Advanced Sustainability Programme (ASP)

Masterclass 22-24 May 2018

OVERVIEW
Sustainability is a very dynamic and fast-paced field. This is further complicated by the Volatile, Uncertain, Complex and Ambiguous (VUCA) global challenges shaping and informing sustainability practices in different contexts. A recent fundamental change to the sustainability landscape is the global emphasis on meeting the United Nations Sustainable Development Goals (SDGs). Professionals in this space are required to make sense of these developments, and strategically reconcile the demands of sustainability with the quest for enhanced organisational performance. This dynamic three-day programme will further equip you to strategically deal effectively with these challenges. The programme also includes a delegate dinner (Day 1) and a networking event (Day 2).

DAY ONE
Driving Organisational Change through Sustainability

Topics Covered include:
- Sustainable Organisational Development and Culture Change
- Business case for sustainability: recent findings and current trends
- Aligning Systems, Processes, and Structures with Organisational Context
- Sustainability tools and performance indicators/matrices
- Change management agents and professionals: Strategies for overcoming challenges

Dinner:
A formal, networking dinner will be hosted for all delegates.

DAY TWO
Exploring Market Opportunities through Sustainability

Topics Covered include:
- Responsible Investment and Sustainable Finance
- Creating New Markets through Sustainable Innovation
- Brand building in complex markets through sustainability practices
- Managing relations with stakeholders – investors, analysts, consumers, and regulators
- Recent developments in reporting and communicating sustainability strategies and practices

Networking Evening Event:
With the Sustainable Business Initiative’s (SBI) Corporate Responsibility and Sustainability Network.

DAY THREE
Enhancing Organisational Leadership and Governance through Sustainability

Topics Covered include:
- Responsible leadership in challenging environments
- Leading change and innovation across organisational boundaries
- Recent developments and trends in Corporate Governance and Ethics

Who is this Masterclass for?
ASP is targeted at people with extensive sustainability experience. It would be of specific relevance to experienced professionals in the following areas: corporate sustainability, responsible investments and sustainable finance, corporate strategy and governance, corporate secretariat, environmental management, risk management, innovation, sales and marketing, HRM, business development, project management, community engagement, investor relations, corporate relations, and public relations.

COURSE FEES

| Standard Ticket: £1,545 |
| Early Bird Ticket: £1,345* |

*available until 24/03/2018

TESTIMONIALS

ASP is supported by these leading professional bodies:

The Investor Relations Society (UK) is delighted to support the Advanced Sustainability Programme (ASP). Sustainability has become very relevant in the world of investor relations. The ASP is unique. It is a great way to enhance understanding and skills within this area. John Gollifer, General Manager

This programme is very timely and will be exceptionally beneficial to professionals who are interested in the broader agenda of corporate responsibility and sustainability. It definitely fills a market gap. Alan Thornburrow, Scotland Director, Business in the Community Scotland

Since sustainability, and the SDGs more specifically, have become essential to effective 21st Century business leadership, Impact Entrepreneur fully supports the ASP as it aligns with our philosophy and will substantially propel the professional development of Network’s members. Laurie Lane-Zucker, Founder and CEO, Impact Entrepreneur
LEARNING OUTCOMES

At the end of the programme, participants will, amongst others, be able to:

- Articulate strong business cases for sustainability
- Identify and apply effective tools to sustainability challenges
- Assess and analyse financial and consumer markets for opportunities
- Effectively manage and communicate sustainability to a wide range of stakeholders
- Understand what it takes to lead self and others, as well as initiate and drive change in organisations

SPEAKERS

Professor Kenneth Amaeshi
Chair in Business and Sustainable Development, University of Edinburgh Business School

Professor John Amis
Chair in Strategic Management and Organisation, University of Edinburgh Business School

Dr Caroline Marchant
Lecturer in Marketing, University of Edinburgh Business School

Dr Matthew Brander
Lecturer in Carbon Accounting, University of Edinburgh Business School

Dr Sarah Ivory
Early Career Fellow in Climate Change and Business Strategy, University of Edinburgh Business School

Dr Arman Eshraghi
Senior Lecturer in Finance and Accounting, University of Edinburgh Business School

Dr George Ferns
Lecturer in Management, Employment and Organisation, Cardiff University

Dr Winston Kwon
Chancellor’s Fellow in Strategy, University of Edinburgh Business School

Dr George Ferns
Lecturer in Management, Employment and Organisation, Cardiff University

Dr Omolara Plang
The Managing Partner, Trupact Edinburgh

Professor Susan Murphy
Chair in Leadership Development, University of Edinburgh Business School

Course fees includes all tuition, course materials, daytime catering, and dinner on the first evening. There is a 20% discount for the staff and alumni of University of Edinburgh. Group discounts are also available. Please contact us for further details.

To discover if this course is right for you, please get in touch with the Executive Team on 0131 651 5245 or email: executive@business-school.ed.ac.uk