

BUSINESS 2030



# IMPACT SUSTAINABILITY

*Deliver business, social SDG and environmental impact.*



**NOVEMBER 18-22, 2019 | ACCRA, GHANA**



- ✓ *Align shareholder value, social impact and environmental stewardship.*
- ✓ *Create competitive advantage.*
- ✓ *Enhance SDG engagement.*



**CREATING VALUE WHERE BUSINESS MEETS COMMUNITY.**



**CANADIAN UNIVERSITY DUBAI**  
Your portal to Canadian education

*“CSR and Sustainability should drive business success, social impact and competitive advantage.”*

*Wayne Dunn, CEO and Founder  
CSR Training Institute*



*“Coherent, thoughtful, stimulating, innovative and insightful – state of the art! The network of participants from the public, private and civil society sectors was incredible, some of the leading experts in the field.”*

*Dr. Kojo Busia  
Snr. Mineral Sector Governance Advisor  
United Nations Economic Commission for Africa*



## ***Impact Sustainability***

**Huh?**

**What the @\$%\* is  
Impact Sustainability?**

It is what all sustainability should be  
read this and find out more



**CSR TRAINING INSTITUTE** **CREATE VALUE**  
Where Business Meets Community



*“Outstanding, engaging and  
thought provoking ... you leave  
with a strategic mindset.”*

*Angela Christine Martin  
King Faisal Specialist Hospital*



## **EXECUTIVE SUMMARY**

***Impact Sustainability is what all sustainability should be – impactful. Impacting positively on society, business, and the environment; SIMULTANEOUSLY.***

Unfortunately, that is often not the case. Too often it ends up focused on one dimension at the expense of the others. Too focused on social impact with a resulting business cost instead of business value. Too focused on business impact with social impact limited to self-serving hype.

Impact sustainability isn't easy. It takes focus and strategy, and constant management. It requires more than simply balancing social, business and environmental dimensions. True impact sustainability means you find and develop those areas of synergy where creating value in one dimension supports and creates value in another.

***This program is designed from the ground up to provide participants with the knowledge, tools, and understanding to design, manage and deliver impact sustainability.***

## PROGRAM OVERVIEW

How important is efficiency and effectiveness to your organization and career?

Sustainability budgets, programs, and activities MUST be about impact and value. About social impact, business impact, environmental impact, and SDG impact. And that impact must be achieved efficiently or your business and career will pay the price.

Today's reality is that the demands and expectations are too high and no business or organization of any type can afford to ignore the need for efficiency in their sustainability programs.

Sustainability budgets must be as efficient at delivering value as any other budget line item. There are no free rides. Every penny of your budget should be as efficient as possible at delivering value.

This hands-on program will engage you and teach you to design, manage, lead and evaluate sustainability programs to maximize impact and value. Impact and value for your organization, for society, for the environment. Not one at the expense of the other, but all simultaneously. Aligned and integrated. Learn how to deliver value and impact across all aspects of sustainability including:

- ✓ CSR Reporting & Communications
- ✓ Impact Measurement
- ✓ SDG and Sustainability Partnerships
- ✓ SDG Engagement
- ✓ Stakeholder Engagement
- ✓ Sustainability and Finance
- ✓ Sustainability Reporting (including GRI)

»» **REGISTER** ««  
[bit.ly/Sust-Impact](https://bit.ly/Sust-Impact)



*“Insightful, inspiring and engaging and provided new perspectives and understanding. Very valuable for my team.”*

*Susannah Pierce, Vice President  
Shell Canada LNG*





## PROGRAM CONTENT

Engage where theory meets practice to produce meaningful impact and results.

Learn to use sustainability to integrate and align business, social and environmental value. The program will pragmatically integrate theory, strategy, and practice. It will take participants through key sustainability areas, exploring them from an impact and value perspective with a focus on real-world implementation and utilization.

Each component will integrate with and build on the others enabling participants to utilize them as tools to optimize value and impact across business, social and environmental dimensions.

The program will guide participants through a comprehensive set of activities that will give them the practical tools, frameworks, and understanding to develop, manage and lead sustainability programs that drive business, social and environmental impact and value.

