ESG Frameworks and Sustainable Corporate Strategy Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The global business landscape is undergoing a profound transformation, where long-term value creation is inextricably linked to Environmental, Social, and Governance (ESG) performance. This course provides a comprehensive roadmap for navigating this new paradigm, moving beyond compliance to strategic integration. It is designed to equip professionals with the knowledge and tools to develop, implement, and report on robust ESG strategies that meet investor demands, regulatory requirements, and stakeholder expectations. We will explore the core principles of sustainable finance and corporate responsibility, drawing on the foundational work of academics like George Serafeim of Harvard Business School, who has extensively researched the link between ESG and corporate performance. Participants will delve into practical applications of leading ESG frameworks, learning how to translate complex data into compelling narratives of sustainable value. This program by BIG BEN Training Center is not just about reporting; it is about fundamentally rethinking business strategy to build resilience, drive innovation, and secure a competitive advantage in a rapidly evolving world. We will also touch upon concepts discussed in influential publications like "A Framework for Integrated Reporting" to provide a holistic understanding of non-financial disclosure.

Target Audience / This training course is suitable for:

- Sustainability Managers and ESG Specialists.
- Investor Relations Professionals.
- Corporate Strategy and Development Executives.
- Finance and Accounting Professionals.
- Risk Management and Compliance Officers.
- Legal and Corporate Governance Teams.
- Members of the Board of Directors.
- Supply Chain and Operations Managers.
- Human Resources Leaders.
- Corporate Communications and Public Relations Managers.

Target Sectors and Industries:

- Financial Services, including banking, insurance, and asset management.
- Energy, Oil, and Gas sectors transitioning to sustainable practices.
- Manufacturing and Industrial sectors.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Consumer Goods and Retail.
- Real Estate and Construction.
- Governmental bodies, public sector entities, and non-profit organizations.
- Transportation and Logistics.

Target Organizations Departments:

- Sustainability and Corporate Social Responsibility (CSR) Department.
- Finance and Accounting Department.
- Investor Relations Department.
- Strategy and Corporate Development Department.
- Legal, Compliance, and Governance Department.
- Risk Management Department.
- Human Resources Department.
- Procurement and Supply Chain Management.
- Corporate Communications and Public Affairs.
- Operations Management.

Course Offerings:

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

- Master the fundamental concepts of ESG and its impact on corporate valuation.
- Navigate the landscape of major ESG reporting frameworks, including GRI, SASB, and TCFD.
- Develop and implement a strategic ESG roadmap aligned with business objectives.
- Conduct a comprehensive materiality assessment to identify key ESG risks and opportunities.
- Establish robust systems for ESG data collection, management, and verification.
- Integrate ESG considerations into investment decisions and risk management processes.
- Communicate ESG performance effectively to investors, regulators, and other stakeholders.
- Identify and mitigate the risks of greenwashing in corporate communications.
- Align corporate strategy with the UN Sustainable Development Goals (SDGs).
- Lead ESG-related change management initiatives within their organizations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can translate theoretical knowledge into actionable skills. We employ a blended learning approach that combines expert-led presentations with hands-on, collaborative exercises. The course is built around real-world case studies of leading companies, allowing participants to analyze successful ESG strategies and learn from reporting failures. Interactive workshops will guide attendees through critical processes such as conducting a materiality assessment and mapping stakeholder interests. Group discussions and peer-to-peer feedback sessions foster a dynamic learning environment where diverse perspectives are shared and challenged. Participants will engage in simulation exercises that replicate ESG decision-making scenarios, preparing them for the complexities of their professional roles. Our expert facilitators provide continuous guidance and personalized feedback, ensuring that each participant achieves their learning objectives. The focus is on practical application, empowering attendees to return to their organizations with the confidence and competence to lead impactful ESG initiatives.

Course Agenda (Course Units):

Unit One: Foundations of ESG and Sustainable Business

- Introduction to Environmental, Social, and Governance (ESG) principles.
- The historical evolution from CSR to strategic ESG integration.
- Key drivers of the ESG movement: investors, regulators, consumers, and employees.
- Understanding the business case for sustainability and value creation.
- Introduction to global ESG frameworks: GRI, SASB, IFRS/ISSB, and TCFD.
- The role of ESG rating agencies and their methodologies.
- Connecting ESG performance to financial performance and corporate valuation.

Unit Two: The Environmental Pillar in Depth

- Understanding climate-related risks and opportunities.
- Implementing the Task Force on Climate-related Financial Disclosures (TCFD) framework.
- Measuring and managing greenhouse gas (GHG) emissions (Scope 1, 2, and 3).
- Strategies for resource management, water stewardship, and biodiversity.
- The principles of the circular economy and waste reduction.
- Developing decarbonization pathways and setting science-based targets.
- Navigating environmental regulations and compliance requirements.

Unit Three: The Social Pillar in Depth

- Managing human capital: labor practices, health, and safety.
- Promoting diversity, equity, and inclusion (DE&I) in the workplace.
- Ethical supply chain management and human rights due diligence.
- Community engagement, social impact, and corporate citizenship.
- Data privacy and security as a critical social issue.
- Measuring social return on investment (SROI).
- Product responsibility, consumer welfare, and ethical marketing.

Unit Four: The Governance Pillar in Depth

- Principles of effective corporate governance for sustainability.
- Board oversight of ESG strategy, risk, and performance.
- Executive compensation linked to ESG metrics.
- Business ethics, anti-corruption policies, and whistle-blower protection.
- Shareholder rights and stakeholder engagement mechanisms.
- Ensuring transparency in political contributions and lobbying activities.
- Building a corporate culture of integrity and accountability.

Unit Five: ESG Strategy, Reporting, and Communication

- Conducting a double materiality assessment to define reporting priorities.
- Developing a comprehensive ESG strategy and implementation roadmap.
- Establishing robust processes for ESG data collection, validation, and assurance.
- Crafting an effective ESG or sustainability report.
- Integrating ESG information into mainstream financial filings.
- Communicating your ESG narrative to investors and stakeholders.
- Strategies for avoiding greenwashing and ensuring authentic communication.

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:

Beyond compliance and reporting, how can an organization authentically embed ESG principles into its core culture to drive genuine, long-term innovation and resilience?

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

This course distinguishes itself by moving beyond a theoretical overview of standards to a deep, strategic examination of ESG integration. While many programs focus solely on the mechanics of reporting, our curriculum emphasizes the "why" and "how" of embedding sustainability into the very fabric of corporate strategy for long-term value creation. We focus on the critical process of materiality, teaching participants not just to report on a wide array of metrics, but to identify and manage the specific ESG factors that materially impact their business performance and stakeholders. The methodology is intensely practical, utilizing case studies that explore both successes and failures, providing nuanced lessons that cannot be gleaned from textbooks. Furthermore, the course places a strong emphasis on the art of stakeholder communication, equipping leaders to craft a compelling and authentic ESG narrative that builds trust and avoids the pitfalls of greenwashing. It is designed as a strategic toolkit for change agents, not just a compliance checklist for reporters, fostering a mindset geared towards resilience, innovation, and sustainable competitive advantage.