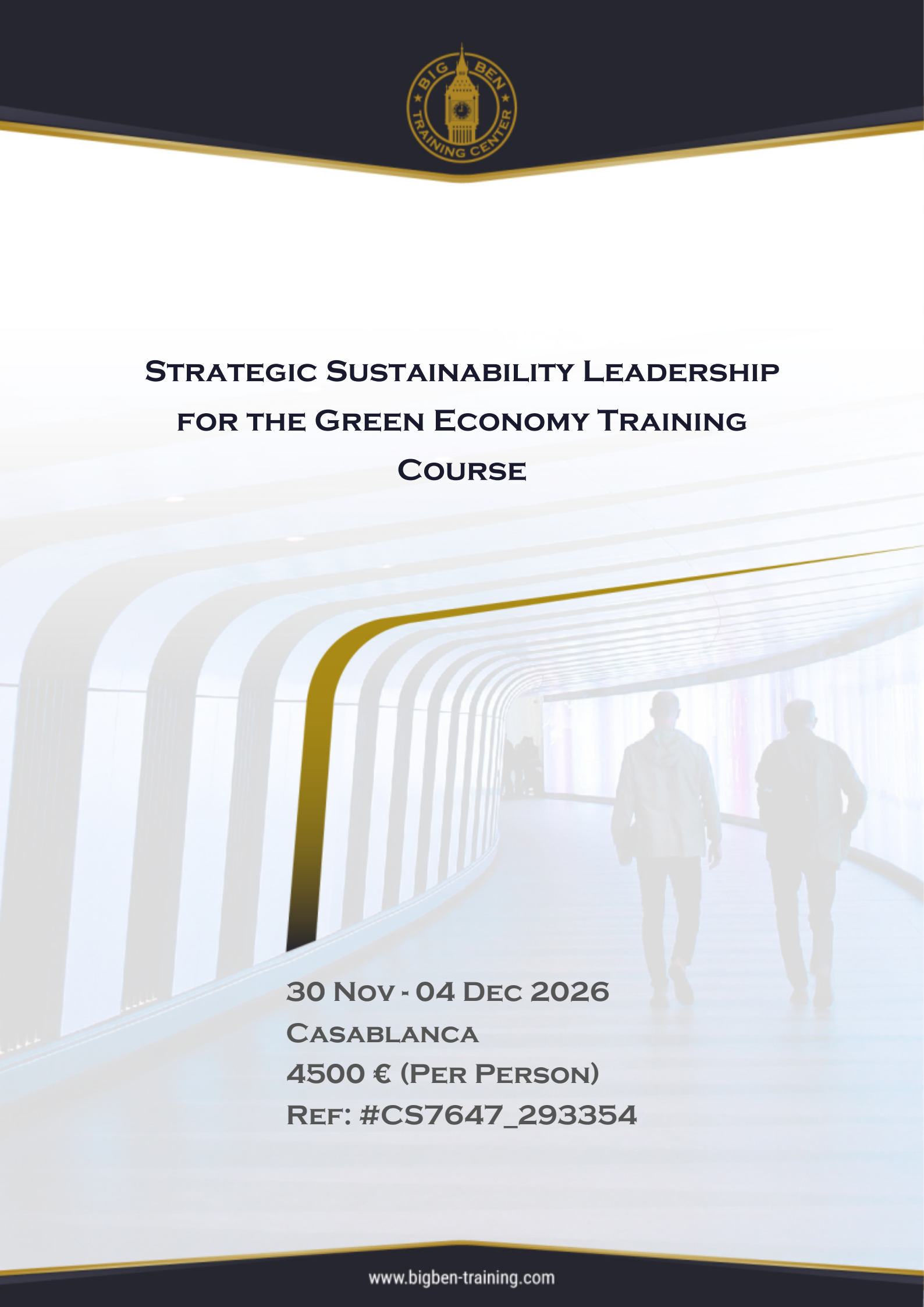
Strategic Sustainability Leadership for the Green Economy Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS7647_293354

Course Introduction / Overview:

The role of the Chief Sustainability Officer (CSO) has evolved from a niche corporate function to a critical C-suite position, central to long-term value creation and risk management. This transformation reflects a global shift towards a green economy, where environmental, social, and governance (ESG) performance is inextricably linked to financial success. This intensive training course is designed to equip current and aspiring leaders with the strategic acumen to navigate this complex landscape. We will explore the foundational principles of sustainability, drawing on the influential work of academics like John Elkington, who pioneered the 'triple bottom line' concept. Participants will delve into practical frameworks for integrating sustainability into core business strategy, as detailed in seminal texts like "Green Swans: The Coming Boom in Regenerative Capitalism". At BIG BEN Training Center, we provide a comprehensive curriculum that moves beyond compliance, focusing on leveraging sustainability as a driver for innovation, competitive advantage, and resilient growth. This program offers a roadmap for developing and implementing robust green economy strategies, ensuring your organization is prepared for the challenges and opportunities of a sustainable future.

Target Audience / This training course is suitable for:

- Chief Sustainability Officers (CSOs) and aspiring CSOs.
- C-Suite Executives (CEOs, CFOs, COOs) and Board Members.
- Directors and Senior Managers of Sustainability, ESG, and CSR departments.
- Corporate Strategy and Business Development Professionals.
- Risk Management and Compliance Officers.
- Investment Professionals and ESG Analysts.
- Operations and Supply Chain Managers.
- Public Sector Leaders and Policymakers in environmental and economic agencies.

