

Australian sustainability firm only Australian advisors to participate in exclusive World Economic Forum roundtable

The Shaper Group have been invited to join an innovative World Economic Forum roundtable, representing Australia as expert advisors on sustainable business practices.

The World Economic Forum's *Driving Sustainable Consumption* roundtable, to be held in New York, October 2009, will bring together major global players from a cross-section of industries to discuss sustainable consumption.

One of Australia's top sustainability experts, Dan Atkins from the Shaper Group, an Australian sustainability advisory firm, will provide insight on how to develop sustainable and profitable business models for the new economy.

Global companies involved in the *Driving Sustainable Consumption* project include:

Nike	Best Buy	Dow Chemical Company	Deloitte
Unilever	Novozymes	DHL Deutsche Post	Autodesk
SC Johnson	Edelman	Geo Post	Sealed Air
TNT	SAS	Saatchi & Saatchi	Agility
	Shaper Group		

The Forum's *Driving Sustainable Consumption* project explores the role of each industry in realising systemic solutions for sustainable value chains through collaborative innovation. Consolidating discussions on sustainability from a global set of experts, the project looks to make sustainable consumption and production relevant to industry, establish a common vision for sustainable business and develop tangible, shared tools to place sustainability at the heart of business models for industries at all stages of the supply chain. Outcomes will be presented at a series of major sessions at the World Economic Forum's Annual Meeting in Davos-Klosters, Switzerland in January 2010, with the goal of ultimately influencing the mindsets and behaviours of CEOs around the world.

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