



SOLIDWORKS Seminar

Green Design & Sustainable Business



Date: 25 May 2011 (Wed)

Time: 2:00 pm – 5:15 pm

Venue: Conference Hall 01, Hong Kong Science Park

(G/F., Core Building 1, Phase 1, Hong Kong Science Park, Shatin, N.T.)

Free registration!



Keynote Speaker

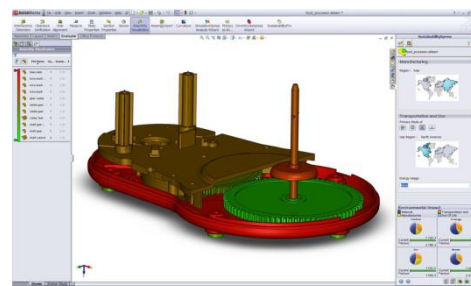
Asheen Phansey

Product Manager, Sustainability, SolidWorks Corp.



“Green Design & Sustainable Business” topics include

- How sustainability **creates business value**
- Introduction to six **sustainable innovation methods**
- Life Cycle Assessment: The **ISO 14040** LCA process



Registration Form

Company Name: _____

Participant (1): (Name) _____ (Title) _____

(Email) _____ (Tel) _____

Participant (2): (Name) _____ (Title) _____

(Email) _____ (Tel) _____

Please fill and fax to **(852) 2425 8098**. Deadline: 24 May 2011.

Please visit **www.ict.com.hk** or call **(852) 2425 8136** / email to **marketing@ict.com.hk** for event detail



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Keynote Speaker

Asheen Phansey

Product Manager, Sustainability, SolidWorks Corp.

Asheen serves as the first Sustainability Product Manager and corporate sustainability leader for SolidWorks Corporation. SolidWorks makes leading CAD and simulation software (more than a million licenses worldwide), and has pioneered an exciting real-time environmental impact design dashboard in partnership with LCA heavyweight PE International.

Asheen is first a sustainability guy. His expertise includes biomimicry (nature-inspired design), product lifecycle stewardship, sustainable business models, and green marketing. His prior consulting work includes ecological product stewardship for Avery Dennison, green marketing strategy for the Conservation Law Foundation, and sustainable business expertise for Environmental Defense Fund (EDF).

Asheen has traveled the world giving talks on sustainable innovation, including guest-lecturing for Hunter Lovins at the Presidio School of Management; delivering the 2009 Sutton Lecture for the International Center for Ethics in Business in Lawrence, Kansas; and speaking at the IE Social Enterprise Forum in Madrid. As an Adjunct Professor at Babson College, Asheen's innovative MBA courses in Sustainable Entrepreneurship and Green Marketing have received acclaim in BusinessWeek and The Economist.

Asheen holds a BS in Chemical Engineering from Cornell University and an MBA from Babson College. He has been certified as a Biologist at the Design Table by the Biomimicry Institute, and has served on the executive leadership team of the Boston professional chapter of Net Impact since 2007.

Event Agenda

Time	Session
1:30-2:00	Registration
2:00-2:30	Sustainability and Sustainable Business A. Overview of global environmental concerns B. How sustainability creates business value C. Stages of maturity for corporate sustainability practices
2:30-3:00	Sustainable Design and Innovation A. Introduction to six sustainable innovation methods B. Overview of environmental assessment tools C. The three levels of Green Design, with examples in SolidWorks Sustainability
3:00-3:30	Life Cycle Assessment A. The ISO 14040 LCA process
3:30-3:45	Break
3:45-4:30	Life Cycle Assessment B. Screening-level LCA using SolidWorks Sustainability C. Hands-on LCA exercise
4:30-5:00	SolidWorks Sustainability Demonstration
5:00-5:15	Question & Answer Session