

# ESG, SDGs & SUSTAINABILITY

*Insights & Strategy*

**A CERTIFIED MASTER CLASS PRESENTED BY  
THE CSR | ESG TRAINING INSTITUTE**

**OCTOBER 24-26, 2023 IN ACCRA, GHANA**

- ✓ *Take ESG, SDGs and Sustainability, beyond compliance to value creation.*
- ✓ *Utilize simple frameworks for evaluating, planning and managing effectively.*
- ✓ *Integrate metrics into strategy, reporting, communication, and management for value and compliance.*



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



Creating value where business meets community.

## Complex Issues, Simple Frameworks



*"The two days of training have been very effective and have personally given me some of the tools to resolve complex issues using simple frameworks, and I thank the team for this."*

*Daniel Arthur-Bentum  
AngloGold Ashanti*



## Knowledge Packed



*"The training is knowledge packed; I really do like the models. It's practical, and I get to learn some of the values that need to be considered in taking certain initiatives based on our metrics."*

*Sosthenes Baako Yalley  
Golden Star Wassa Limited*

## EXECUTIVE SUMMARY

*ESG, SDGs, Sustainability. Buzzwords you hear more and more often or keys to career and business success and value creation?*

This three-day Certified Master Class will take you on a deep dive into these concepts and give you tools, frameworks, and strategies to enable you to understand and use them to make your business stronger and more profitable and the world a better place at the same time.

### PROGRAM OVERVIEW

ESG, SDGs, Sustainability. We are hearing these phrases more and more from within our organizations and from outside stakeholders. Understanding and working with them is rapidly becoming a fundamental key to business and career success.

This is where theory meets Practice in a fun, engaging, and paradigm-shifting experience.

**REGISTER**  
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# WHAT YOU WILL LEARN

Join us in Accra for three intense days of lectures, group work, case studies, industry panels, and guest speakers with real-world case studies and role-playing.

You will gain insights on how to:

- ✓ Take ESG, SDGs and Sustainability, beyond compliance to value creation.
- ✓ How Stock Exchanges, International Businesses and others work with them.
- ✓ Utilize simple effective frameworks for evaluating, planning and using ESG, SDGs and Sustainability to make it work for your organization.
- ✓ Integrate ESG, SDGs and Sustainability Metrics into Strategy, Management, Reporting and Communication for value and compliance.

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## Thoughtful, Coherent, Insightful



*"...coherent, thoughtful, and insightful... state of the art! The network of participants from the public, private, and civil society sectors were incredible, some of the leading experts in the field."*

*Daniel Arthur-Bentum*  
UNECA



## Practical & Realistic



*"Professor Dunn brings a practical and realistic view to CSR and shared value, blending theory and practice to develop pragmatic approaches that address real-world challenges."*

*Dr. Ellis Armstrong*  
BP Exploration





## Collaborative & Concrete



*"... readily available to support organizations seeking partnerships to bring about positive change. The support, expertise, and training with The CSR | ESG Training Institute are world-class."*

Onome Ako  
Amref Health



## Good Advice



*"Good advice not only for those who are facing cuts, but for those who are just getting programs off the ground, or going through leadership transitions."*

Katherine Valvoda Smith  
Boston College

## WHY YOU SHOULD ATTEND

In this dynamic, three-day program, you will not learn all the answers, but you will get the rare opportunity to combine world-class learning, incredible networking, and paradigm-shifting perspectives with a lot of fun.

You will leave this training with insights, ideas, innovative frameworks, and a dynamic network to help you ask smarter questions and develop the answers you need as challenges and opportunities arise.

## WHO SHOULD ATTEND

This program is designed for any professional interested in better understanding ESG, SDGs, and Sustainability to benefit their organization, to further their career, or just for personal interest. This can include:



GOVERNMENT  
EMPLOYEES



CORPORATE  
EXECUTIVES



INTERNATIONAL  
ORGANIZATIONS



STAKEHOLDER  
ENGAGEMENT



COMMUNICATION  
LEADERS



PUBLIC  
RELATIONS

*\*Our inclusive programming is appropriate for the private sector, government, NGO, non-profit and faith-based organizations.\**



# PROGRAM AGENDA

## TUESDAY, OCTOBER 24, 2023

8:00 – 9:00 am	Registration/Breakfast/Networking
9:00 – 10:45 am	Introduction to ESG, SDGs & Sustainability
10:45 – 11:15 am	Break/Networking
11:15 – 1:00 pm	ESG, SDG & Sustainability as a Value Creation Strategy
1:00 – 2:00 pm	Lunch/Networking
2:00 – 4:00 pm	ESG & SDG, Regulatory, Compliance & Reporting Panel
4:00pm	Networking & Personal Activities

