Strategic ESG Integration for Sustainable Growth Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA2171_281234

Course Introduction / Overview:

This course provides a comprehensive framework for integrating Environmental, Social, and Governance (ESG) principles into the core of business strategy to drive sustainable growth and long-term value creation. In an era where corporate responsibility is intrinsically linked to financial performance, understanding and implementing a robust ESG strategy is no longer optional but essential for resilience and competitive advantage. This program moves beyond theoretical concepts to offer practical, actionable insights for embedding sustainability into every facet of an organization. As highlighted by academic leaders like George Serafeim of Harvard Business School, the strategic management of ESG issues is a key determinant of future success. Participants will explore methodologies discussed in seminal works such as "Sustainable Investing: A Path to a New Horizon," learning to identify material ESG factors, engage with stakeholders, and navigate the complex landscape of reporting frameworks. BIG BEN Training Center has designed this course to empower leaders to transform their organizations by aligning profitability with purpose, ensuring they are well-equipped to meet the expectations of investors, regulators, and society.

Target Audience / This training course is suitable for:

- Chief Sustainability Officers and Sustainability Managers.
- C-Suite Executives (CEOs, CFOs, COOs).
- Investor Relations Professionals.
- Risk Management and Compliance Officers.
- Corporate Strategy and Business Development Managers.
- Supply Chain and Operations Managers.
- Human Resources and Corporate Social Responsibility (CSR) Leaders.
- Board Members and Corporate Governance Professionals.
- Financial Analysts and Portfolio Managers.
- Legal and Corporate Affairs Advisors.

Target Sectors and Industries:

- Financial Services and Investment Banking.
- Energy, Oil, and Gas.
- Manufacturing and Industrial Goods.
- Technology and Telecommunications.
- Consumer Goods and Retail.
- Pharmaceuticals and Healthcare.
- Real Estate and Construction.
- Governmental bodies and public sector agencies.
- Transportation and Logistics.

Target Organizations Departments:

- Sustainability and Corporate Responsibility Department.
- Executive Leadership and Strategy.
- Finance and Accounting.
- Investor Relations.
- Risk Management and Compliance.
- Operations and Supply Chain Management.
- Human Resources.
- Legal and Corporate Governance.
- Marketing and Corporate Communications.
- Procurement Department.

Course Offerings:

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

- Develop a comprehensive ESG strategy aligned with corporate objectives and stakeholder expectations.
- Conduct a materiality assessment to identify and prioritize key ESG risks and opportunities.
- Integrate ESG criteria into investment decisions and capital allocation processes.
- Master the application of leading ESG reporting frameworks such as GRI, SASB, and TCFD.
- Design effective stakeholder engagement plans to build trust and enhance corporate reputation.
- Measure and manage the organization's carbon footprint and environmental impact.
- Implement strategies to improve social performance, including diversity, equity, and inclusion.
- Strengthen corporate governance structures to ensure ethical conduct and long-term accountability.
- Communicate ESG performance effectively to investors, regulators, and the public.
- Leverage ESG integration as a driver for innovation and competitive advantage.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate knowledge into tangible action. We employ a blended learning approach that combines expert-led presentations with hands-on, collaborative activities. The course is built around real-world case studies of companies that have successfully integrated ESG into their strategies, allowing for in-depth analysis of their challenges and triumphs. Participants will engage in dynamic group discussions, workshops, and simulation exercises that challenge them to solve complex sustainability problems. A significant portion of the training is dedicated to peer-to-peer learning, where professionals from diverse industries share insights and best practices. Our expert facilitators foster a supportive environment that encourages critical thinking and open dialogue. Continuous feedback is provided throughout the sessions to help participants refine their understanding and skills. This active learning model ensures that attendees leave not just with theoretical knowledge, but with the confidence and practical tools needed to lead ESG initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Sustainable Business Strategy

- The evolution from CSR to strategic ESG integration.
- The business case for sustainability and long-term value creation.
- Understanding the three pillars: Environmental, Social, and Governance.
- Key global drivers: investor pressure, regulatory trends, and consumer demand.
- Introduction to the UN Sustainable Development Goals (SDGs) and their corporate relevance.
- Defining corporate purpose and its link to ESG performance.
- Core terminology and concepts in the sustainability landscape.

Unit Two: Environmental Pillar - Managing Climate and Natural Capital

- Climate change risk and opportunity analysis for business.
- Fundamentals of carbon accounting and greenhouse gas (GHG) protocol.
- Strategies for decarbonization and setting science-based targets.
- Principles of the circular economy and resource efficiency.
- Water stewardship and biodiversity impact management.
- Sustainable supply chain management and green procurement.
- Navigating environmental regulations and compliance.

Unit Three: Social Pillar - Fostering Human and Community Capital

- Integrating Diversity, Equity, and Inclusion (DEI) into corporate culture.
- Labor standards, employee well-being, and human rights in the value chain.
- Strategies for effective community engagement and social impact.
- Customer welfare, data privacy, and ethical marketing.
- Product responsibility and safety standards.
- Managing social risks within the supply chain.
- Measuring and reporting on social performance metrics.

Unit Four: Governance Pillar - Ensuring Accountability and Transparency

- The role of the board in overseeing ESG strategy and risk.
- Best practices in corporate governance and ethical conduct.
- Executive compensation linked to sustainability performance.
- Shareholder rights, engagement, and activism.
- Anti-corruption policies and business ethics frameworks.
- Building a culture of transparency and accountability.
- Managing regulatory compliance and corporate reporting integrity.

Unit Five: ESG Integration, Reporting, and Strategic Communication

- Conducting a double materiality assessment to identify key ESG issues.
- Setting meaningful ESG targets, KPIs, and performance metrics.
- Deep dive into major reporting frameworks: GRI, SASB, IFRS, and TCFD.
- The role of ESG ratings and data providers.
- Developing a compelling ESG narrative and communication strategy.
- Integrating ESG into financial reporting and investor relations.
- Future trends in sustainable finance and corporate sustainability.

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 a deeply embedded ESG strategy become a primary driver of innovation and long-term competitive advantage?

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

This training course distinguishes itself by adopting a strategic, top-down integration perspective rather than focusing solely on compliance or reporting functions. While many programs cover the "what" of ESG, our curriculum is meticulously designed to master the "how" and "why," empowering leaders to embed sustainability into the very DNA of their corporate strategy. We move beyond the technicalities of framework application to explore the nuanced art of stakeholder engagement, materiality analysis, and leveraging ESG for genuine value creation. The course emphasizes the critical link between strong governance and the successful implementation of environmental and social initiatives, a connection often understated in other training. Through a curated selection of advanced case studies and forward-looking discussions on topics like the circular economy and sustainable finance, participants gain not just current best practices but also a clear vision of future trends. The academic rigor, combined with a relentless focus on practical, actionable outcomes, ensures that graduates are equipped to lead transformative change, not just manage incremental improvements.