

Maastricht School of Management: One-Day Lecture and Lab Format

Environmental Management for South-East Asia - Maastricht School of Management, Regional Institute of Environmental Technology, Asian Productivity Organization and AEC-Open Learning University

One-day program forming part of a learning module focused on environmental management and conservation. One Lab cycle of Transformation was utilized to emphasize lecture points on integration of environmental factors into existing management structures and corporate responsibility. The importance and need for corporations to set a sustainable development focused strategy, with full accountability held at all functional levels of the organization was emphasized. The bottom-line value-added interactions with stakeholders, communities, governments, non-government organizations and employees were easily illustrated when participants engaged in the Transformation Lab portion of the session.

All of the participants were from developing nations and many were from governmental organizations. At the completion of the session participants had formulated specific ideals on how their organizations could find opportunities to work with industry on integration issues as well as assist them in setting responsible strategies that will add value - socially and environmentally - to their country's economy and to their own bottom-line.