

The Language of Sustainability: Shouting But Not Being Heard

*A conference to launch the PARN and PP4SD **Environmental Sustainability** Special Interest Group (SIG)*

Date *27 April 2009*
Location *70 Grosvenor Street, 5th floor*
 London, W1K 3JP

Event format

Morning Session: Panel of speakers from different backgrounds discuss how their sector views and conveys sustainability.

Afternoon Session: Delegates break into groups to discuss the development of an 'Esperanto of Sustainability' which would cut across sectors and be accessible and inspiring for all groups

Sectors and Speakers Include

- ♦ **The business language of sustainability:** Eric Bichard, Author of *Positively Responsible: How Business Can Save the Planet*
- ♦ **The consultancy language:** David Fell, Director of Brook Lyndhurst Ltd and former Commissioner on the Mayor's Sustainable Development Commission
- ♦ **The science language:** Mark Everard, Author and Scientific Advisor with the Environment Agency
- ♦ **The government language**
- ♦ **The popular language:** Joe Ravetz, leading thinker on sustainability from the University of Manchester
- ♦ **Chair:** Arran Stibbe, Senior Lecturer in Linguistics at the University of Gloucestershire

*All delegates will get a **FREE** copy of PP4SD's new publication: **Thinking and acting sustainably: A model of a 21st century professional***

PRICE

*£100 for non-members
£60 for IES members
or members of
professional bodies
who are members of
PARN*



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