

CULTURAL IMMERSION PROGRAMME

A day and a half cultural immersion at our factory at
Scherpenzeel, the Netherlands, 5th-6th October 2011



mission



Mission Zero:
our promise to eliminate
any negative impact our company
may have on the environment
by the year 2020.

SUSTAINABILITY IN ACTION: CULTURAL IMMERSION PROGRAMME

Our Cultural Immersion Programme provides a unique opportunity to learn shoulder-to-shoulder from InterfaceFLOR experts who have applied various sustainability strategies across our company.

Location

This open day will be held at our factory in Scherpenzeel, the Netherlands and offers an extraordinary opportunity to embed into Interface's culture and share views and experiences with our managers and executives.

The programme includes a visit to our production lines, laboratories and offices to see life our latest environmental improvements.

Interface Nederland BV
Industrielaan 15, P. O. Box 300
3925 ZN Scherpenzeel
Netherlands

Content

InterfaceFLOR executives share operational realities and the business case behind InterfaceFLOR's commitment to "doing business in a way that protects and enhances the environmental, social, and economic fabric of our world." A plant tour includes structured and informal engagement with our managers who have developed innovative, practical, team-based approaches and designed Ecometrics to move towards Interface's "Mission Zero" goal.

Results

The participants will leave this immersion experience with:

- a common working definition of what a sustainable business is,
- a list of "quick hit" items that can be addressed immediately,
- a heightened awareness of the growth opportunities, and
- tactical resources to create integrated strategies that generate business value and corporate sustainability performance.

Client testimonials

"Visiting Interface and seeing the creativity applied to establish more sustainable practices made it undeniable that the rest of us can do the same. We don't have to spend time wondering if we can do something. Instead, we can move on to figuring out how."

"There is opportunity to put this in our innovation stream, supply chain. We can't make it the activity of the week or year."

"Having been through the sustainability cultural transformation at Interface, we understand the multi-faceted business process that must be catalyzed by executive leadership to produce lasting change in a corporation."

"This is very doable... I feel energized."

CULTURAL IMMERSION AGENDA

Learning from Interface's 16 years of Mission Zero journey

Time	Item	Where and How
WEDNESDAY 5TH OCTOBER		
14:00 – 14:15	Welcome & Introductions Geanne van Arkel, Sustainability & Communications	Boardroom, plenary
14:15 – 15:30	Sustainability at InterfaceFLOR: It is possible Ramon Arratia, European Sustainability Director	Boardroom, plenary
15:30 – 16:00	The power of sustainable design and innovation Miriam Turner, Innovation Director	Boardroom, plenary
16:30 – 17:00	Green Transport Mark Haverlach, European Controller Operations	Boardroom, plenary
Evening	Evening Dinner with Executives and Managers	Informal dinner
THURSDAY 6TH OCTOBER		
09:00 – 10:00	Operations and close loop models Ton van Keken, SVP Operations EMEAI Rob Heeres, Director European Manufacturing	Boardroom, plenary
10:00 – 11:00	Tour of the Factory	Factory
11:00 – 12:00	Aligning external and internal comms Ramon Arratia, Sustainability Director EMEAI	Boardroom, plenary
12:00 – 12.30	LUNCH	
12.30 – 13:00	Strengths based culture Luuk de Jong, HR&OD Director, EMEAI	Boardroom, plenary
13.00 – 13.30	Wrap-up & Personal reflections All	



WE KNOW THE TERRITORY

When venturing into new territory it's good to have an experienced guide. With more than 15 years of experience putting sustainability theory into practice, InterfaceRAISE has the knowledge and insight to chart a smart and successful course for your organization. The sustainability journey never ends, and our world-class experts can help you:

- pick the path that's right for you;
- avoid common pitfalls;
- identify a smart course to improve your bottom line; and
- get your organization exactly where you want it to go.

Whatever your objectives, count on us to see you through.

CASE STUDY

EXECUTIVE CULTURAL IMMERSION

Situation

- The housing industry was facing an unprecedented downturn, further complicated by the sub-prime credit crisis and turmoil in the financial markets
- A report analyzing sustainability in the home building industry, issued by an investment management firm and a non profit research group, signified growing interest from investors and the public
- No company had established themselves as the sustainability leader in the home building industry

Challenge

- A US\$6B home builder, was experiencing the negative impacts of a struggling industry
- Given the business climate within the industry, it was critical that any new focus on sustainability be linked with key efficiency and productivity issues, and not become a distraction
- The company sought to genuinely distinguish themselves from their competitors by becoming the first name in sustainability and reaping both the operational and marketplace benefits

Action

- Conducted experiential and interactive two-day programme at Interface production facilities in Atlanta, GA with the company's senior leadership
- Led tour through operations with Interface executives to show attendees what sustainability looks like in action and explain its advantages
- Administered a pre- and post-programme survey measuring sustainability comprehension and perspectives
- Developed a common working definition of a sustainable business, a list of "quick hit" items that could be addressed immediately, and a heightened awareness of the growth opportunities

Result

- The company's leadership discovered their potential quick wins, yet also saw the long-term possibilities
- InterfaceRAISE produced a report with a detailed list of quick wins and next steps
- The company utilized both the experience and the report to kick-off its sustainability efforts to simultaneously grow revenue and reduce waste throughout its products and operations
- Advanced the leadership's understanding of sustainability to see it strategically and tactically applied to a business rather than only learn about it in theory
- Client: *"More than anything it's so much easier for people to understand what you're trying to accomplish when they see it in action versus just telling them about it. That had the biggest impact. It made the picture come to life for people."*

BOOK YOUR PLACE NOW!

There are limited places for the October 5th-6th Cultural Immersion Programme. We are looking for a maximum of 30 people.

The programme fee is £1,500 per attendant.
Group discounts may apply.

For further information about the programme and for booking a place please contact:

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The possibilities of sustainability are simply endless.

