

€ TRAINING

Sustainable Business Strategy



29 July - 2 August 2024
Casablanca (Morocco)
New Hotel



Sustainable Business Strategy

REF: ST2326 DATE: 29 July - 2 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program explores sustainable business strategies, focusing on integrating sustainability into core business practices to achieve long-term success. It empowers participants to develop innovative strategies that drive profitability while promoting environmental stewardship and social responsibility.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles of sustainable business strategy and its importance in today's market.
- Analyze the environmental, social, and governance ESG factors that impact business performance.
- Develop and implement sustainable practices across various business functions.
- Evaluate case studies of successful sustainable business models and strategies.
- Foster a culture of sustainability within their organizations.

Targeted Audience:

- Business leaders and executives.
- Sustainability professionals.
- Strategy and planning managers.
- Corporate social responsibility CSR managers.
- Environmental and operations managers.

Program Outline:

Unit 1:

Principles of Sustainable Business Strategy:

- Understanding sustainable business strategy.
- Key drivers of sustainability in business.
- Integrating sustainability into core business functions.

- Stakeholder engagement and sustainable decision-making.
- The role of leadership in promoting sustainability.

Unit 2:

Environmental, Social, and Governance ESG Factors:

- Overview of ESG factors and their importance.
- Identifying and managing environmental risks and opportunities.
- Social impact and corporate responsibility.
- Governance practices that support sustainability.
- ESG reporting and compliance.
- Best practices for integrating ESG into business strategy.

Unit 3:

Developing Sustainable Business Models:

- Innovative business models for sustainability.
- Circular economy and resource efficiency.
- Sustainable supply chain management.
- Product and service innovation for sustainability.
- Evaluating and adapting business models for sustainability.

Unit 4:

Implementing Sustainable Practices:

- Strategies for implementing sustainability initiatives.
- Overcoming challenges in sustainability implementation.
- Measuring and reporting on sustainability performance.
- Tools and frameworks for sustainable management.
- Employee engagement and sustainability training.

Unit 5:

Creating a Culture of Sustainability:

- Building a culture that supports sustainability.
- Leadership and change management for sustainability.
- Encouraging innovation and continuous improvement.
- Communicating sustainability goals and achievements.
- Engaging employees and stakeholders in sustainability efforts.
- Case studies on creating a sustainable organizational culture.