Target Sectors and Industries:

- Financial Services and Investment Banking.
- Energy, Utilities, and Renewable Resources.
- Manufacturing and Industrial Goods.
- Technology and Telecommunications.
- Consumer Goods and Retail.
- Real Estate and Construction.
- Transportation and Logistics.
- Governmental bodies and public sector organizations.

Target Organizations Departments:

- Executive Leadership and Board of Directors.
- Sustainability and Environmental, Social, and Governance (ESG).
- Corporate Strategy and Planning.
- Finance and Investor Relations.
- Operations and Supply Chain Management.
- Risk Management and Compliance.
- Legal and Corporate Affairs.
- Human Resources and Corporate Communications.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a comprehensive corporate sustainability strategy aligned with green economy principles.
- Integrate ESG criteria into corporate governance, risk management, and financial planning.
- Lead organizational change to foster a culture of sustainability and innovation.
- Analyze and apply major sustainability reporting frameworks like GRI, SASB, and TCFD.
- Develop effective stakeholder engagement strategies to build trust and collaboration.
- Master the principles of the circular economy to redesign business processes.
- Evaluate and implement sustainable finance and green investment opportunities.
- Communicate the value of sustainability initiatives to investors, customers, and regulators.
- Measure and manage an organization's carbon footprint and develop decarbonization roadmaps.
- Anticipate future trends and regulatory changes in the global sustainability landscape.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that strategic leadership skills are best developed through active participation and real-world application. The course structure blends expert-led presentations on core concepts with dynamic group discussions, allowing participants to share insights and challenge assumptions. A significant portion of the program is dedicated to the analysis of contemporary case studies from various industries, enabling participants to dissect successful sustainability strategies and learn from the failures of others. Collaborative workshops and team-based exercises will be used to tackle complex problems, such as developing a net-zero roadmap or designing a circular business model. Participants will receive continuous feedback from both the instructor and their peers in a constructive learning environment. This hands-on approach ensures that attendees not only grasp the theoretical frameworks of sustainability leadership but also develop the practical skills and confidence to implement transformative green economy strategies within their own organizations.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of the Chief Sustainability Officer

- The Evolution of the CSO Role in the C-Suite.
- Foundations of the Green Economy and Sustainable Development Goals (SDGs).
- Understanding the Triple Bottom Line: People, Planet, Profit.
- Key Concepts: Circular Economy, Regenerative Capitalism, and Doughnut Economics.
- The Regulatory Landscape: Global and Regional Environmental Policies.
- Mapping Corporate Risks and Opportunities in the Green Transition.
- Case Study: The Rise of Sustainability as a Core Business Function.

Unit Two: Designing and Integrating a Corporate Sustainability Strategy

- Conducting a Materiality Assessment to Identify Key ESG Issues.
- Setting Science-Based Targets and Ambitious Sustainability Goals.
- Integrating Sustainability into Corporate Governance and Board Oversight.
- Aligning Sustainability Strategy with Overall Business Objectives.
- Stakeholder Engagement and Management: From Investors to Communities.
- Building the Business Case for Sustainability Initiatives.
- Frameworks for Strategic Implementation and Performance Tracking.

Unit Three: Operationalizing Sustainability Across the Value Chain

- Sustainable Supply Chain Management and Ethical Sourcing.
- Decarbonization Strategies and Carbon Footprint Management.
- Resource Efficiency: Water, Waste, and Energy Management.
- Fostering Green Innovation in Products and Services.
- Life Cycle Assessment (LCA) for Products and Operations.
- Implementing Circular Economy Principles in Practice.
- Technology's Role in Advancing Sustainability: AI, IoT, and Big Data.

Unit Four: ESG Reporting, Sustainable Finance, and Communication

- Navigating the ESG Reporting Ecosystem: GRI, SASB, IFRS, and TCFD.
- Techniques for Accurate ESG Data Collection and Assurance.
- The Principles of Sustainable Finance and Green Bonds.
- Engaging with ESG Rating Agencies and Investors.
- Crafting a Compelling Sustainability Narrative and Annual Report.
- Communicating Sustainability Performance to Internal and External Stakeholders.
- Managing Reputational Risk and Greenwashing Accusations.

Unit Five: Leadership, Change Management, and the Future of Sustainability

- Essential Leadership Competencies for the Modern CSO.
- Driving Cultural Transformation and Employee Engagement for Sustainability.
- Managing Change and Overcoming Resistance to New Initiatives.
- The Intersection of Social Impact, Equity, and Environmental Strategy.
- Future Outlook: Biodiversity, Nature-based Solutions, and Climate Adaptation.
- Anticipating the Next Wave of Sustainability Regulations and Innovations.
- Developing a Personal Action Plan for Sustainability Leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a Chief Sustainability Officer effectively balance the pursuit of ambitious long-term environmental goals with the market's demand for short-term financial performance?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic leadership dimension of the Chief Sustainability Officer role, moving beyond mere operational compliance or reporting mechanics. While other programs may concentrate on specific frameworks or technical skills, our curriculum is holistically designed to cultivate the executive mindset required to embed sustainability into the very DNA of an organization. We emphasize the integration of green economy principles with corporate strategy, financial planning, and risk governance, treating sustainability not as a cost center but as a primary driver of innovation and long-term value. The course content is forward-looking, preparing leaders for emerging challenges and opportunities such as biodiversity risk, regenerative business models, and the increasing scrutiny of investors and regulators. By blending rigorous academic concepts with practical, real-world case studies and interactive leadership simulations, participants gain a unique and comprehensive understanding of how to lead transformative change and build a resilient, future-proof enterprise in an era defined by sustainability.