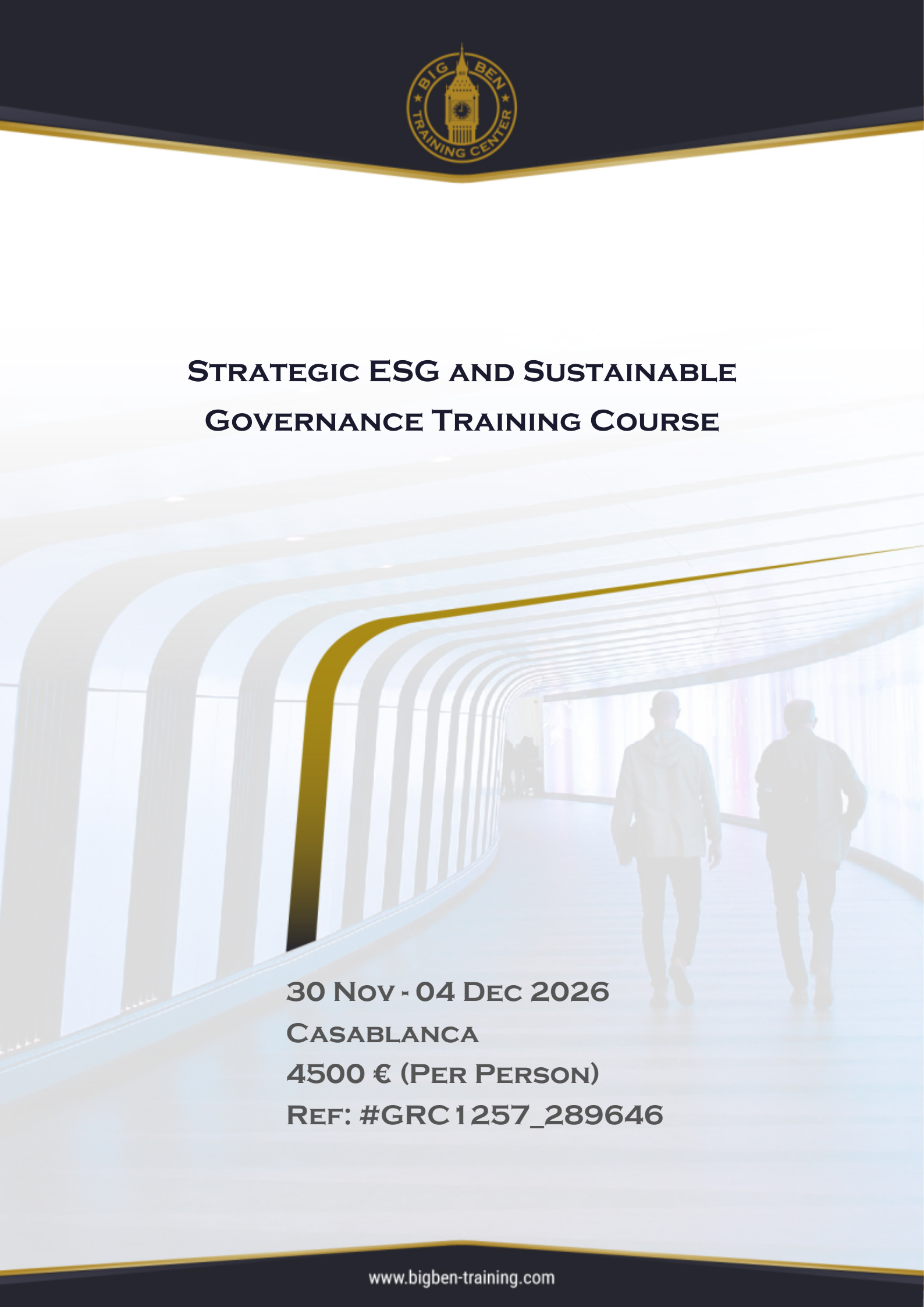
Strategic ESG and Sustainable Governance Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #GRC1257_289646

Course Introduction / Overview:

This training course provides a comprehensive exploration of Environmental, Social, and Governance (ESG) principles and their strategic integration into modern corporate frameworks. In an era where non-financial performance is intrinsically linked to long-term value creation, understanding and implementing a robust sustainability governance model is no longer optional but essential for corporate resilience and competitive advantage. This program is designed to move beyond theoretical concepts, offering practical insights into developing and executing effective ESG strategies. We will delve into the critical analysis of ESG factors, stakeholder engagement, and the intricacies of sustainable finance. Drawing upon the influential work of academics like George S. Serafeim on the link between sustainability and financial performance, and foundational concepts from books like "Cannibals with Forks: The Triple Bottom Line of 21st Century Business" by John Elkington, participants will gain a deep understanding of the subject. BIG BEN Training Center has meticulously crafted this curriculum to equip leaders with the necessary skills to navigate the complex landscape of ESG regulations, reporting standards, and investor expectations, ultimately enabling them to lead their organizations towards a more sustainable and profitable future.

Target Audience / This training course is suitable for:

- Board Members and Directors.
- C-Suite Executives (CEOs, CFOs, COOs).
- Sustainability and Corporate Social Responsibility (CSR) Managers.
- Investor Relations Professionals.
- Risk Management and Compliance Officers.
- Legal and Corporate Governance Professionals.
- Finance and Investment Analysts.
- Supply Chain and Operations Managers.
- Human Resources Leaders.
- Public Relations and Corporate Communications Specialists.

