Sustainability Essentials: Driving Business Value & Impact

2027 □□□□□□ 28 – 24
Jeddah (KSA)



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Ref: 20222484_233852 Duration: Jeddah (KSA) Fees: 4200 GBP

Why This Course

Sustainability has become a strategic priority for organizations seeking long-term growth, stronger stakeholder trust, operational efficiency, and responsible business performance. Today, businesses are expected to reduce environmental impact, address social responsibilities, manage ESG risks, and create value in ways that support both profitability and sustainable development.

This comprehensive 1-week Business Sustainability Training program equips participants with practical knowledge and tools to integrate sustainability into business strategy, operations, innovation, reporting, and decision-making. The course covers sustainability fundamentals, the triple bottom line, global frameworks, sustainable business models, circular economy, supply chains, green marketing, resource efficiency, carbon accounting, ESG, sustainable finance, climate risk, and emerging technologies. Through case studies, practical exercises, and action planning, participants will learn how to develop sustainability initiatives that create measurable business and social value.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of sustainability and its relevance to business success.
- Explore environmental, social, and economic dimensions of sustainability.
- Analyze global sustainability challenges and their impact on organizations.
- Understand the business case for sustainability and long-term value creation.
- Apply key frameworks and standards such as SDGs, GRI, and SASB.
- Develop sustainability strategies aligned with business goals.
- Explore sustainable business models and circular economy applications.
- Use sustainability-driven innovation in products, services, and operations.
- Apply sustainable supply chain, green marketing, and stakeholder engagement practices.
- Improve resource efficiency and sustainable operations.
- Measure sustainability performance using KPIs, metrics, and carbon accounting.
- Communicate sustainability performance through reporting and stakeholder communication.
- Explore ESG investing, sustainable finance, climate risk, and emerging technologies.



The Program Flow

Day 1: Foundations of Business Sustainability

- Understand core sustainability concepts and the triple bottom line.
- Explore global sustainability challenges and their business implications.
- Analyze how sustainability can reduce risk and create competitive advantage.
- Understand the business case for sustainability.
- Review key sustainability frameworks and standards, including SDGs, GRI, and SASB.

Day 2: Sustainability Strategy and Innovation

- Develop sustainability strategies aligned with business objectives.
- Explore sustainable business models and value creation opportunities.
- Apply circular economy principles to reduce waste and improve resource use.
- Use sustainability as a driver of innovation.
- Develop sustainable product and service design approaches.

Day 3: Implementing Sustainability Across Business Functions

- Apply sustainable supply chain management practices.
- Develop green marketing and stakeholder engagement approaches.
- Improve sustainable operations and resource efficiency.
- Engage employees in sustainability initiatives.
- Build green workforce practices that support organizational culture and performance.

Day 4: Measuring and Reporting Sustainability Performance

- Define sustainability metrics and key performance indicators.
- Apply carbon accounting and carbon management concepts.
- Measure environmental, social, and governance performance.
- Understand sustainability reporting and assurance practices.
- Communicate sustainability efforts clearly and credibly to stakeholders.

Day 5: Future Trends and Practical Application

- Explore emerging technologies for sustainability, including AI, blockchain, and IoT.
- Apply climate risk assessment and mitigation strategies.
- Understand ESG investing and sustainable finance trends.
- Identify future opportunities in sustainable business practices.
- Develop a practical sustainability action plan for the organization.



Individual Impact

- Build confidence in understanding and applying sustainability principles.
- Strengthen strategic thinking around sustainability, ESG, and business value.
- Improve skills in sustainability planning, implementation, and reporting.
- Gain practical tools for stakeholder engagement and internal communication.
- Develop the ability to identify sustainability opportunities across business functions.

Work Impact

- Support integration of sustainability into business strategy and operations.
- Improve resource efficiency and reduce environmental footprint.
- Strengthen ESG performance, reporting, and stakeholder confidence.
- Drive innovation through sustainable products, services, and business models.
- Reduce sustainability-related risks while supporting long-term profitability.

Training Methodology

This program combines sustainability concepts with practical business application through:

- Case studies on sustainable business transformation.
- Sustainability strategy and action planning workshops.
- Circular economy and innovation exercises.
- Sustainable supply chain and stakeholder engagement activities.
- Carbon accounting, metrics, and reporting practice.
- Climate risk, ESG, and sustainable finance discussions.

Beyond the Course

Upon completion, participants will be able to:

- Develop sustainability strategies aligned with business objectives.
- Identify and implement sustainability initiatives that create business value.
- Apply sustainability frameworks and tools across organizational functions.
- Measure, report, and communicate sustainability performance effectively.
- Engage stakeholders and employees in sustainability efforts.
- Lead practical sustainability actions that support innovation, resilience, and long-term growth.

