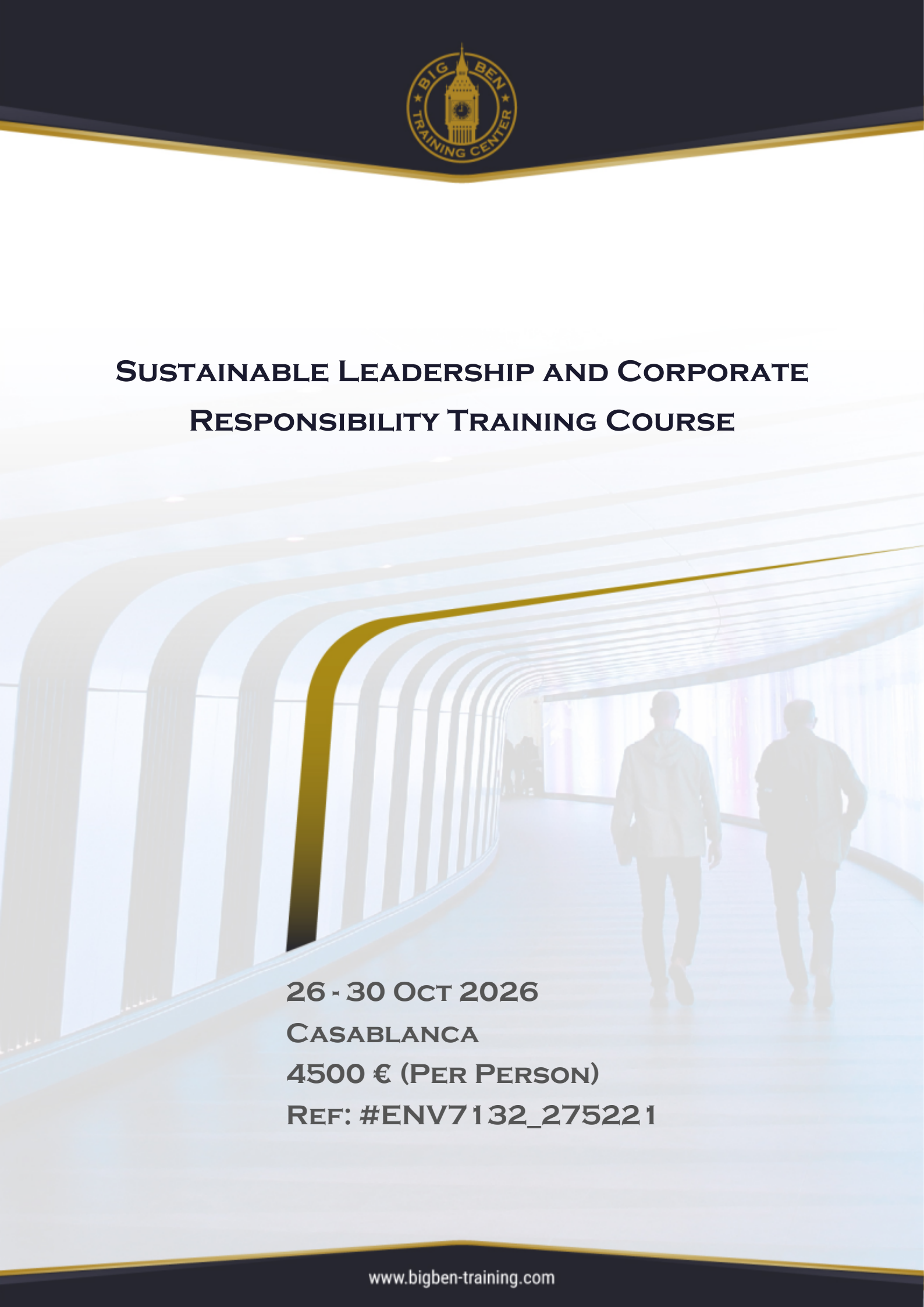
Sustainable Leadership and Corporate Responsibility Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #ENV7132_275221

Course Introduction / Overview:

This comprehensive course is designed to equip current and future leaders with the essential knowledge and skills to navigate the complex intersection of business, society, and the environment. In an era where corporate citizenship and ethical business leadership are paramount, understanding and implementing effective Corporate Social Responsibility (CSR) and environmental strategies is no longer optional but a critical driver of long-term success. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to provide a practical roadmap for integrating sustainability into core business operations. We will explore foundational frameworks such as the Triple Bottom Line, a concept famously articulated by the global academic author John Elkington in his influential book "Cannibals with Forks: The Triple Bottom Line of 21st Century Business". Participants will learn to develop robust ESG (Environmental, Social, and Governance) strategies, manage sustainability risks, and communicate their impact effectively. This course empowers leaders to foster a culture of sustainability, enhance brand reputation, and build resilient organizations that create value for all stakeholders, including shareholders, employees, communities, and the planet. By mastering these principles, you will be prepared to lead with purpose and drive meaningful change.

Target Audience / This training course is suitable for:

- Corporate Executives and Board Members.
- CSR and Sustainability Managers.
- Environmental, Health, and Safety (EHS) Professionals.
- Public Relations and Corporate Communications Specialists.
- Human Resources Managers.
- Supply Chain and Procurement Managers.
- Operations and Facility Managers.
- Investors and Financial Analysts.
- Legal and Compliance Officers.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Energy, Oil, and Gas.
- Finance, Banking, and Insurance.
- Information Technology and Telecommunications.
- Retail and Consumer Goods.
- Construction and Real Estate.
- Pharmaceuticals and Healthcare.
- Transportation and Logistics.
- Governmental agencies and public sector organizations.
- Non-profit and non-governmental organizations (NGOs).