Target Sectors and Industries:

- Financial Services and Banking.
- Energy and Utilities.
- Manufacturing and Industrials.
- Technology and Telecommunications.
- Consumer Goods and Retail.
- Healthcare and Pharmaceuticals.
- Real Estate and Construction.
- Transportation and Logistics.
- Governmental bodies and public sector agencies.
- Non-profit organizations and foundations.

Target Organizations Departments:

- Executive Leadership and Board of Directors.
- Sustainability and Corporate Responsibility.
- Investor Relations.
- Risk Management and Compliance.
- Legal and Corporate Secretariat.
- Finance and Accounting.
- Operations and Supply Chain Management.
- Human Resources.
- Strategy and Corporate Development.
- Internal Audit.

Course Offerings:

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

- Develop a comprehensive ESG strategy aligned with corporate objectives.
- Integrate ESG considerations into risk management and governance frameworks.
- Master the application of leading ESG reporting standards like GRI and SASB.
- Conduct effective materiality assessments to identify key ESG issues.
- Enhance stakeholder engagement and communication on sustainability performance.
- Analyze the impact of ESG factors on financial performance and valuation.
- Evaluate and improve sustainability practices within the supply chain.
- Lead organizational change towards a culture of sustainability.
- Navigate the evolving landscape of ESG regulations and investor demands.
- Effectively communicate the organization's ESG narrative to key stakeholders.

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 will move beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the material. The program is built upon a foundation of real-world case studies, allowing participants to analyze the ESG strategies of leading global companies, dissecting both their successes and challenges. Interactive group discussions and workshops will be a core component, encouraging peer-to-peer learning and the exchange of diverse perspectives. Participants will work on practical exercises, such as developing a materiality matrix or outlining an ESG report structure. Our expert facilitators will provide continuous feedback and guide participants through complex topics, ensuring a deep and lasting understanding. This blended approach ensures that attendees not only grasp the theoretical frameworks of ESG and sustainability governance but also leave with the confidence and practical skills to implement these concepts within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of ESG and Sustainability Governance

- The Evolution of Corporate Responsibility to ESG.
- Defining the Environmental, Social, and Governance Pillars.
- Key Drivers of the ESG Movement: Investors, Regulators, and Society.
- The Business Case for Sustainability and Long-Term Value Creation.
- Understanding the Global Sustainability Landscape (e.g., SDGs, Paris Agreement).
- Introduction to Key ESG Frameworks and Standards.
- The Role of the Board and Senior Management in ESG Oversight.

Unit Two: The Environmental Pillar in Depth

- Climate Change Risk and Opportunity Analysis.
- Understanding Carbon Footprints and Decarbonization Strategies.
- The Task Force on Climate-related Financial Disclosures (TCFD) Framework.
- Circular Economy Principles and Resource Management.
- Water Stewardship and Biodiversity Impact.
- Environmental Management Systems (EMS) and ISO 14001.
- Evaluating and Managing Environmental Risks in the Supply Chain.

Unit Three: The Social Pillar in Depth

- Human Capital Management and Labor Practices.
- Promoting Diversity, Equity, and Inclusion (DE&I).
- Ensuring Health, Safety, and Wellbeing in the Workplace.
- Managing Supply Chain Labor Standards and Human Rights.
- Community Engagement and Social Impact Measurement.
- Data Privacy, Security, and Ethical Technology Use.
- Customer Welfare and Product Responsibility.

Unit Four: The Governance Pillar in Depth

- Principles of Effective Corporate Governance for Sustainability.
- Board Composition, Skills, and ESG Competency.
- Linking Executive Compensation to ESG Performance Metrics.
- Shareholder Rights, Activism, and Engagement.
- Business Ethics, Anti-Corruption, and Whistleblower Policies.
- Transparency in Political Contributions and Lobbying.
- Developing a Robust ESG Governance Structure.

Unit Five: ESG Strategy, Reporting, and Integration

- Conducting a Materiality Assessment to Prioritize ESG Issues.
- Developing and Implementing an Integrated ESG Strategy.
- Deep Dive into Reporting with Global Reporting Initiative (GRI) Standards.
- Applying the Sustainability Accounting Standards Board (SASB) Standards.
- The Art of the Sustainability Report and Integrated Reporting.
- Understanding ESG Ratings, Raters, and Data Providers.
- Future Trends in ESG: Regulation, Technology, and Sustainable Finance.

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 organizations authentically embed ESG principles into their core business strategy to drive long-term value, moving beyond mere compliance and reporting?

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

This course distinguishes itself by focusing on the strategic integration of ESG principles into the core of business operations, rather than treating it as a peripheral compliance or reporting function. While many programs concentrate solely on the mechanics of reporting frameworks, this curriculum emphasizes the "why" and "how" of building a resilient, sustainable organization from the top down. We provide a holistic view that connects robust governance structures with tangible environmental and social outcomes, demonstrating how effective board oversight directly translates into long-term value creation. The content is uniquely practical, built around in-depth case studies and interactive workshops that challenge participants to solve real-world ESG dilemmas. Unlike courses that offer a purely theoretical overview, this program equips leaders with the strategic foresight to anticipate future regulatory trends and investor expectations. It moves beyond the risk mitigation aspect of ESG to explore the vast opportunities for innovation, market differentiation, and enhanced brand reputation that a well-executed sustainability strategy can unlock, fostering a mindset of proactive leadership rather than reactive compliance.