The methodology is hands-on, combining lectures, videos, case-studies, group-work, role-play scenarios, guest lectures and more. Key topic areas include:

- ✓ CSR Reporting & Communications
- ✓ Impact Measurement
- ✓ SDG and Sustainability Partnerships
- ✓ SDG Engagement
- ✓ Stakeholder Engagement
- ✓ Sustainability and Finance
- ✓ Sustainability Reporting (including GRI)

You will leave the program ready to make a difference from Day 1, helping your organization to deliver social impact and environmental stewardship in a way that creates business value and competitive advantage.



*“A pragmatic blend of theory and practice, very applicable to helping organizations meet real-world challenges.”*

*Frank McShane*  
*Talisman Energy*



## WHY YOU SHOULD ATTEND

# The Fastest-Growing Cause for Shareholders Is Sustainability

by George Serafeim  
JULY 12, 2016

**Harvard Business Review**

Sustainability is key to business and career success in the 2020s and beyond.

*Whatever part of the organization you work in, whatever type of organization you work for, sustainability is impacting it right now.*

This program will give you the tools and knowledge to thrive and succeed in this rapidly evolving reality, and will help you be more effective at delivering value and impact, regardless of your role or responsibility.

### **Create Value and Impact**

You will learn to understand and use key business performance drivers like: impact measurement, partnerships and collaboration, reporting and communication, stakeholder engagement and more.

The program focuses on using sustainability to deliver impact, value, and results and will enhance your performance regardless of whether you work for industry, government, international organizations, civil society or faith-based organizations.

### **International Executives, Experts and Practitioners**

Be part of an accomplished and diverse participant group from throughout Africa and around the world. Spend a week learning with and from each other with a focus on role-playing scenarios, group work, case studies, and real-world simulations; a pragmatic and effective “learn-by-doing” environment that will produce results.



*“Transformed my perspective and enhanced my understanding of CSR as value-centric proactive strategy, rather than a reactive tool.”*

*Louis Kuukpen  
United Nations Dev. Program*





## A FEW HOUSEKEEPING ITEMS

### Who Should Attend

This program is designed for executives and leaders with strategy, leadership and P & L responsibility. It will also be relevant and interesting for sustainability leaders, marketing, communications and corporate affairs personnel. It is appropriate for private sector, government, NGO, non-profit and faith-based organizations.

### Registration

Early, Early Bird Registration (closes Aug. 1)	\$2,750
Early Bird Registration (closes Sept. 15)	\$2,999
Regular Registration (paid after Sept. 15)	\$3,499

For dates and more information on all of our program offerings, visit [www.csrtraininginstitute.com/courses](http://www.csrtraininginstitute.com/courses).



*\*Discount available for 3 or more from the same organization.*

## OUR SPONSORS

Sponsorship opportunities are available to promote your brand and showcase your business to program attendees before our event.

### Need More Information?

Contact us at [info@csrtraininginstitute.com](mailto:info@csrtraininginstitute.com) to discuss your goals. Together we'll build the appropriate sponsorship package to effectively deliver your message.

*“This program enhanced the CSR knowledge and strategic skills of our entire team.”*

*Reg Manbas, Senior VP  
Kosmos Energy*



# CORPORATE SOCIAL RESPONSIBILITY FOR ORGANIZATIONAL SUCCESS

**Corporate Social Responsibility (CSR)** is an increasingly critical issue for firms, employees, consumers, investors, governments, and NGOs. Organizations must be able to successfully develop and implement strategies to effectively manage **CSR and Sustainability** to future-proof their business operations and create a competitive advantage.

CSR is not charity. Companies that “get it” use **CSR and Sustainability** to drive success and propel innovation, cost savings, brand differentiation, and engagement. Whether your organization currently embraces CSR or not, it needs to be prepared for the impact of CSR’s increasing importance in strategic decision-making at the personal, professional and enterprise levels.

With decades of experience working with **CSR and Sustainability**, the professionals at the [CSR Training Institute](#) will help you better position your organization for success.

With our guidance and expertise, you’ll be ready to turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate a synergistic alignment between business value, social value, and environmental stewardship.

