



CENTRE for SUSTAINABILITY  
and EXCELLENCE

From Commitment to Results...

## Advanced Certified Sustainability (CSR) Practitioner Training



### The Centre for Sustainability and Excellence

The Centre for Sustainability and Excellence (CSE) is a global advisory and training organization specialized in Sustainability with offices in Chicago, Athens, and Brussels.

As an Approved Courses and Training Organization under the Institute of Environmental Management and Assessment, CSE offers intensive professional learning opportunities to executives and senior level managers across sectors and industries on Corporate Social Responsibility and Sustainability.

The success of these unique workshops relies on bringing together a diverse, small group of participants while engaging them in in-depth discussions with the trainer and the rest of the group and using interactive exercises and advanced Training Material. CSE provides both **in-house** and **scheduled training** opportunities for organizations depending on regional, organizational, and learning requirements and aspirations.

- **5000** executives trained globally
- Workshops held in more than **30** countries
- Leader in **in-house** CSR workshops
- Internationally renowned instructors on **CSR** and **Sustainable Development**
- Certified more than **500** CSR Practitioners from 5 continents and **30** countries

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### IEMA – Institute of Environmental Management and Assessment



IEMA is a professional body for practitioners involved in environmental management and assessment. The Institute supports members by providing recognition of knowledge and skills through professional qualifications and through provision of the membership services, including IEMA Approved Training Courses.

The aim is to promote the goal of sustainable development through improved environmental practice and performance. One of the ways in which this goal is delivered is through the provision of a range of high quality training courses to equip members with environmental knowledge and skills to make a practical difference in the workplace.

**CSE Issues an Annual Sustainability Report based on the UNGC Principles**

**Since 2007 CSE is a Carbon Neutral Organization.**

**CSE is the official GRI Certified Training Partner for the Middle EAST Greece**

#### **Advanced Certified Sustainability (CSR) Practitioner Training**

CSE has trained over 5,000 professionals, since 2006, with more than 500 CSR Practitioners across North America, Europe, Asia, Africa and the Middle East currently implementing the most advanced methodologies on CSR Strategy and Reporting, Stakeholder Engagement, Green Marketing and CSR Scorecard, Social Return on Investment and Materiality Assessment

General Managers, Directors and Senior Executives from prestigious organizations, including **Lloyds Banking Group, The Coca-Cola Company, Ernst & Young, Blackberry, United Airlines, The World Bank, Walmart Canada, NV Bekaert, Poldie Ventures, NASA, Tullow Oil, Dubai Customs Honeywell, Pfizer, W.W. Grainger, Illinois Tool Works, ArcelorMittal, BP, Heineken, Lincoln Financial Group, The SAVOLA Group, , Borouge, ADGAS, BESIX, Sabic, The Oxford Council, ENOC, NCB, Landmark Group, DEWA, Eurobank, Majid Al Futtaim, APEAL, ArcelorMittal ZAIN, Al Habtoor Leighton Group, ING, Landmark Group** are now recognized as Certified CSR Practitioners and have gained advanced knowledge and career progression.

Topics covered:

- Understanding **Sustainability/CSR** & Business Case
- Local and International **Trends & Legislation** in CSR & Climate Change
- Sustainability **Strategies** and **Stakeholder Engagement**
- The importance of **SROI**
- Creation of a **Carbon Footprint Strategy & LCA**
- **Green & Cause Related Marketing**
- **GRI Reporting & Verification** (GRI guidelines)
- **Carbon Disclosure Project**
- **Global Standards** for Integration (GRI, CDP, ISO 26000, UN Global Compact)
- Introduction to **energy** and **cost saving strategies** that improve revenue
- The Role of **Sustainability (CSR) Manager**





## Learning Benefits:

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- Become **globally recognized** as a Certified Sustainability (CSR) Practitioner
- Become a **sustainability expert** in your organization, field or sector
- Bring **added value** and authenticity to your organization at the strategic and operational level
- Learn to use comprehensive approach to create **effective strategies and reports**
- Maintain high levels of **confidence among stakeholders**
- Learn how Sustainability can form a **solid business case**
- Join a **global network** of Sustainability experts
- Explore new opportunities with an **expanded Sustainability Network**
- Undergo **interactive exercises** with diverse pool of participants
- Complete **first and final projects remotely**
- **Guaranteed skills** achieved

## The Value of CSE Training

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The value of CSE trainings comes from the small group workshops that are held over the two days. This approach enables participants to **discover the experiences of their peers working in the field, while also taking direction from CSE trainers.**

Specialized, detailed and highly focused training allows participants to acquire skills and competencies according to the needs and objectives of the individual and/or organization. Tools and business frameworks adhere to global standards assist decision making, risk management and performance measures in relation to Sustainability.

