really good stuff.
- In the process we get excited all over again – and give it some oomph
- We aim produce something that is of value to attendees.
- See more at: http://www.vivianpartnership.co.uk/oomph-seminar/
2 a) Why

- Environmental sustainability professionals have not made sufficient progress in the past decades since Silent Spring, why?
- Many events for professionals are too self-congratulatory and don’t challenge the status quo or received perceptions.
- Once we get involved in CSR the situation is even worse.
- There is too little dialogue between susaty professionals and others – especially marketing/communications.
2 b) How?

Oomph Seminars’ philosophy -
• minimise jargon
• try stuff
• celebrate any attempt
• if you don’t ask you’ll never know
• and above all, excite yourself
2 c) Who?

• People with something to offer and something to gain
• “Really enjoyed this morning. I have attended very few seminars over the past two years simply because they are all too similar, often the same speakers and follow the same theme. Today was most importantly enjoyable, interesting and got the brain cells working. I like small groups with variety of people and backgrounds”
2 d) What?

- Anything that needs a new and more dynamic approach.
- Sustainability is complex and multi-dimensional and so topic must be simple and scope specific
- Projects or issues that have got people stumped.
2 e) So what?

- Change the conversation and involve new voices and minds.
- Limit fantasy and focus on what can be done.
- Breakaway from the normal or perceived ways of doing things.
- Genuinely embrace continual improvement.
3. Outcomes

Yesterday's Oomph Seminars at Kyocera's excellent facility in the heart of London was one of the most stimulating yet and provided us all with some key insights from our own personal experiences. I think the point about our behaviours is just that, they are our's. Not anyone else's. Our rag-tag set of quirks and idiosyncrasies form who we are and if we want to change – it is really only ever going to be through our own desire to change that change will come. Unless we become a totalitarian state where choice is removed, we still have the freedom to choose and we
3. Outcomes

- Ideas that excite!
- Community with common experience
- Create focus with wider appeal