

**Innovation:**

**Definition**

**Activities for change**

**The best industry practices &  
technologies to achieve sustainable  
development**

**3 “I’s”: infrastructure, incentives  
and innovations**

## **Examples:**

**Cases emailed to BASD – then selection  
SMEs in Joburg – how to invite them**

## **Major change toward SD:**

**Sept. 11<sup>th</sup> NY, mergers in Cies, or new governm  
Innovation is essential!!**

Innovation....

## Business Communications

business must manage its messages = key to success

Target:

public, clients, consumers through media,  
not necessarily governments

How:

press conferences  
daily issues agenda  
effective stage managed  
CD's/ A's instead of papers  
Top CEO's/jointly

Exhibition:

Not in favor – 30 miles away – waste of effort

**Key:**

**Simplicity in all our messages**