

# Chronos<sup>®</sup>

From Personal Values to Corporate Action



**Chronos<sup>®</sup>** is an exciting new e-learning tutorial on the business case for sustainable development, designed to equip employees with the knowledge they need to deliver on corporate priorities.

# From principles to practice

**A sound sustainable development strategy can create business value. It can improve the financial performance of a company, reduce its operating costs, enhance its brand image and reputation, and improve its productivity. And of course it can contribute significantly to the welfare of society and the environment.**

Many Fortune 500 companies recognise this, but few have managed to integrate sustainable development thinking into their everyday business practice. Company visions, principles and policies play an important role, but more is needed to move sustainable development into the heart of the organisation – its employees.

Real opportunities await those companies willing to embrace sustainable development, and yet the topic is not easily communicated. That is why we have developed Chronos® – a concise, motivating e-learning tutorial on the business case for sustainable development.



# Does my company need Chronos®?

Take a look at the following questions to decide how your company would benefit from Chronos.

**1** Who receives sustainable development training in your organisation?

The usual targets for sustainable development training are staff in environmental roles, senior decision makers and new employees, yet in reality the ideas affect everybody's work. The challenge is to move sustainable development out of its specialist box into the mainstream – to make it relevant and meaningful to a much larger number of employees. This is where Chronos® fits in. Accessible on the Internet, and soon available on CD-ROM, Chronos® can be deployed at all levels across your organisation at low cost.

**2** What does your current sustainable development training look like?

Many training programmes on sustainable development focus on particular areas of the debate – sometimes very well. But dealing separately with issues like environmental management, employee welfare and innovation misses the opportunity to present an integrated strategy. Over-simplifying the issues should also be avoided as this can lead to poor strategies or complacency. Preparing employees for complexity should be a goal of any training course on sustainable development. Chronos® takes full account of this.

**3** Does your training help to produce sustainable development leaders?

Sustainable development, the integration of social, economic and environmental performance, looks easy on paper. In reality, the line between sustainable and unsustainable business performance is often blurred, with each stakeholder taking a different view. Experience and judgement are key factors in decision-making, and neither is a guaranteed outcome of conventional training. That is why Chronos® encourages learners to reflect on personal experiences and experiment with decisions to prepare themselves for real situations.

# What makes Chronos® different?

- Draws on the experience of many of the world's largest companies
- Is informed and influenced by both business and non-business voices
- Shows how social and environmental performance creates business value
- Challenges employees to find win-win solutions in difficult circumstances
- Tests an employee's ability to make the case for sustainable development
- Bridges the gap between personal values and corporate action
- Uses a range of training methods to appeal to individual learning styles
- Can be made available quickly, widely and cost-effectively

Chronos® has been designed to make sustainable development relevant and meaningful to the everyday work of employees by equipping them with the competence and knowledge they need to deliver on corporate priorities. We believe that every employee can find their own route into the sustainable development debate, and from there make the bold leap into sustainable business practices.



# Ordering Chronos®



Quantity	WBCSD member price*		Non-member price	
Single user	\$80		\$80	
Pack of 5	\$200	(\$40 each)	\$400	(\$80 each)
Pack of 10	\$300	(\$30 each)	\$600	(\$60 each)
Pack of 50	\$1,000	(\$20 each)	\$2,000	(\$40 each)
Pack of 100	\$1,500	(\$15 each)	\$3,000	(\$30 each)
Pack of 500	\$5,000	(\$10 each)	\$10,000	(\$20 each)
Pack of 1,000	\$7,500	(\$7.50 each)	\$15,000	(\$15 each)
Pack of 5,000	\$25,000	(\$5 each)	\$50,000	(\$10 each)
Pack of 10,000	\$37,500	(\$3.75 each)	\$75,000	(\$7.50 each)
Pack of 50,000	Price on request		Price on request	
Pack of 100,000	Price on request		Price on request	

\* including not-for-profit organisations

Licences are sold per individual learner for lifetime use, or until the product is withdrawn.

Prices do not include taxes, shipping or handling.

In developing Chronos® our aim was to communicate the business case for sustainable development to as many people as possible, which is why we offer it at very low cost. The online version of Chronos® is now available, and will be shortly followed by CD-ROM and customised versions. Chronos® updates will be sold separately. Chronos® is sold in variable-quantity packs ranging from 5 to 100,000. Single licences are also available.



Chronos® can be purchased at  
[www.sdchronos.org](http://www.sdchronos.org)

“Our commitment to sustainable development has little weight unless our employees are on board. Chronos is an excellent tool for communicating sustainable development goals throughout the company.”

**Lise Kingo, Executive Vice President  
Stakeholder Relations,  
Novo Nordisk**

## About the partners

Chronos® was developed through a unique partnership between the World Business Council for Sustainable Development (WBCSD) and the University of Cambridge Programme for Industry (CPI). It combines the international experience of the world’s leading business voice on sustainable development with the renowned quality of Cambridge University.



“Chronos is a fast and engaging way to disseminate these vital ideas to our employees; I am very pleased with how Chronos has turned out. The fact that it can be customised for our needs is an added bonus.”

**Dr. David Russell,  
Sustainable Development,  
The Dow Chemical Company**

[www.sdchronos.org](http://www.sdchronos.org)



World Business Council for  
Sustainable Development



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