

Course I

SUSTAINABILITY STRATEGY WORKSHOP

21st June 2018
(1 day workshop)

Time: 09.00 am – 04.00 pm

Venue: Dubai, UAE

The world's spotlight is on corporate responsibility. The global financial crisis revealed traditional governance and risk management systems to be inadequate. The global community is becoming acutely aware that business has not been shouldering the true costs of its social or environmental impacts.

However, progressive leaders are embracing the principles of sustainability and taking steps to embed them throughout their operations, and importantly, governance processes. Experience from across the globe shows that these steps not only enhance reputation but, if done well, have the potential to reduce costs, attract new customers, invigorate innovation and enhance access to capital. In short, corporate responsibility is not only an obligation but also an opportunity.

Regardless of mounting best practice and numerous standards, guidelines and initiatives, confusion still abounds regarding what this all means in practice. Many concepts are being used – CSR, sustainability, ESG, triple bottom line, corporate citizenship, business ethics, community investment, philanthropy and so on.

This workshop will bring clarity to this confusion. The focus is not on one-off, non-business aligned 'nice to do' initiatives but on a change in the way business itself is conducted. It is about building a corporate level approach that adds genuine value to your core business whilst benefiting from wide stakeholder acceptance.

*Hawkamah, under its training arm Mudara IOD has designed its first one-day refresher workshop which will be an ongoing effort from the Institute to introduce such refresher courses on different topics for their 'Certified Professional Directors' and those who are heading to be a professional director. **These refresher courses are introduced to ensure that the certified directors stay on top of global and regional corporate governance developments.***

Top 4 business benefits from the course:

- ✓ **Design** a strategy that adds genuine value to your business and inspires your stakeholders.
- ✓ **Build** your operational and reputational assets by cutting costs without cutting corners.
- ✓ **Understand** why CR is a board room topic and what this means to you as a board member.
- ✓ **Gain** insights into international and regional best practice from a pioneering sustainability leader with hands-on Middle Eastern experience.



Course Outline

ONE DAY TOPIC

- 1. Concept, drivers & Strategy - What is it? Why should we bother?**
 - High-level concepts of corporate responsibility, ESG and sustainability
 - Internal and external drivers
 - Why is this important for the board
 - Articulating the business case – international and regional case studies

- 2. Programme design and implementation – How to design a robust and value – adding strategy**
 - Levels of aspiration – their benefits and implications
 - Making a commitment – where do we want to be and why
 - Elements of an effective and credible programme
 - Walking through a programme design case study
 - Introduction of baseline assessment tool and action planning workshop

- 3. Getting on the journey**
 - Why should we and what will we commit to in the short, medium and longer – term
 - Where are we now – where are the gaps and what do we need to do
 - Our role as a board
 - Next steps

Who should attend / Fees:

Who Should Attend	<u>Individuals who are:</u> <ul style="list-style-type: none"> ✓ Certified Professional Directors (Director Development Program) ✓ Board Members, 'C' level, Managing Directors, Heads ✓ Senior management, Governance professionals ✓ Aspiring Directors and senior managers working close to the board. ✓ Anyone interested in the program.
For more information	pramila.fernandes@hawkamah.org or call +971 4 362 2662
Visit website	www.hawkamah.org

Trainer Bio



MARIA SILLANPAA
Founding Director

Maria is an internationally recognized corporate responsibility and sustainability leader. She has worked exclusively in this field for over a quarter of a century, helping diverse organisations with their sustainability journeys. Prior to founding Sustainability Advisor, Maria held pivotal roles at The Body Shop International, KPMG and AccountAbility.

Maria's client work focuses mainly on strategy development, stakeholder engagement, supply chain management and reporting. She is especially passionate about helping clients find an authentic and compelling link between their business and their sustainability drivers.

Based in Dubai since 2007, Maria works with clients in the Middle East, as well as internationally. She hails from Finland, has lived in five countries along the way, and worked with clients in some 30 countries across all continents. She has project experience from diverse sectors, including FMCG and Retail, food and Drink, Energy and Utilities, Professional Services, Finance, Property and Construction and so on.

Maria has made instrumental contributions to various sustainability standards and initiatives – notably AccountAbility and its AA1000 Series of Standards. She sat on the founding board of Ethical Trading Initiative and was a founding member of GRI's Technical Advisory Committee. She is widely recognised as one of the CR and Sustainability pioneers internationally having been deeply involved in it as a corporate practitioner, consultant and a standards developer's since the early 1990s.

Her publications include *The Stakeholder Corporation – A Blueprint for Maximizing Stakeholder Value*, endorsed by global leaders as a seminal text.