

# Certified Sustainability Practitioner Program

## Advanced Edition 2017

### Agenda

#### Day 1

DURATION	MODULES
08:30 – 9:00	Check-in
9:00 – 11:00	<p><b>MODULE 1: Sustainability (CSR) and the Business Case for Adoption</b></p> <ul style="list-style-type: none"> <li>▪ CSR &amp; Sustainable Development Concepts</li> <li>▪ Definitions and Interpretations of Sustainability (CSR)</li> <li>▪ The Business Case for Sustainability</li> <li>▪ Sustainability (CSR) Related Risks</li> <li>▪ Case Studies: Shell, Nike, VW</li> </ul>
11:00 – 11:15	BREAK
11:15 – 12:30	<p><b>MODULE 2: Current Global &amp; Local Legislation for CSR and GHG Emissions</b></p> <ul style="list-style-type: none"> <li>▪ Kyoto Protocol</li> <li>▪ The Sustainable Development Goals for 2030</li> <li>▪ COP21</li> <li>▪ Local Legislation and Regulations for GHG Emissions and Sustainability (CSR)</li> <li>▪ Global Overview and Trends</li> </ul>
12:30 – 1:15	LUNCH
1:15 – 3:00	<p><b>MODULE 3: Sustainability (CSR) Strategy and Most Widely Used Global Standards and Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ The importance of Stakeholders</li> <li>▪ How to Create a Strategy and Engage with the Stakeholders</li> <li>▪ The Importance of SROI</li> <li>▪ The Importance of Sustainability and Materiality Assessment</li> </ul>
3:00-3:15	BREAK
3:15 – 5:00	<p><b>MODULE 3: Sustainability (CSR) Strategy and Most Widely Used Global Standards and Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ Sustainability Scorecard</li> <li>▪ Case Study: SROI Report, Marks &amp; Spencer</li> </ul> <p><b>MODULE 4: Responsible Communication and How to Avoid Green &amp; Blue Washing</b></p> <ul style="list-style-type: none"> <li>▪ Responsible Communication</li> <li>▪ Green and Cause-Related Marketing</li> <li>▪ How to Avoid Green &amp; Blue Washing</li> </ul>

## Day 2

DURATION	CONTENT
9:00 – 9:30	Pre-course Assignment Presentations
9:30 – 11:00	<p><b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b></p> <ul style="list-style-type: none"> <li>▪ Sustainability and Supply Chain</li> <li>▪ Standards Applied to Supply Chain</li> <li>▪ Carbon Reduction and CDP</li> <li>▪ The Importance of LCA</li> <li>▪ Case Studies: Apple, IKEA</li> </ul>
11:00 – 11:15	BREAK
11:15 – 12:30	<p><b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b></p> <ul style="list-style-type: none"> <li>▪ Carbon Offsetting</li> <li>▪ Exercise: Identify your Carbon Footprint</li> </ul>
12:30 – 1:15	LUNCH
1:15 – 3:00	<p><b>MODULE 6: Sustainability (CSR) Reporting Based on GRI G4 and Other Guidelines</b></p> <ul style="list-style-type: none"> <li>▪ Steps for Sustainability Report Creation</li> <li>▪ Sustainability Reporting Trends</li> <li>▪ Dow Jones Sustainability Index</li> <li>▪ The GRI G4 Guidelines and the NEW GRI Standards</li> <li>▪ Good Practices for Sustainability Report Communication</li> <li>▪ Case Studies and Exercise: Understanding Reporting</li> </ul>
3:00 – 3:15	BREAK
3:15 – 4:30	<p><b>MODULE 7: External Assurance</b></p> <ul style="list-style-type: none"> <li>▪ The Importance of Assurance and Related Assurance Standards</li> </ul> <p><b>MODULE 8: The Role of the Sustainability (CSR) Practitioner and Future Trends, Practitioner Assignment</b></p> <ul style="list-style-type: none"> <li>▪ The Role of Sustainability Practitioner</li> <li>▪ Tips for Sustainability Integration</li> <li>▪ Small Medium Enterprises and tips for applying Sustainability</li> <li>▪ Future Trends</li> </ul>
4:30 – 5:00	Practitioner Assignment: Mandatory for Becoming a Certified Sustainability Professional