Upon completion of the course, trainees are able to effectively develop Sustainability strategies, implement CSR programs, and communicate performance through Sustainability/ CSR Reports. Participants have the option of completing a **Final Assignment** towards receiving certification as **CSR Practitioners by IEMA.**

A **CSR-P Certification** Seal is provided to acknowledge successful completion of training by CSE.

## Who Should Attend?

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- Sustainability, CSR Managers
- Health Safety and Environment Managers
- Public Relations, Communications & Marketing
- HR Managers
- Supply Chain , Operations managers
- Environment Executives
- CSOs





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## From Commitment to Results...

See What Previous Participants Said:

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*"A better and more informed understanding of the role of sustainability, the importance of true stakeholder engagement and transparency."*

**Wendell Wilson, Global Sustainability Director of Coca-Cola**

*"It was exactly what I was hoping for regarding content, exercises and networking opportunities. Thank you!"*

**Laurie Peterson - JSC Sustainability Champion of NASA**

*"Incredible knowledge shared. A great mix of presentations and group assignments."*

**Jeff Rehm, Sustainability Manager of W.W. Grainger**

*"The true sign of a superior program is the ability to engage participants to share their varied experiences and ideas. The CSE IEMA-approved Sustainability Practitioner Workshop offers terrific value; dynamic interaction combined with thought-provoking ideas, as well as - of course - the opportunity to earn the globally recognized CSR-P designation."*

**John Friedman Sustainable Business Network of Washington**

*"The amount of material covered in 2 days, networking, and hearing about the problems in CSR that owners face was what I liked most."*

**Dean Borig, Senior Program Manager of Lockheed Martin Corporation**





## Course Agenda

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### CONTENT DAY 1

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9:00 – 9:30	Check-in
9:30 – 11:00	<b>MODULE 1: Sustainability (CSR) and the Business Case for Adoption</b> <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</li><li>■ Videos for Discussion: Shell, Nike and other cases</li></ul> <b>MODULE 2: Current Global &amp; Local Legislation for CSR and GHG Emissions</b> <ul style="list-style-type: none"><li>■ Kyoto Protocol</li><li>■ Legislation for GHG Emissions and Sustainability Reporting</li><li>■ Global Overview and Trends</li></ul>
11:00 – 11:15	BREAK
11:15 – 12:30	<b>MODULE 3: Sustainability (CSR) Strategy and Related Global Standards and Guidelines</b> <ul style="list-style-type: none"><li>■ The importance of Stakeholders</li><li>■ How to Create a Strategy and Engage with the Stakeholders</li></ul>
12:30 – 1:15	LUNCH
1:15 – 3:00	<b>MODULE 3: Sustainability (CSR) Strategy and Related Global Standards and Guidelines</b> <ul style="list-style-type: none"><li>■ The Importance of SROI</li><li>■ The Importance of Sustainability and Materiality Assessment</li><li>■ The Most Important Standards and Guidelines for Sustainability</li><li>■ Case Study: Lloyds Banking Group</li></ul>
3:00-3:15	BREAK
3:15 – 5:00	<b>MODULE 4: Responsible Communication and How to Avoid Greenwashing</b> <ul style="list-style-type: none"><li>■ Legislation for Marketing</li><li>■ Green and Cause-Related Marketing and How to Avoid Greenwashing</li><li>■ Case Study: AUDI</li></ul>

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## CONTENT DAY 2

9:00 – 9:30	<b>Pre-course Assignment Presentations</b>
9:30 – 11:00	<b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b> <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	<b>BREAK</b>
11:15 – 12:30	<b>MODULE 5: The Importance of Sustainability (CSR) in Supply Chain and Carbon Footprint Reduction</b> <ul style="list-style-type: none"><li>■ The Importance of product LCA (Life Cycle Analysis)</li><li>■ Exercise: Identify your Carbon Footprint</li></ul>
12:30 – 1:15	<b>LUNCH</b>
1:15 – 3:00	<b>MODULE 6: Sustainability (CSR) and Integrated Reporting based on GRI and IIRC Guidelines</b> <ul style="list-style-type: none"><li>■ Steps for Sustainability Report Creation</li><li>■ Sustainability Reporting Trends</li><li>■ The GRI G4 Guidelines and How to Use Them</li><li>■ The New Integrated Reporting Guidelines from IIRC</li><li>■ Case Studies and Exercise: Understanding Reporting</li></ul>
3:00 – 3:15	<b>BREAK</b>
3:15 – 5:00	<b>MODULE 7: External Assurance and How to Communicate and Gain Credibility in Your Report</b> <ul style="list-style-type: none"><li>■ Good Practices for Sustainability Report Communication</li><li>■ The Importance of Assurance and Related Guidelines</li></ul> <b>MODULE 8: The Role of the Sustainability (CSR) Practitioner / Future Trends and Practitioner Assignment</b> <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 apply Sustainability</li><li>■ Future Trends</li></ul> <b>Practitioner Assignment: Mandatory for Becoming a Certified Sustainability Professional</b>

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