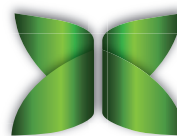




Management
Centre Europe®



Sustainability
Management
School  Switzerland
BUSINESS SCHOOL

THE *reference* FOR SUSTAINABILITY

Sustainability Management

Training Programmes 2018



What is Sustainability Management

Sustainability is not a concept it is a way of life and it embraces a holistic approach. Economic growth, the environment and social inclusion are equally important dimensions in our societies and businesses. Sustainability Management is the integration of those dimensions into the various business fields and strategies.

Long-term profitability is assured through an effective application of Sustainability Management. Sustainability is one of the prime challenges facing humanity in the 21st century. All organizations, from businesses to governments, seek to generate value with limited resources.

Management Centre Europe's Partnership with SUMAS, Sustainability Management School

Sustainability is at the top of the agenda of many CEO's today. The challenge is to make sure that your talent is developed in the key areas. To offer you, our clients, state of the art sustainability training programmes, MCE is partnering with SUMAS, Sustainability Management School, in Switzerland.

SUMAS was the first business school in the world to launch sustainability educational programmes. It is the pioneer of sustainability teaching and training providing cutting edge knowledge and know-how on sustainability issues. The business school is member of several important sustainability associations such as the United Nations Global Compact, The R20 Regions of Climate Action and the Principles for Responsible Management Education

(PRME). For its outstanding delivery of high quality programmes, SUMAS was awarded with top placements in international rankings and achieved 5 stars in the prestigious QS World University Rankings.

Combining MCE and SUMAS strengths, we are now able to offer you a full curriculum, in different cities, that allows your teams to develop their skills and knowledge in sustainability management and drive the knowledge throughout your company.

Fundamentals of Sustainability Management

3 Days

€3,450

This programme provides you with a fundamental understanding of the main aspects of sustainability. Explore the individual, company and societal perspectives and learn Energy efficiency, water use and waste management are covered in more detail, to raise awareness for sustainable day-to-day practices.

Who should attend?

If you want to become a responsible manager and positively contribute to your work environment this programme is for you. This training is designed for employees and managers from all levels who want to gain a deeper understanding of sustainability.

Learn & practise

Module 1: What is Sustainability Management and what it is not?

- Main sustainability dimensions, aspects and principles
- Key differences between Business as usual vs Sustainable business

Module 2: Diverse levels of sustainability: Individual, company and societal level

Module 3: Main sustainability concepts and drivers: Ecological footprint, Ecosystem services, Planetary boundaries, Systems and CSR

Module 4: Energy efficiency: Fossil fuels, Renewable energy, Energy efficiency, Making the transition

Module 5: Water use: problems and solutions

Module 6: Waste management

Module 7: Sustainability tools and measurement

Module 8: Sustainable management practices: examples

Module 9: How to become a sustainability champion?

How will you benefit?

After taking this programme, you will be able to:

- Become a competent advocate for sustainability
- Define and explain main sustainability concepts and drivers
- Understand the impact of personal and managerial decisions on energy, water use
- Use waste management to save resources and to create value
- Consider and intelligently discuss main sustainability issues from multiple perspectives
- Proudly develop your responsible attitudes towards sustainable development

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Dates and locations on www.mce.eu and in the MCE Training Calendar on the back cover.

Responsible Management Practices & Corporate Social Responsibility (CSR)

3 Days

€3,450

This programme provides a framework for understanding Responsible Management and Corporate Social Responsibility (CSR) in companies. Learn how to apply Sustainable Development Goals (SDGs) in your day-to-day business practice.

Who should attend?

This training programme is designed for leaders, employees, managers, directors and sustainability professionals in companies wanting to gain a deeper understanding of Responsible Management and Corporate Social Responsibility (CSR) and how to integrate them into the core strategy at any managerial level.

Learn & practise

Module 1: Further develop your ethical leadership style

Module 2: Responsible behaviour in the community, workplace and the environment

Module 2: Formulate recommendations to implement actions in the area of CSR

Module 3: Implementing and advancing CSR action plans in companies

Module 5: Applying advanced sustainability reporting systems in your business context

Module 6: Recognising certification frameworks and eco-labels applicable to your business

How will you benefit?

After taking this programme, you will be able to:

- Develop an understanding of how responsible decisions can profitably lead to environmental conservation and social inclusion.
- Formulate recommendations to implement actions in the area of CSR
- Compare cutting edge financial planning and sustainable reporting
- Business ethics and implications in society and communities
- Identify suitable SDGs relevant to your businesses

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Sustainable Innovation and Turning Sustainable Development (SD) into a Competitive Advantage

3 Days

€3,450

Become a leading driver for innovation and learn how sustainability can become a competitive advantage for your organization.

Who should attend?

