

# Sustainable Business Strategy

Day 1

## ***The Sustainable Vision***

- The meaning of sustainability in business
- How perspectives on strategy influence sustainability
- The history and challenges of sustainability
- The pillars of corporate social responsibility
  - People
  - Profit
  - Planet

Day 2

## ***Developing a Sustainable Strategy***

- Sustainability leadership: challenges and responsibilities
- Identifying the corporate ambition
- Understand how sustainability issues are considered as part of strategic planning and product development.
- Identify the opportunities and challenges posed by sustainability issues
- Engagement with key stakeholders
- Sustainability as part of competitive positioning

Day 3

## ***Sustainable Operations***

- Operational functions for sustainability
- Sustainable entrepreneurship
- Sustainable procurement
- Sustainable supplier management
- Sustainability across the supply chain

Day 4

## ***The Role of Innovation in Addressing Sustainability Challenges***

- The role of technology in a sustainable business
- Sustainability and the future of energy

- Sustainable quality
- Sustainable design
- The sustainable marketing mix

Day 5

***Sustainable finance***

- The importance of sustainable finance
- Measuring sustainability
- Sustainable business risks
- Investments and corporate performance
- Green and socially responsible investment opportunities