

WWF and IMD introduce One Planet Leaders (OPL)

LAUSANNE, SWITZERLAND: In terms of population, the world is growing, yet in terms of resources it simply remains planet earth. The most recent data shows that the earth's bio-capacity is being exceeded by 50 %. Hence the WWF and IMD joint executive education One Planet Leaders (OPL) program.



It currently takes 1.5 planets to keep up with current demands on natural resources and projections for 2030 estimate that it will then take two planets to cover humanity's demand. Because there is just one planet earth to address growing challenges, WWF and IMD announced their joint efforts, presenting a new executive education program called One Planet Leaders (OPL).

At an informational session held at IMD, OPL program directors Michael Yaziji, IMD professor of strategy, and Carolina Moeller, head of business education for WWF International, outlined the program's unique attributes.

"Many business leaders recognise the need to respond to the sustainability challenge but do not know how to turn it to their advantage and use it to drive value creation," Yaziji said.

Created on the principle that business leaders can make a positive contribution to the planet's well-being, OPL takes on a mission to help businesses shift to sustainable practices.

"WWF believes that it will take knowledge, skills and motivation to drive change. That's why we are teaming with IMD. OPL will offer the world's best sustainability training. It's our vision to inspire a new generation of responsible leaders," Moeller said.

OPL will be offered twice a year, with the first modules set for spring and autumn 2011.

Learn more about [One Planet Leaders](#).