BLACKBIRD FOR TRAINING

Business Sustainability Management: Strategies for Success

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Barcelona (Spain)

UK Traininig
PARTNER



Business Sustainability Management: Strategies for Success

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Why This Course

Sustainability has become a strategic priority for organizations that want to remain competitive, resilient, and trusted in a changing world. Customers, investors, regulators, employees, and communities increasingly expect businesses to operate responsibly while creating long-term value.

For business leaders, sustainability is no longer limited to environmental initiatives or corporate social responsibility. It is about integrating economic, social, and environmental considerations into strategy, operations, innovation, supply chains, risk management, and performance measurement.

This comprehensive 1-week course equips business leaders with the knowledge, tools, and practical frameworks needed to embed sustainability into organizational strategy and daily operations. Participants will learn how to build the business case for sustainability, identify risks and opportunities, design sustainable strategies, engage stakeholders, measure performance, and develop action plans that support responsible and lasting business success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the business case for sustainability and its impact on long-term success.
- Explore the triple bottom line: economic, social, and environmental performance.
- Identify global sustainability challenges and their business implications.
- Conduct sustainability assessments and materiality analysis.
- Integrate sustainability into corporate strategy and operating models.
- Identify and manage sustainability-related risks and opportunities.
- Apply circular economy principles and sustainable supply chain practices.
- Explore energy efficiency, renewable energy, waste reduction, and resource optimization strategies.
- Design sustainable products, services, and innovation initiatives.
- Engage stakeholders and communicate sustainability efforts effectively.
- Set sustainability goals, KPIs, and reporting measures.
- Develop a practical sustainability action plan for implementation.



The Program Flow

Day 1: Foundations of Business Sustainability

- Introduction to sustainability in business.
- Understanding sustainability as a driver of value, resilience, and trust.
- The triple bottom line: economic, social, and environmental impacts.
- Global sustainability challenges and business implications.
- Stakeholder expectations and the changing role of business.
- Building the business case for sustainability.
- Practical exercise: Identifying sustainability drivers and priorities for your organization.

Day 2: Sustainable Strategy Development

- Conducting a sustainability assessment.
- Materiality analysis and identifying priority sustainability issues.
- Integrating sustainability into corporate strategy.
- Aligning sustainability with vision, mission, values, and business objectives.
- Sustainable business models and value creation.
- Risk management and resilience in a changing world.
- Workshop: Developing strategic sustainability priorities and opportunity areas.

Day 3: Sustainable Operations and Supply Chain

- Circular economy principles and practical applications.
- Sustainable supply chain management.
- Supplier engagement, responsible sourcing, and value chain transparency.
- Energy efficiency and renewable energy strategies.
- Waste reduction and resource optimization.
- Operational improvements that reduce cost and environmental impact.
- Practical exercise: Mapping sustainability opportunities across operations and supply chains.

Day 4: Innovation and Stakeholder Engagement

- Sustainable product and service design.
- Sustainability-driven innovation processes.
- Using sustainability challenges as opportunities for new value creation.
- Stakeholder mapping and engagement strategies.
- Communicating sustainability initiatives with clarity and credibility.
- Effective sustainability reporting and avoiding common communication risks.
- Workshop: Creating a stakeholder engagement and sustainability communication plan.



Day 5: Implementation and Performance Management

- Sustainability governance and leadership responsibilities.
- Setting sustainability goals, targets, and KPIs.
- Designing a sustainability scorecard.
- Measuring and reporting on sustainability performance.
- Tracking progress, accountability, and continuous improvement.
- Developing a sustainability action plan for immediate implementation.
- Final activity: Presenting a tailored sustainability strategy and implementation roadmap.

Individual Impact

- Strengthen your understanding of sustainability from a strategic business perspective.
- Improve your ability to identify sustainability risks, opportunities, and value drivers.
- Build confidence in integrating sustainability into business strategy and operations.
- Gain practical tools for stakeholder engagement, communication, and reporting.
- Develop skills in sustainability goal-setting, KPIs, and performance measurement.
- Leave with a practical action plan that can be applied in your organization.

Work Impact

- Improve alignment between sustainability priorities and business strategy.
- Strengthen organizational resilience and long-term competitiveness.
- Reduce operational waste, resource inefficiency, and sustainability-related risks.
- Support innovation in products, services, operations, and supply chains.
- Improve stakeholder trust through clearer sustainability communication.
- Build stronger governance, accountability, and performance tracking for sustainability initiatives.

Training Methodology

This program combines strategic sustainability concepts with practical business application. Participants will work through tools and exercises that help translate sustainability ideas into measurable action. Learning methods include:

- Interactive discussions and guided facilitation.
- Business sustainability case studies.
- Sustainability assessment and materiality analysis exercises.
- Strategy development and risk-opportunity mapping workshops.
- Circular economy and supply chain improvement activities.
- Stakeholder engagement and communication planning.
- Sustainability KPI and scorecard design exercises.
- Group projects, peer feedback, and practical implementation planning.



Beyond the Course

Upon completion, participants will be ready to lead sustainability initiatives with clarity, structure, and business relevance. They will return prepared to:

- Develop a sustainability strategy tailored to their organization.
- Create a stakeholder engagement plan for sustainability initiatives.
- Design a sustainability scorecard with relevant KPIs.
- Draft a sustainability action plan for immediate implementation.
- Integrate sustainability into operations, innovation, and supply chain decisions.
- Create long-term value through responsible, resilient, and sustainable business practices.

- Draft a sustainability action plan for immediate implementation

