Sustainable Business Strategy: Driving Value & Impact

17 – 21 January 2027
Dubai (UAE)



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Ref: 321625_165927 **Date:** 17 – 21 January 2027 **Location:** Dubai (UAE) **Fees:** 4900 GBP

Why This Course

Sustainability is no longer optional—it is a strategic imperative for businesses seeking long-term value and resilience. This intensive 1-week program equips leaders with the knowledge and tools to integrate sustainability into core operations, mitigate risks, and create positive environmental and social impact while maintaining profitability. Through practical exercises, case studies, and expert-led discussions, participants will gain actionable insights to drive sustainable business transformation.

What You'll Learn and Practice

By attending this program, you will be able to:

- Understand the strategic importance of sustainability and its business case.
- Develop and implement strategies that embed sustainability into corporate operations.
- Identify and manage sustainability-related risks and opportunities.
- Apply innovative approaches to create shared value for stakeholders.
- Lead organizational change towards sustainable practices.
- Measure, monitor, and report sustainability performance effectively.

The Program Flow

Day 1: Foundations of Sustainable Business

- The evolving business landscape and sustainability imperative
- Key sustainability frameworks and principles
- Understanding risks and opportunities in sustainability
- Stakeholder mapping and engagement strategies

Day 2: Sustainable Strategy Development

- Conducting sustainability materiality assessments
- Integrating sustainability into corporate strategy
- Setting measurable sustainability goals and targets
- Exploring sustainable business models and value creation



Day 3: Implementing Sustainable Practices

- Sustainable supply chain management
- Circular economy principles and applications
- Energy efficiency and renewable energy strategies
- Sustainable product design and lifecycle management

Day 4: Innovation and Partnerships for Sustainability

- Sustainability-driven innovation processes
- Building collaborative partnerships and industry initiatives
- Leveraging technology for sustainability solutions
- Case studies of successful sustainable innovations

Day 5: Leading Change and Measuring Impact

- Change management for sustainability transformation
- Sustainability performance measurement and reporting
- ESG criteria and responsible investing
- Emerging trends and future sustainability challenges

Individual Impact

Participants will leave the course with:

- A tailored sustainability strategy for their organization.
- Practical skills to engage stakeholders and drive sustainability initiatives.
- Tools to design innovation projects with sustainability at their core.
- A sustainability scorecard to measure, track, and report performance.

Organizational Impact

Organizations will benefit from:

- Integration of sustainability into core business operations.
- Enhanced ability to manage sustainability-related risks and opportunities.
- Stronger innovation pipelines and stakeholder engagement.
- Improved measurement, reporting, and accountability on ESG performance.



Training Methodology

- Interactive workshops and real-world case studies
- Hands-on exercises in strategy development, stakeholder engagement, and innovation
- Group problem-solving and collaborative learning
- Action planning sessions focused on implementing sustainability strategies effectively

Beyond the Course

By the end of the one week, participants will be fully prepared to:

- Lead sustainability transformation initiatives with confidence.
- Align business strategy with environmental, social, and governance objectives.
- Apply innovative approaches to create long-term value for stakeholders.
- Establish systems to monitor, measure, and report sustainability performance.