Target Organizations Departments:

- Executive Leadership and Strategy.
- Corporate Social Responsibility / Sustainability.
- Operations and Production.
- Supply Chain and Logistics.
- Human Resources and Talent Management.
- Marketing and Corporate Communications.
- Finance and Investor Relations.
- Legal, Risk, and Compliance.
- Research and Development.
- Public Affairs and Government Relations.

Course Offerings:

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

- Develop a comprehensive CSR and environmental strategy aligned with organizational goals.
- Analyze and apply key sustainability frameworks like ESG and the UN Sustainable Development Goals (SDGs).
- Conduct a stakeholder analysis and materiality assessment to identify key priorities.
- Implement strategies for reducing environmental impact, including carbon footprint and waste reduction.
- Integrate social responsibility principles such as DEI and ethical labor practices into operations.
- Evaluate and improve corporate governance structures to enhance transparency and accountability.
- Master the fundamentals of sustainability reporting using global standards like GRI.
- Communicate sustainability performance effectively to internal and external stakeholders.
- Lead change initiatives to embed a culture of sustainability throughout the organization.
- Identify and mitigate sustainability-related risks and capitalize on emerging opportunities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. We believe that adult learning is most effective when it combines expert knowledge with hands-on experience. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Sessions will feature in-depth case studies of leading global companies, allowing participants to analyze real-world successes and challenges in environmental leadership and CSR. Collaborative group workshops and team-based problem-solving exercises will foster peer-to-peer learning and encourage the exchange of diverse perspectives. Interactive discussions, facilitated by our expert instructors, will explore complex topics such as stakeholder engagement and ethical dilemmas. Role-playing scenarios will be used to build practical skills in areas like sustainability communication and change management. Throughout the course, participants will receive constructive feedback to refine their understanding and capabilities. This dynamic and immersive approach ensures a deep and lasting mastery of the subject matter.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Leadership

- The Evolution of Corporate Social Responsibility (CSR).
- Defining Environmental Leadership in the 21st Century.
- The Business Case for Sustainability: Risk, Reputation, and ROI.
- Introduction to Key Frameworks: ESG, Triple Bottom Line, and Circular Economy.
- Understanding the UN Sustainable Development Goals (SDGs) for Business.
- The Role of Corporate Governance in Ethical Leadership.
- Distinguishing Authentic CSR from Greenwashing.

Unit Two: Strategic CSR and Stakeholder Engagement

- Developing a Cohesive Sustainability Strategy.
- Conducting a Materiality Assessment to Identify Key Issues.
- Stakeholder Mapping and Analysis Techniques.
- Building Effective Stakeholder Engagement and Partnership Programs.
- Integrating CSR into Corporate Strategy and Business Planning.
- Setting Meaningful Goals, Targets, and Key Performance Indicators (KPIs).
- Benchmarking Performance Against Industry Peers and Best Practices.

Unit Three: The Environmental Pillar in Practice

- Climate Change Strategy and Carbon Footprint Reduction.
- Principles of the Circular Economy and Waste Management.
- Sustainable Resource Management: Water and Energy Stewardship.
- Building a Green and Resilient Supply Chain.
- Environmental Compliance and Regulatory Frameworks.
- Promoting Biodiversity and Ecosystem Protection.
- Life Cycle Assessment (LCA) of Products and Services.

Unit Four: The Social and Governance Pillars

- Fostering Diversity, Equity, and Inclusion (DEI) in the Workplace.
- Ethical Sourcing and Upholding Human Rights in Supply Chains.
- Community Investment and Social Impact Programs.
- Ensuring Employee Wellbeing and Engagement in Sustainability Initiatives.
- Strengthening Corporate Governance for Transparency and Accountability.
- Ethical Decision-Making and Anti-Corruption Policies.
- Managing the Social License to Operate.

Unit Five: Implementation, Reporting, and Leading Change

- Creating a Roadmap for CSR Program Implementation.
- Introduction to Global Sustainability Reporting Standards (GRI, SASB).
- Crafting Compelling Sustainability Reports and Communications.
- Measuring and Evaluating the Impact of CSR Initiatives.
- Leading Change: Overcoming Resistance and Building a Culture of Sustainability.
- The Future of CSR: Trends in Sustainable Finance and Impact Investing.
- Final Project: Developing a Mini-CSR Strategy for a Case Study Organization.

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 leader effectively balance the immediate financial pressures of the market with the long-term, often intangible, value of a robust sustainability strategy?

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

This course distinguishes itself by adopting a holistic and integrative leadership perspective, rather than treating sustainability as a siloed corporate function. While many programs focus solely on the technical aspects of environmental compliance or CSR reporting, this training course, designed by BIG BEN Training Center, emphasizes the crucial link between sustainable practices and effective leadership. We delve into the strategic mindset required to champion and embed sustainability within an organization's core DNA. The curriculum is uniquely structured to build a bridge between high-level strategy and on-the-ground implementation, providing practical frameworks for stakeholder engagement, change management, and impactful communication. We move beyond buzzwords to explore the ethical dilemmas and complex trade-offs leaders face, using real-world case studies to foster critical thinking and strategic decision-making skills. The focus is less on memorizing standards and more on developing the capacity to analyze, innovate, and lead with purpose in a rapidly evolving global landscape. Participants will leave not just with knowledge, but with the confidence and strategic capability to drive authentic and lasting sustainable change.