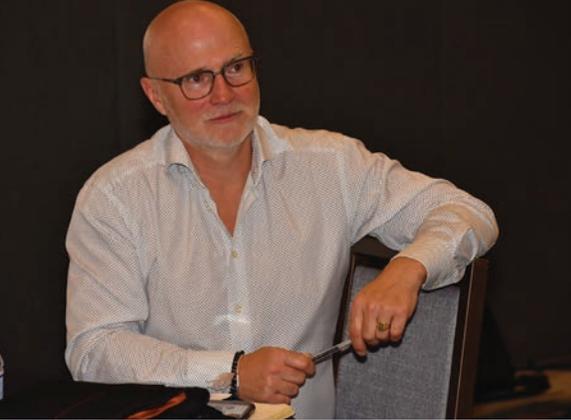
The [CSR Training Institute](#)’s team has 20+ years experience with a variety of projects, programs, and training round the world. We have helped dozens of public and private organizations from around the world integrate and align shareholder value through strategic CSR and engagement with the SDGs.



*“A resounding recommendation for all levels of leaders.”*

*Dr. Mark Thorpe, Senior VP  
Torex Gold*





## THE CSR TRAINING INSTITUTE

The CSR Training Institute is a private, mission-driven organization created to develop ground-breaking initiatives to help businesses turn challenges into unique opportunities, create a strategic competitive advantage to drive success and facilitate synergistic alignment between business value, social value, and environmental stewardship.

Our passion is to work hand in hand with organizations to create shareholder and societal value, simultaneously, and help our clients develop strategies and solutions to make long-term, value and Sustainability impacts.

Visit our website at [www.csrtraininginstitute.com](http://www.csrtraininginstitute.com).



*“A diverse group of participants and an experienced, international faculty with global examples of CSR in theory and practice.”*

*Shola Safo-Duodu, Ph.D.  
Barclays Bank*

*“...great session, super insightful... it's really going to have a positive effect on our work and business planning,*

*Anjola Amosun  
Deloitte & Touche, West Africa*



## WAYNE DUNN FACULTY / PROJECT LEAD

Wayne Dunn is President of the CSR Training Institute and a former Professor of Practice in CSR at McGill University. He is a Stanford University Sloan Fellow with an M.Sc. in Management from Stanford Business School.

Mr. Dunn is a Founding Member of the Global Advisory Board for the SDG Foundation and of the EU Africa Chamber of Commerce. He also chaired the inaugural EU Africa CSR Awards and Ta'atheer 2016, the MENA CSR, and Social Impact Summit.

He has decades of global **CSR and Sustainability** project experience having designed and implemented successful and award-winning programs worldwide, covering a range of industry sectors including governments, international organizations and civil society.

He has authored pragmatic works on **CSR and Sustainability**, as well as the Strategic CSR Video Channel: <http://bit.ly/Strategic-CSR>, a free source of learning for practitioners worldwide.

Wayne lives on Vancouver Island in Canada and has worked extensively throughout Africa over the past two decades.



**Contact Wayne directly:**  
[wayne@csrtraininginstitute.com](mailto:wayne@csrtraininginstitute.com)



*"An insightful program... very practical and hands-on."*

*Eunice Sampson  
Zenith Bank*





*“Use CSR and Sustainability to drive business success, social impact, and stakeholder engagement.”*

*Wayne Dunn, CEO and Founder  
CSR Training Institute*



*“The Programme enlightened us on how we can bring value to our businesses through sustainability”*

*Robert Kuzoe  
Senior Manager of Sustainability and Social Impact  
MTN*



*“Thoroughly enjoyed yesterday’s session... made me challenge myself ... very thought provoking and engaging.”*

*Elaine Connell  
LNG Canada (Shell)*



*Contact us at:*

**+1.250.743.7619**

**+1.250.701.6088 (WhatsApp)**

**[info@csrtraininginstitute.com](mailto:info@csrtraininginstitute.com)**

**[www.csrtraininginstitute.com](http://www.csrtraininginstitute.com)**

*"...Impactful, very informative, very pragmatic and relevant. So much valuable knowledge packed into the program".*

*Josephine  
Agyeman-Prempeh  
Appolonia Development  
Company Limited*

*"...Amazing! Informative, interactive, insightful. Well-planned, highly relevant."*

*Kofi Anyemedu  
Global Reporting  
Initiative  
Country Manager*

# SUSTAINABLE DEVELOPMENT GOALS



**CREATING VALUE WHERE BUSINESS MEETS COMMUNITY.**

