Strategic Sustainability for Saudi Vision 2030 Success Training Course



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Sharm El-Sheikh

4100 € (Per Person)

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Course Introduction / Overview:

This course provides a comprehensive roadmap for aligning corporate strategies with the ambitious sustainability goals of Saudi Vision 2030. As the Kingdom undergoes a monumental economic and social transformation, understanding and integrating sustainability is no longer optional but a critical driver of long-term success and competitiveness. This program moves beyond theoretical concepts to offer practical frameworks for embedding environmental, social, and governance (ESG) principles into the core of business operations. We will explore the key pillars of Vision 2030, including the Saudi Green Initiative and the National Transformation Program, translating national objectives into actionable corporate initiatives. Drawing on strategic management principles, such as Michael E. Porter's concept of "Creating Shared Value," participants will learn how sustainability can unlock innovation, enhance brand reputation, and create new market opportunities. This approach is detailed in influential works like "Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility". BIG BEN Training Center has designed this immersive experience to empower leaders to navigate the evolving regulatory landscape, manage sustainability-related risks, and contribute meaningfully to the Kingdom's non-oil GDP growth and sustainable future.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Sustainability and Corporate Social Responsibility (CSR) Managers.
- Strategy and Corporate Planning Directors.
- Government Officials and Public Sector Leaders.
- Project Managers for Giga-Projects.
- Finance and Investment Professionals.
- Operations and Supply Chain Managers.
- Human Resources and Talent Development Leaders.
- Risk Management and Compliance Officers.
- Public Relations and Corporate Communications Specialists.

Target Sectors and Industries:

- Energy, Oil, and Gas.
- Construction and Real Estate Development.
- Banking, Finance, and Investment.
- Tourism and Hospitality.
- Manufacturing and Industrials.
- Telecommunications and Technology.
- Transportation and Logistics.
- Healthcare and Pharmaceuticals.
- Government Ministries, Authorities, and Public Agencies.
- Retail and Consumer Goods.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategic Planning and Business Development.
- Sustainability and Corporate Social Responsibility (CSR).
- Operations and Supply Chain Management.
- Finance and Investor Relations.
- Human Resources and Organizational Development.
- Legal, Risk, and Compliance.
- Project Management Office (PMO).
- Marketing and Corporate Communications.
- Procurement and Sourcing.

Course Offerings:

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

- Analyze the core pillars and sustainability objectives of Saudi Vision 2030.
- Develop a strategic framework to align corporate goals with national sustainability targets.
- Integrate ESG criteria into business operations, investment decisions, and risk management.
- Evaluate the impact of initiatives like the Saudi Green Initiative on corporate strategy.
- Master sustainability reporting using global standards such as GRI and SASB.
- Implement circular economy principles within organizational processes.
- Lead stakeholder engagement to foster collaboration and build trust.
- Measure and communicate the value of sustainability initiatives effectively.
- Identify innovation opportunities driven by sustainable practices.
- Contribute to the economic diversification and human capability development goals of the Kingdom.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and directly applicable to the participant's professional context. We move beyond traditional lectures to foster a dynamic learning environment where knowledge is co-created and applied. The course heavily utilizes a case-study approach, focusing on real-world examples from Saudi giga-projects and leading national companies that are pioneering sustainability. Participants will engage in collaborative group workshops to dissect challenges, brainstorm solutions, and develop strategic sustainability roadmaps for hypothetical and real scenarios. Interactive sessions, facilitated discussions, and peer-to-peer learning are central to our approach, allowing for the exchange of diverse perspectives and experiences. Practical exercises will cover key skills such as materiality assessment, stakeholder mapping, and sustainability reporting. Throughout the course, expert facilitators will provide personalized feedback and guide participants in applying the learned concepts to their own organizations, ensuring a tangible return on investment and empowering them to lead sustainable change.

Course Agenda (Course Units):

Unit One: Foundations of Saudi Vision 2030 and Strategic Sustainability

- An Overview of Saudi Vision 2030's Three Pillars.
- Deconstructing the Sustainability Goals within the Vision Realization Programs.
- The Business Case for Sustainability in the Saudi Context.
- Introduction to Environmental, Social, and Governance (ESG) Frameworks.
- Global Sustainability Trends and their Relevance to the Kingdom.
- Understanding Key Stakeholders and their Expectations.
- The Role of the Public Investment Fund (PIF) in Driving the Sustainability Agenda.

Unit Two: Environmental Stewardship and the Saudi Green Initiative

- Deep Dive into the Saudi Green Initiative and Middle East Green Initiative.
- Strategies for Decarbonization and Enhancing Energy Efficiency.
- Circular Economy Principles and Waste Management Strategies.
- Water Conservation and Sustainable Resource Management.
- Renewable Energy Projects and Opportunities in the Kingdom.
- Sustainable Urban Development and Green Building Standards.
- Environmental Compliance and Regulatory Landscape in Saudi Arabia.

Unit Three: Social and Economic Dimensions of Sustainable Development

- Aligning with the Human Capability Development Program.
- Promoting Quality of Life and Community Engagement.
- Corporate Role in Economic Diversification and Non-Oil GDP Growth.
- Fostering Local Content, SMEs, and a Vibrant Society.
- Ethical Governance and Anti-Corruption Best Practices.
- Diversity, Equity, and Inclusion (DEI) as a Strategic Enabler.
- Building a Sustainable and Resilient Supply Chain.

Unit Four: Developing and Implementing a Corporate Sustainability Strategy

- Conducting a Materiality Assessment to Identify Key ESG Issues.
- Setting Meaningful Sustainability Goals and Key Performance Indicators (KPIs).
- Integrating Sustainability into Corporate Governance and Board Oversight.
- Developing a Strategic Sustainability Roadmap.
- Change Management for Embedding a Sustainability Culture.
- Sustainability Reporting and Communications.
- Leveraging Technology and Digitalization for Sustainability Management.

Unit Five: Advanced Sustainability, Governance, and Future Outlook

- Introduction to Sustainable Finance, Green Bonds, and Sukuk.
- Measuring the Return on Investment (ROI) of Sustainability Initiatives.
- Risk Management for Climate Change and Social Factors.
- Innovation in Sustainability and Clean Technology.
- The Future of Sustainability in Saudi Giga-Projects (e.g., NEOM, Red Sea Global).
- Public-Private Partnerships for Achieving National Goals.
- Capstone Project Presentation: A Sustainability Strategy for Your 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:

Beyond compliance, how can organizations leverage sustainability as a core driver of innovation and competitive advantage within the Vision 2030 framework?

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

This course distinguishes itself by moving beyond generic global sustainability theories to provide a highly contextualized and strategic focus on Saudi Vision 2030. Unlike other programs that offer a broad overview of ESG, our curriculum is meticulously crafted to dissect the specific objectives, programs, and initiatives driving the Kingdom's transformation, such as the Saudi Green Initiative and the Human Capability Development Program. We emphasize a practical, strategy-first approach, teaching participants not just what sustainability is, but how to embed it into corporate governance, operations, and financial planning to create tangible value. The course heavily features case studies and best practices from Saudi giga-projects and leading national champions, offering relevant and actionable insights. Furthermore, our focus is on building strategic capability; participants will learn to conduct materiality assessments, develop implementation roadmaps, and measure ROI in a way that directly aligns with the Kingdom's economic diversification and long-term development goals, making it an unparalleled strategic tool for leaders operating in Saudi Arabia.