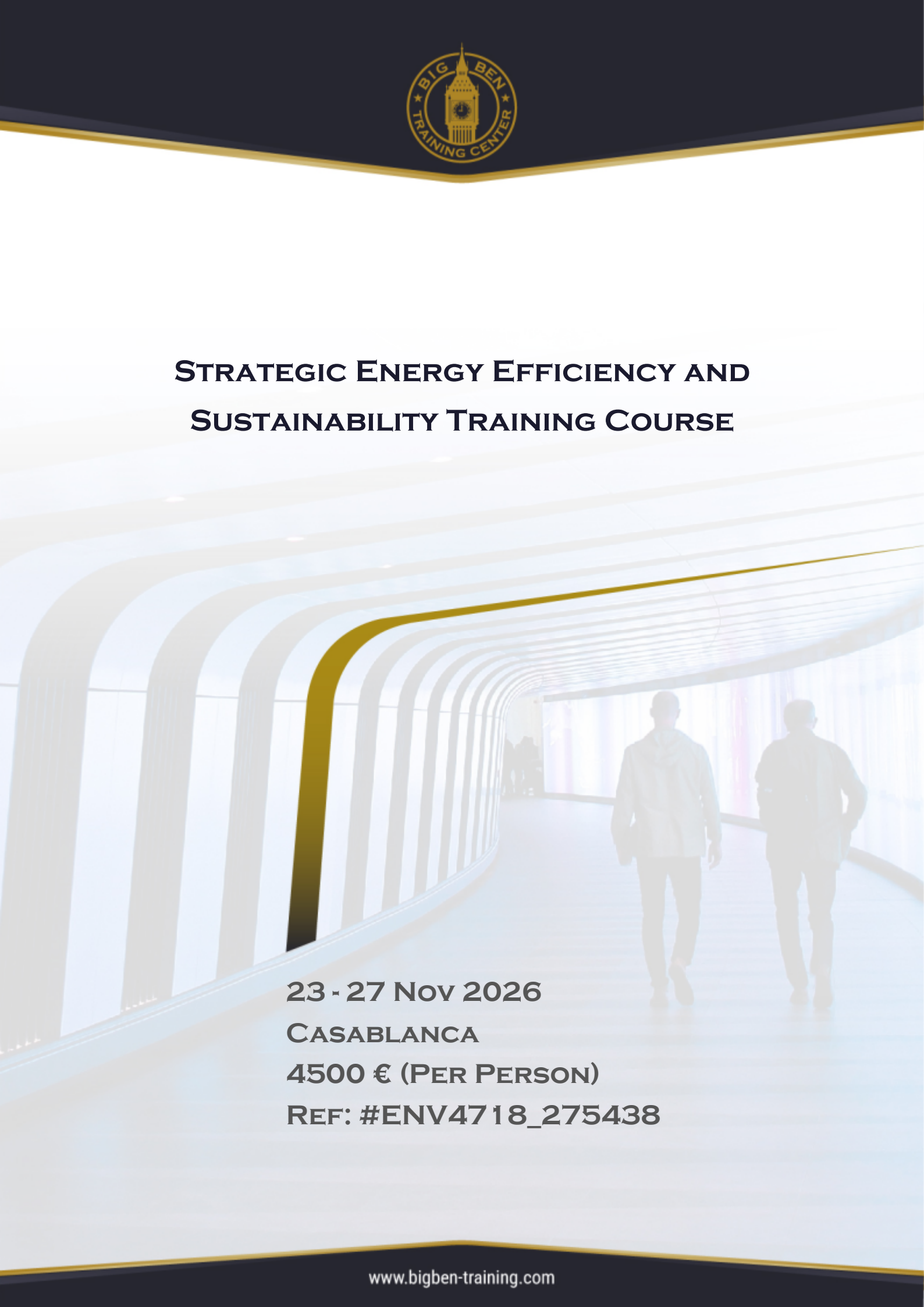
# Strategic Energy Efficiency and Sustainability Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #ENV4718_275438

## Course Introduction / Overview:

This intensive training course is designed to equip professionals with the strategic knowledge and practical skills required to lead energy efficiency and environmental sustainability initiatives within their organizations. In an era where Environmental, Social, and Governance (ESG) criteria are paramount, mastering energy management is no longer just a cost-saving measure but a critical component of corporate strategy, brand reputation, and regulatory compliance. This program moves beyond basic concepts to provide a holistic framework for integrating sustainable practices into core business operations. As highlighted by thought leaders like Amory Lovins, the co-founder of the Rocky Mountain Institute, the most effective energy solutions are often the simplest and most efficient ones. Participants will explore advanced concepts, including principles from influential works like "Cradle to Cradle: Remaking the Way We Make Things," to rethink product and process design. BIG BEN Training Center has developed this course to bridge the gap between theoretical knowledge and real-world application, enabling delegates to develop robust energy management systems, reduce their organization's carbon footprint, and drive long-term value through sustainable innovation.

## Target Audience / This training course is suitable for:

- Energy Managers and Analysts.
- Sustainability and CSR Officers.
- Facilities and Operations Managers.
- Environmental Health and Safety (EHS) Professionals.
- Corporate Strategists and Planners.
- Procurement and Supply Chain Managers.
- Financial Analysts and Investment Managers focused on ESG.
- Engineers and Technical Staff involved in process improvement.
- Compliance and Risk Management Officers.
- Senior Management and Executives seeking to integrate sustainability.

## Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Commercial Real Estate and Property Management.
- Energy, Utilities, and Natural Resources.
- Transportation and Logistics.
- Information Technology and Data Centers.
- Healthcare and Pharmaceutical.
- Hospitality and Tourism.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Financial Services and Investment Banking.

## Target Organizations Departments:

- Operations and Production.
- Facilities Management and Maintenance.
- Sustainability and Corporate Social Responsibility (CSR).
- Finance and Accounting.
- Strategic Planning and Business Development.
- Procurement and Supply Chain Management.
- Environmental, Health, and Safety (EHS).
- Engineering and Technical Services.
- Risk Management and Compliance.
- Research and Development (R&D).

## Course Offerings:

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

- Develop a comprehensive corporate energy management strategy.
- Conduct a preliminary energy audit to identify key areas for improvement.
- Implement principles of an Energy Management System (EMS) based on ISO 50001 standards.
- Analyze and reduce an organization's carbon footprint using established protocols.
- Evaluate the financial viability of energy efficiency and renewable energy projects.
- Integrate circular economy concepts into business processes and supply chain management.
- Prepare sustainability reports aligned with global frameworks like GRI and SASB.
- Champion a culture of energy conservation and environmental responsibility.
- Assess and mitigate climate-related risks to business operations.
- Formulate a business case for green investments to secure stakeholder buy-in.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines expert knowledge with hands-on application. This course utilizes a blended approach, featuring instructor-led presentations, in-depth case study analyses of successful sustainability initiatives, and collaborative group workshops. Participants will engage in practical exercises, such as simulating an energy audit, developing an energy performance indicator (EnPI) dashboard, and drafting a sustainability action plan. Interactive sessions, facilitated debates, and peer-to-peer learning are central to the course, encouraging delegates to share their unique challenges and experiences. Our expert trainers provide continuous feedback and guide participants in applying theoretical frameworks to their specific organizational contexts. The program fosters a dynamic learning environment where complex concepts are made accessible and actionable, ensuring that participants leave not just with knowledge, but with the confidence and tools to implement tangible change.

## Course Agenda (Course Units):

### Unit One: Foundations of Energy and Sustainability Strategy

- The Business Case for Energy Efficiency and Sustainability.
- Global Energy Trends, Climate Science, and Policy Frameworks.
- Understanding Corporate Carbon Footprints and GHG Protocols.
- Introduction to Environmental, Social, and Governance (ESG) Criteria.
- Key Principles of Sustainable Development Goals (SDGs).
- Regulatory Compliance and Environmental Law Overview.
- Stakeholder Engagement and Materiality Assessment.

### Unit Two: Energy Management Systems and Auditing

- Fundamentals of Energy Auditing and Analysis.
- Introduction to ISO 50001 Energy Management Systems (EMS).
- Developing Energy Performance Indicators (EnPIs).
- Data Collection, Monitoring, and Verification Techniques.
- Implementing Energy-Efficient Technologies and Practices.
- Waste Heat Recovery and Process Optimization.
- Behavioral Change Programs for Energy Conservation.

### Unit Three: Integrating Broader Environmental Sustainability

- Water Conservation and Management Strategies.
- Waste Management Hierarchies and Pollution Prevention.
- Introduction to the Circular Economy Model.
- Sustainable Supply Chain Management and Green Procurement.
- Life Cycle Assessment (LCA) for Products and Services.
- Eco-Design and Sustainable Innovation Principles.
- Biodiversity and Ecosystem Impact Management.

## Unit Four: Measurement, Reporting, and Green Finance

- Sustainability Reporting Frameworks (GRI, SASB, TCFD).
- Developing a Corporate Sustainability Report.
- Calculating Return on Investment (ROI) for Green Projects.
- Exploring Green Bonds, Carbon Credits, and other Financial Instruments.
- Carbon Offsetting and Neutrality Strategies.
- Integrating Sustainability Metrics into Financial Reporting.
- Using Software and Tools for Sustainability Data Management.

## Unit Five: Advanced Strategy and Future-Forward Leadership

- Developing a Long-Term Corporate Sustainability Roadmap.
- Leading and Managing Organizational Change for Sustainability.
- Climate Risk Assessment and Adaptation Strategies.
- Pathways to Net-Zero Emissions.
- The Role of Renewable Energy Integration and Smart Grids.
- Communicating Sustainability Performance to Investors and the Public.
- Future Trends in Sustainability and Corporate Responsibility.

# 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:

As organizations approach net-zero targets, where does the point of diminishing returns lie for technological energy efficiency, and how pivotal does behavioral change become in bridging the final gap?

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

This course distinguishes itself through its strategic and holistic approach, moving beyond mere technical energy-saving tactics to embed sustainability into the core of corporate strategy. Unlike programs that focus narrowly on either energy management or environmental reporting, this training integrates both, providing a comprehensive framework that links operational efficiency with financial performance and brand reputation. We emphasize the development of a robust business case for sustainability, equipping participants with the financial analysis and communication skills needed to gain executive buy-in for green initiatives. The curriculum is uniquely forward-looking, incorporating advanced concepts such as the circular economy, climate risk adaptation, and net-zero pathways, ensuring participants are prepared for future challenges and opportunities. Furthermore, the course focuses on practical application through real-world case studies and interactive workshops, enabling delegates to translate complex theories like Life Cycle Assessment and ISO 50001 into actionable plans tailored to their own organizations. It is this blend of strategic vision, financial acumen, and practical implementation that provides a uniquely powerful learning experience.