



**Sustainable Futures with Professor Jay Friedlander
Wednesday 6 November 2019
Workshop Wrap Up**

The Victorian Local Governance Association (VLGA), in partnership with Central Queensland University, hosted Professor Friedlander, from the [College of the Atlantic](#), an [Ashoka U Changemaker Campus](#) on 6 November 2019 to provide an outline of his work on [the Abundance Cycle](#). This work aims to equip organisations who want to embed the [United Nations Sustainable Development Goals \(SDG\)](#) across some, or all, their operations.

During the two-hour workshop, attended by councillors, council staff and social entrepreneurs, Professor Friedlander outlined the critical steps of his Abundance Cycle, including:

1. Changing people's perspectives on change – to engage with stakeholders on common issues of concern and to re-shape the conversation.
2. Building on strength to explore and unlock opportunities – find willing champions and focus initially on activities with low effort and high impact.
3. Develop tactics and measurements – to seek out collaborative exchange with a focus on the 3Ps: People, Profit and Planet.

The workshop also provided a great opportunity for attendees to network and exchange ideas.

As part of VLGA's strategic plan in providing [local government support and good governance leadership councils](#), this and other workshops, events and training are open to member council staff and councillors. A full list of our upcoming events can be accessed via the [VLGA website](#).

ENDS: