

# Certified Sustainability Practitioner Program

*Advanced Edition 2020*

## **Agenda Day 1**

	<b>MODULES</b>
<b>08:30 – 9:00</b>	<b>Check-In</b>
<b>09:00 – 11:00</b>	<b>MODULE 1: Sustainability (CSR) and the Business Case for Adoption</b> <ul style="list-style-type: none"> <li>▪ CSR &amp; Sustainable Development Concepts</li> <li>▪ Definitions and Interpretations of Sustainability (CSR)</li> <li>▪ The Business Case for Sustainability</li> <li>▪ Sustainability (CSR) Related Risks</li> </ul>
<b>11:00 – 11:15</b>	<b>Coffee Break</b>
<b>11:15 – 12:00</b>	<b>MODULE 1: Sustainability (CSR) and the Business Case for Adoption</b> <ul style="list-style-type: none"> <li>▪ Case Studies: Facebook, VW, Nestle, Qatar 2022</li> <li>▪ Circular Economy</li> <li>▪ Step by Step methodology to integrate Sustainability and maximize value creation</li> </ul>
<b>12:00 – 12:30</b>	<b>MODULE 2: Current Global &amp; Local Legislation for CSR and GHG Emissions</b> <ul style="list-style-type: none"> <li>▪ The Sustainable Development Goals for 2030</li> <li>▪ COP21</li> <li>▪ Local Legislation and Regulations for GHG Emissions and Sustainability (CSR)</li> <li>▪ Global Overview and Trends</li> </ul>
<b>12:30 – 13:15</b>	<b>Lunch</b>
<b>13:15 – 15:00</b>	<b>MODULE 3: Sustainability Strategy &amp; Most Widely Used Standards &amp; ESG Ratings</b> <ul style="list-style-type: none"> <li>▪ The Importance of Stakeholders</li> <li>▪ How to Create a Strategy and Engage with the Stakeholders</li> <li>▪ Exercise: Identifying Organizational Stakeholders &amp; Corporate Risks</li> <li>▪ Case Studies</li> <li>▪ Certified B Corporation</li> <li>▪ ESG Ratings (CSRHUB, Dow Jones Sustainability Index)</li> </ul>
<b>15:00 – 15:15</b>	<b>Coffee Break</b>
<b>15:15 – 17:15</b>	<b>MODULE 3: Sustainability Strategy &amp; Most Widely Used Standards &amp; ESG Ratings</b> <ul style="list-style-type: none"> <li>▪ Sustainability Strategies and Scorecard</li> <li>▪ The Importance of SROI</li> <li>▪ Exercise: Social Impact</li> </ul> <b>MODULE 4: Responsible Communication and How to Avoid Green &amp; Blue Washing</b> <ul style="list-style-type: none"> <li>▪ Responsible Communication</li> <li>▪ Green and Cause-Related Marketing</li> <li>▪ How to Avoid Green &amp; Blue Washing</li> <li>▪ How to Avoid SDG Washing</li> <li>▪ Best Practices for Communication</li> </ul>
<b>17.30</b>	<b>Networking Cocktail*</b> <i>*Based on Venue availability</i>

## Agenda Day 2

MODULES	
08:30 – 09:00	Meeting with instructor to clarify specific content issues
09:00 – 09:45	Pre- Course Assignment Presentation
09:45 – 11:00	<p><b>Sustainability (CSR) Simulation</b></p> <p><b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b></p> <ul style="list-style-type: none"> <li>▪ Sustainability and Supply Chain</li> <li>▪ Standards Applied to Supply Chain</li> <li>▪ Carbon Reduction and CDP</li> </ul>
11:00 – 11:15	<b>Coffee Break</b>
11:15 – 12:30	<p><b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b></p> <ul style="list-style-type: none"> <li>▪ The Importance of LCA</li> <li>▪ Case Study: Apple</li> <li>▪ Carbon Offsetting</li> </ul>
12:30 – 13:15	<b>Lunch</b>
13:15 – 15:00	<p><b>MODULE 6: Sustainability (CSR) Reporting Based on GRI and other ESG Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ Steps for Sustainability Report Creation</li> <li>▪ Sustainability Reporting Trends</li> <li>▪ Exercise: Materiality</li> <li>▪ The New GRI STANDARDS</li> </ul>
15:00 – 15:15	<b>Coffee Break</b>
15:15 – 16:30	<p><b>MODULE 6: Sustainability (CSR) Reporting Based on GRI and other ESG Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ External Assurance</li> <li>▪ Good Practices for Sustainability Report Communication</li> <li>▪ Case Study and Exercise: Understanding Reporting</li> <li>▪ Integrated Reporting &amp; SASB</li> <li>▪ Return on Sustainability (RoS) Framework</li> <li>▪ Sustainability Trends</li> </ul>
16:30 – 16.45	<p><b>Brief Self-Assessment – Discussion</b></p> <p><b>Practitioner Assignment: Mandatory for Becoming a Certified Sustainability Professional</b></p>