## WEDNESDAY, OCTOBER 25, 2023

8:00 – 9:00 am	Breakfast/Networking/Paradigm Shifting Videos
9:00 – 10:45 am	Real Life Role Play Scenario
10:45 – 11:15 am	Break/Networking
11:15 – 1:00 pm	ESG, SDG & Sustainability as a Value Creation Strategy
1:00 – 2:00 pm	Lunch/Networking
2:00 – 4:00 pm	SDGs, The Global Framework for Development and Impact (Dr. Eugene Owusu, Special Advisor to the President of Ghana)
4:00pm	Networking & Personal Activities

## THURSDAY, OCTOBER 26, 2023

8:00 – 9:00 am	Breakfast/Networking/Paradigm Shifting Videos
9:00 – 10:45 am	Strategic Metrics and Measurement
10:45 – 11:15 am	Break/Networking
11:15 – 1:00 pm	Reporting and Communication
1:00 – 2:00 pm	Lunch/Networking
2:00 – 3:00 pm	Where is this all going?
3:00 – 4:00pm	Closing statements and Certificate presentation



## Insightful, Novel Perspectives



*“If only I would have had these great insights during budget crunch time, I’m sure I could have fared much better. Like always, novel perspectives for sustainability professionals.”*

*Florangela Santamaria  
Community Relations Professional*



## Outstanding & Engaging



*“Outstanding, engaging, and thought-provoking. You leave with a strategic mindset and excited to move plans into action... promoting efficient and effective business practices to produce results for shareholders and society.”*

*Angela Christine Martin  
King Faisal Specialist Hospital*



## Real Success, Practical



*"This session was a real success... huge amount of knowledge, practical information, case studies, and great networking. Learning is great for my work, benefitting my company and the communities we work in."*

Sidi Mohamed Moulaye  
El Hassen  
Kinross Tasiast Mauritania



## Invaluable Resource



*"The CSR | ESG Training Institute's Knowledge Center is an invaluable resource for CSR professionals worldwide... a wealth of information."*

Jillaine Kassem  
Desarrollo al Cubo

## TO REGISTER

Super Early Bird Registration (closes Aug. 1)	GHC25,000 / USD\$2,499
Early Bird Registration (closes Sept. 30)	GHC28,000 / USD\$2,799
Regular Registration (paid after Sept. 15)	GHC30,000 / USD\$2,999

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

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

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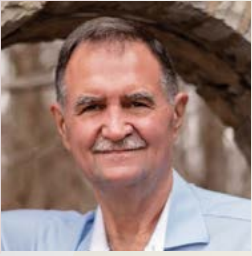
SDGs Advisory Unit  
Office of the President  
Republic of Ghana



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# PROGRAM FACULTY



**WAYNE DUNN** is President and Founder of the CSR | ESG Training Institute and a former Professor of Practice in CSR at McGill University. Wayne is recognized as a global thought leader and frequently speaks on business, social responsibility, economics, and strategy at events worldwide. He has authored pragmatic works on ESG, SDGs, and Sustainability and has dozens of vignette lectures available on Strategic CSR/SDG Video Channel, a free source of learning for practitioners worldwide.



**DR EUGENE OWUSU** is the special advisor on the SDGs to the President of Ghana, and an International Policy and Development Management expert with over 25 years of experience in strategic leadership and advocacy with the United Nations throughout Africa, managing complex political, development, and humanitarian challenges. Owusu holds a Ph.D. in Agricultural Economics from the Pennsylvania State University.



**GEORGE OWUSU ANSAH (TBC)** is the Managing Director for Unilever Ghana. He has over 30 years of experience in consumer goods working in Supply Chain and Customer Development roles across Ghana, Malawi, China, Singapore, Kenya, and Nigeria. He has broad experience in planning, sourcing, and customer service excellence including trade marketing for foods, home and personal care.



**ABENA AMOAH (TBC)** is the Managing Director for the Ghana Stock Exchange. She has extensive capital markets experience covering stock market listings and trading, mergers and acquisitions, and the conception and development of large infrastructure projects. She is also an Assessor, Capital Markets Expert of the High Court of Ghana. Abena is an alumna of the University of Ghana Business School and has also undertaken academic and leadership studies at the Stanford Graduate School of Business, Harvard Business School, and the University of Denver's Daniels College of Business.



**ADIKI AYITEVIE** is the Vice President, Sustainability & External Relations for Africa Newmont Corporation. She has been a private consultant for various non-government and private organizations in Ghana. She is a recipient of the Ghana Journalists Association's Best Health Reporter Award for print media. She has been voted one of the 100 Global Inspirational Women in Mining for demonstrating attributes that inspire a new generation of professionals in all walks of the mining industry.







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