Creative thinkers and business people who want to acquire cutting-edge sustainability knowledge and practice. The programme is also relevant for business and functional leaders of the industry and industry partners in government and non-governmental organizations.

Learn & practise

Module 1: The need for change – advocacy for Sustainable Development

Module 2: How to get started – a hands on approach

Module 3: Leading Sustainable Innovation – case studies on failures and successes

Module 4: Balanced Sustainable Growth – how to stay the programme

Module 5: Most promising ideas and approaches

Module 6: Energy, water, materials for the future

How will you benefit?

After taking this programme, you will be able to:

- Devise Sustainable Innovation strategies in an industrial setting which bridge short-term business needs and long-term business viability
- Identify the basic issues around water, energy, materials and waste so as to be able to devise approaches towards betterment.
- Understand the business advantages of integrating Sustainable Development into their business strategies and operations.
- Develop key strategies for making Sustainable Development a reality in their corporation and reaping the benefits.

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How to Communicate Sustainable Practices to External Stakeholders

3 Days

€3,450

Your reputation is a valuable measure of your successful business. That is why you have to efficiently communicate your responsible management practices to external stakeholders.

Who should attend?

This programme is designed for business professionals who want to understand how to integrate sustainability topics in their communications strategies and plans. All positions related to Communication, Public Relations, Marketing and Media are the key target group for this training.

Learn & practise

Module 1: Integration of sustainable concepts into corporate image and identity

Module 2: Choosing appropriate sustainable labels and certifications

Module 3: Creating transparent sustainability reports

Module 4: Use suitable communication strategies and tactics to manage crisis due to sustainability gaps

Module 5: Identify warning signs of potential issues derived from sustainability shortcomings and develop an operative action plan

How will you benefit?

After taking this programme, you will be able to:

- Engage in new communication practices
- Develop effective sustainability reports
- Effectively communicate sustainability concepts across all media and digital channels
- Lead the change in situations of crisis
- Implement strategic issues management

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How to Become a Convincing Leader for Sustainability

How to trigger responsible mindsets and other departments in organizations to convince them to support sustainable development.

3 Days

€3,450

Who should attend?

If you want to become a responsible manager and positively contribute to your work environment this programme is for you. This training is designed for employees, managers, directors and sustainability professionals in corporations, governments, non-governmental organizations wanting to gain a deeper understanding of sustainability and how to integrate it.

Learn & practise

Module 1: Leading Concepts in Sustainability (Circular Economy, Resource Efficiency, Low Carbon Economy, Safety)

Module 2: Guiding parameters (UN-SDG's, UN-Global Compact, WBCSD 2050 goals etc.)

Module 3: Benchmarking industries (consumer, energy, chemicals)

Module 4: The role of governments, NGO's, industry associations, other interest groups

Module 5: Bringing it all together (Internal alignment, PR, Lobbying, Endorsements)

Module 6: Reaping the benefits and protecting the down-sides (acceptance with Media, Analysts, Recruits, Employees, Customers & Suppliers)

How will you benefit?

After taking this programme, you will be able to:

- Speak about the topic with confidence
- Understand how to drive consensus around sustainability management strategies within a company, within industry, and within a society.
- Approach a complex subject in sustainability management, develop the necessary knowledge, drive consensus and action to yield tangible results.
- Be an effective champion for sustainability within your organization and how to align others towards the right programme of action
- Identify the right balance ("the sweet spot") between societal expectations and economic realities in Sustainable Development
- Develop winning strategies for balancing economy, ecology and societal needs.

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Green Marketing and Integration of Sustainability into Branding

3 Days

€3,450

This programme gives you an introduction to the new field of Green Marketing and Sustainable Branding. Explore innovative ways to integrate sustainability into all aspects of the 4Ps of International Marketing and how to leverage sustainability to strengthen your brand.

Who should attend?

This programme is relevant for all business people working in Marketing, Sales, Digital Communication, Branding, Sustainability and CSR.

Learn & practise

Module 1: Provide the most advanced practical tools to implement green brand marketing strategies

Module 2: Creating sustainable marketing values

Module 3: Developing Green value propositions for consumers' understanding

Module 4: Designing and communicating an appealing green product offering (product/service, pricing, distribution)

How will you benefit?

After taking this programme, you will be able to:

- Identify the way in which responsible managerial decisions can be applied in international marketing and branding contexts
- Engage consumers in their sustainability journey
- Identify processes to integrate sustainability at brand level
- Analyse the ethical implications on the practice of green brand marketing

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Sustainable Procurement

This programme introduces you to the field of Sustainable Procurement and provides you with key concepts behind the notions of Sustainable Sourcing, Environmental Protection, Social Progress and Ethics. Learn a step-by-step approach to sourcing sustainable products from suppliers. The final modules of the training programme focus on the alignment of green procurement with the Sustainable Development Goals (SDGs).

