MERCURY

Executing Sustainability Strategies Programme

13 – 17 June 2027
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
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Ref: 15833_1083175 **Date:** 13 – 17 June 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

In today's dynamic global environment, organizations face increasing pressure to align their operations with sustainable development goals while driving long-term profitability and resilience. The Executing Sustainability Strategies Programme is designed to equip professionals with the knowledge, tools, and frameworks to integrate sustainability into core business strategies.

Participants will explore actionable approaches to implementing environmental, social, and governance ESG initiatives, assessing sustainability impacts, and fostering innovation. The Executing Sustainability Strategies Programme offers a practical pathway to achieving measurable outcomes that balance economic growth with ecological stewardship and social responsibility.

The Executing Sustainability Strategies Programme is an executive sustainability course that equips professionals with the tools to develop and implement effective business sustainability strategies. Participants will explore various corporate and environmental sustainability strategies to address modern challenges. It emphasizes practical sustainability strategies and actionable approaches to enhancing organizational performance.

By understanding sustainability strategies and mastering their application, executives will gain into implementing sustainability strategies tailored for long-term impact. The Executing Sustainability Strategies course offers a dive into sustainability strategies for business, empowering leaders to champion environmental sustainability strategies and drive meaningful change.

Targeted Groups:

- Corporate Sustainability Officers.
- Business Strategy Leaders.
- Environmental and Social Governance ESG Professionals.
- Operations and Supply Chain Managers.
- Risk Management Specialists.
- Corporate Social Responsibility CSR Executives.
- Policymakers and Government Officials.
- Non-Governmental Organization NGO Leaders.
- Entrepreneurs and Business Owners.
- Professionals Transitioning to Sustainability Roles.

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Course Objectives:

At the end of this Executing Sustainability Strategies course, the participants will be able to:

- Equip participants with frameworks to integrate sustainability into business strategies.
- Enhance understanding of ESG principles and their practical application.
- Develop skills to measure and report sustainability performance.
- Foster innovation for sustainable product and service design.
- Strengthen stakeholder engagement and communication strategies.
- Enable effective risk management in sustainability initiatives.
- Guide organizations toward achieving long-term sustainable growth.
- Build expertise in implementing climate action strategies.
- Promote ethical leadership and decision-making for sustainability.
- Encourage the adoption of circular economy practices.

Targeted Competencies:

By the end of this Executing Sustainability Strategies Programme, the participant's competencies will:

- Strategic Sustainability Planning.
- ESG Framework Implementation.
- Stakeholder Engagement and Communication.
- Risk Assessment and Mitigation.
- Sustainable Innovation and Design Thinking.
- Performance Measurement and Reporting.
- Change Management for Sustainability.
- Circular Economy Integration.
- Climate Action Strategy Development.
- Ethical Leadership and Decision-Making.

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Course Content:

Unit 1: Introduction to Sustainability and ESG Frameworks:

- Understand the core principles of sustainability in business.
- Learn about the Environmental, Social, and Governance ESG criteria.
- Explore global sustainability challenges and trends.
- Examine the role of sustainability in corporate strategy.
- Study international sustainability standards and guidelines.
- Understand how ESG performance impacts business reputation and value.
- Analyze the relationship between sustainability and financial performance.

Unit 2: Strategic Planning for Sustainability:

- Develop a roadmap for integrating sustainability into business strategies.
- Learn to set measurable sustainability goals and targets.
- Understand the process of conducting a sustainability audit.
- Learn how to align sustainability objectives with organizational vision and mission.
- Examine strategic frameworks like the Triple Bottom Line TBL approach.
- Understand how to identify and engage key stakeholders in sustainability planning.
- Explore methods for prioritizing sustainability initiatives based on impact and feasibility.

Unit 3: Implementing and Managing Sustainability Initiatives:

- Gain knowledge of tools and techniques for executing sustainability projects.
- Learn how to align business operations with sustainability goals.
- Understand resource management for sustainable operations.
- Explore the role of leadership in driving sustainability initiatives.
- Learn how to manage change effectively within an organization.
- Study case studies of successful sustainability implementation in various industries.
- Examine the challenges and obstacles in executing sustainability strategies and how to overcome them.

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Unit 4: Measuring and Reporting Sustainability Performance:

- Understand key performance indicators KPIs for sustainability.
- Learn how to collect and analyze data on environmental, social, and governance factors.
- Study the role of sustainability reporting standards like GRI and SASB.
- Explore best practices for transparency and accountability in sustainability reporting.
- Understand the importance of continuous improvement in sustainability efforts.
- Learn how to use sustainability data to inform decision-making.
- Explore tools and software for sustainability measurement and reporting.

Unit 5: Leading Sustainability for Long-Term Impact:

- Study the role of leadership in fostering a culture of sustainability.
- Learn how to inspire innovation and collaboration for sustainability.
- Understand the concept of sustainable business models.
- Explore ways to embed sustainability into organizational values and operations.
- Develop strategies to manage sustainability risks and opportunities.
- Learn about the impact of government regulations and incentives on sustainability.
- Understand how to create a sustainable supply chain and product lifecycle.
- Gain insights into the future of sustainability and the evolving role of business leaders.