



PE INTERNATIONAL
EXPERTS IN SUSTAINABILITY

Business Success through Sustainability: Harness current market trends to improve your business

**Stuttgart, June 16th 2011 – Thought leadership WEBINAR from sustainability expert
PE INTERNATIONAL**

It may seem like hard work integrating sustainability into your company's strategic plan. It's not enough to reduce carbon and gain certifications. Primarily you have to win over your peers and bosses. Managers are increasingly facing the challenge of convincing upper management levels and are struggling to prove that their sustainability strategy is both achievable *and* something that will actually add value to the business.

So, as senior sustainability professionals, don't miss out on this exclusive webinar taking place on **June 29th at 4pm - 5pm CET (3pm - 4pm BST)**. This one hour long masterclass will look at ways of engaging with senior management to take away any uncertainty they may have about the ROI and business value of a sustainability plan.

David Metcalfe, Director of leading sustainability analyst firm Verdantix and John Heckman, Managing Director of PE INTERNATIONAL, Inc. based in North America, one of the market leaders in enterprise sustainability solutions and strategic consulting services, will demonstrate how to avoid the pitfalls and problems that sustainability professionals face when building a business case for their initiatives.

"All too many sustainability plans and initiatives fail to become reality because the CEO, CFO or CIO does not buy in to the project," says John Heckman. "David and I will aim to show how the right strategy and tools can help you set realistic and achievable targets, evaluate investments and produce the numbers that stakeholders really care about."

The webinar will also be an opportunity for participants to engage with peers and industry experts; catch up on industry-wide best practice and learn from the experience PE INTERNATIONAL has gained over the course of 1,500 successfully completed projects. All attendees will receive an exclusive free copy of PE INTERNATIONAL's white paper 'Ten insider tips for building the business case for sustainability'.

This must-see webinar is completely free of charge – all you need is a web browser and an Internet connection to join the online debate. Register today on <https://www1.gotomeeting.com/register/141328281> to secure your place at this important event.



PE INTERNATIONAL
EXPERTS IN SUSTAINABILITY

About PE INTERNATIONAL

PE INTERNATIONAL is a leader in software solutions, strategic consultancy and extensive services in the field of sustainability. With 20 years of experience and 20 offices across the globe, PE INTERNATIONAL serves more than 1,500 customers including Allianz, Bayer, Daimler, Levis Strauss, Motorola, Deutsche Post DHL, Siemens, HP, Intel, Timberland, Toyota Volkswagen, BP, Cisco, Eastman Chemical, ExxonMobil, GM, Herman Miller, Kraft Foods, and more. For more information: www.pe-international.com

Press contact

Miriam Mann
Head of Corporate Communications
Email: m.mann@pe-international.com