3 Days

€3,450

Who should attend?

Managers involved in any stage of sourcing activities including Contract Production Managers, Operations Manager, Procurement and Supply Chain Managers, Plant Managers, Sourcing and Operations Experts, Sustainability Managers.

Learn & practise

Module 1: Mapping sustainability impacts

Module 2: Effective Supplier Relationship Management Systems

Module 3: Rethinking sustainability plans in supply chain, procurement procedures, policies and risks

Module 4: Define and monitor sustainable contracts

Module 5: Identify and develop a set of sustainable key performance indicators (KPIs)

Module 6: Implementing a Sustainable Procurement Action Plan

How will you benefit?

After taking this programme, you will be able to:

- Integrate sustainability into the procurement process
- Organize and manage the fit-for-organization sustainable models for Procurement
- Learn through case studies how to map, organize and manage the sustainable models for Procurement and External Production flow
- Identify the dynamic targets, strategies, leverage to manage and improve the Procurement Planning and Monitoring
- Recognise sustainability risks and impacts throughout the lifecycle
- Source sustainable materials and products

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Sustainable Supply Chain Management and Green Production

3 Days

€3,450

This programme focuses on the field of Sustainable Supply Chain Management and Green Production. The training is decision-oriented and provides key frameworks crucial to develop sustainable logistics networks and evaluates environmental, risk, and waste costs in detail.

Who should attend?

Business people involved in the supply chain process from sourcing raw materials to product delivery, This includes Supply Chain Managers, Procurement Managers, Plant Managers, Sourcing and Operations Experts and Industrial Engineers.

Learn & practise

Module 1: Lean Management, Green strategies

Module 2: Ethically sourced materials and products

Module 3: Demand and Supply Planning

Module 4: Internal integration for competitive sustainability - Sustainable Production

Module 5: External integration - Capacity Slotting & Supplier Relationship Management

Module 6: Location and Layout Strategies

Module 7: Decision making tools and forecasting

How will you benefit?

After taking this programme, you will be able to:

- Identify a green approach in planning production and getting to drive its evolution towards a sustainable oriented approach
- Organize and manage the fit-for-organization sustainable models for Demand, Internal Production and External Production flow
- Identify fast and competitive approach with KPIs for sustainable processes and technologies
- Leverage internal and external integration including the production transformation from Push to Pull System with forecasting
- Use an optimized green supply chain as a competitive advantage

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Sustainable Finance

How can finance provide modern solutions to modern problems such as the loss of biodiversity, the aging of people and the scarcity of resources? How can companies integrate environmental, social and governance (ESG) in their corporate strategy and in their operations? How can sustainable investment be a positive contributor to corporate performance and investor return?

3 Days

€3,450

Who should attend?

Anyone that has an interest in understanding the linkages between finance and sustainability. No specific Banking or Finance background is required.

Learn & practise

Module 1: The need for a financial system that supports a circular economy

Module 2: Sustainability and Finance: the key elements to know

Module 3: ESG and the environmental assets

Module 4: How to drive funds into sustainable areas of the economy

Module 5: Search and select the best mix of financing to fund sustainable development inside your corporation

Module 6: How to assess the risks of investing in companies with sustainable strategies

Module 7: How the financial system and the regulation is evolving to support sustainable developments

Module 8: How to effectively speak to and engage with investors

Module 9: What next

How will you benefit?

After taking this programme, you will be able to:

- Understand how to drive funds into sustainable areas of the economy
- Assess the risk of investing in companies with sustainable strategies
- Learn about sustainable portfolio management
- Understand and analyze sustainable corporate reporting
- Learn how to effectively speak to and engage with investors

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Sustainability Calendar 2018

	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Fundamentals of Sustainability Management	20-22 (BRU)			19-21 (FRA)			3-5 (LON)
Responsible Management Practices and Corporate Social Responsibility (CSR)	20-22 (BRU)					12-14 (FRA)	
Sustainable Innovation and Turning Sustainable Development (SD) into a Competitive Advantage			6-8 (BRU)			12-14 (FRA)	
How to Communicate Sustainable Practices to External Stakeholders			6-8 (BRU)			12-14 (FRA)	
How to Become a Convincing Leader for Sustainability			6-8 (BRU)			12-14 (FRA)	
Green Marketing and Integration of Sustainability into Branding	25-27 (BRU)			24-26 (FRA)			
Sustainable Procurement	25-27 (BRU)			24-26 (FRA)			
Sustainable Supply Chain Management and Green Production	25-27 (BRU)			24-26 (FRA)			
Sustainable Finance	25-27 (BRU)			24-26 (FRA)			

BRU = Brussels, FRA = Frankfurt, LON = London