



## Corporate Sustainability 101

<p><b>The program- An introduction</b></p>	<p>With the growing global interest in sustainable development and the role of corporate sector towards a better, greener future; today consumers, investors, governments and even employees are becoming more aware of good corporate behavior, or lack thereof. Corporate social responsibility (CSR) or Corporate Sustainability is the accepted term used to describe the business world’s effort to contribute towards a better more sustainable world.</p> <p>This program examines why and how CSR emerged in late 1980s, matured in the 1990s, evolved into a leading global management practice complete with performance indicators and assurance standards and how companies incorporate social, environmental and economic sustainability into their strategic business planning processes. The program is divided in five modules and is spread over five days.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this program, the participants should be able to:</p> <ul style="list-style-type: none"> <li>• Explain commonly used Sustainability definitions and terminology.</li> <li>• Clarify the difference/ similarity between philanthropy/ corporate social responsibility/ sustainability.</li> <li>• Discuss the key trends in the area and the benefits of embedding CSR in all aspects of the organization.</li> <li>• Undertake assessment of the key CSR initiatives undertaken by a company.</li> <li>• Understand key aspects of CR reporting.</li> <li>• Appreciate the commercial and reputational benefits of good CSR communication and understand the danger of “Green wash”.</li> <li>• Understand how some organizations strategically create their competitive advantage through CSR not only with consumers but a hoard of other stakeholders.</li> </ul>
<p><b>Learning methodology</b></p>	<p>The program is divided in four modules and each module has 3-4 sessions. Sessions will be a mix of lectures, case discussions, group activities and practical examples from around the globe. We firmly believe that lecturing alone is an ineffective adult learning technique and</p>



	follow the participant-centered learning method, adopted by globally recognized business schools and executive development centers.
<b>Participant Profile</b>	The participants should have a basic understanding of the topic and should be able to draw examples from their professional life to make meaningful contribution to the group discussions.
<b>Program Content</b>	<p>Module A: Corporate Sustainability- Definition, origin and baseline.</p> <p>Module B: Corporate Sustainability- Key issues and rationale.</p> <p>Module C: Corporate Sustainability- Integration into strategy and operations.</p> <p>Module D: Corporate Sustainability- Measurement and Gaining Competitive Advantage.</p> <p>Module E: Corporate Sustainability – Reporting and Communication.</p>
<b>Who should attend</b>	<p><i>Middle Management &amp; key employees:</i></p> <ul style="list-style-type: none"> <li>• General managers</li> <li>• Finance managers and controllers</li> <li>• Corporate social responsibility department teams</li> <li>• Corporate affairs managers</li> <li>• Public relations officers</li> <li>• Human resource managers</li> <li>• Project planning and environmental managers</li> <li>• Investor relationship managers</li> <li>• Internal auditors</li> </ul>



## **Corporate Sustainability Strategic Seminar (For Executives)**

<p><b>The program- An introduction</b></p>	<p>With the growing global interest in sustainable development and the role of corporate sector towards a better, greener future; today consumers, investors, governments and even employees are becoming more aware of good corporate behavior, or lack thereof. Corporate social responsibility (CSR) or Corporate Sustainability is the accepted term used to describe the business world’s effort to contribute towards a better more sustainable world.</p> <p>This Executive seminar is meant to familiarize top management in an organization with Corporate Sustainability and the processes and value propositions achieved by effective Corporate Sustainability management.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this program, the participants should be able to:</p> <ul style="list-style-type: none"> <li>• Clarify the difference/ similarity between philanthropy/ corporate social responsibility/ sustainability.</li> <li>• Discuss the key trends in the area and the benefits of embedding CSR in all aspects of the organization.</li> <li>• Appreciate the commercial and reputational benefits of good CSR communication and understand the danger of “Green wash”.</li> <li>• Understand how some organizations strategically create their competitive advantage through CSR not only with consumers but a hoard of other stakeholders.</li> </ul>
<p><b>Learning methodology</b></p>	<p>The program is divided in three modules and each module has 3-4 sessions. Sessions will be a mix of lectures, case discussions, group activities and practical examples from around the globe. We firmly believe that lecturing alone is an ineffective adult learning technique and follow the participant-centered learning method, adopted by globally recognized business schools and executive development centers.</p>
<p><b>Participant Profile</b></p>	<p>The participants should have a basic understanding of the topic and</p>

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	<p>should be able to draw examples from their professional life to make meaningful contribution to the group discussions.</p>
<p><b>Program Content</b></p>	<p>Module A: Corporate Sustainability- Basic understanding and key issues</p> <p>Module B: Corporate Sustainability- Developing Strategy</p> <p>Module C: Corporate Sustainability- Communication and Competitive Advantage.</p>
<p><b>Who should attend</b></p>	<p><i>Top Management including:</i></p> <ul style="list-style-type: none"> <li>• General managers</li> <li>• Chief Executive Officers</li> <li>• Chief Operating Officers</li> <li>• Chief Financial Officers/ controllers</li> <li>• Head of Operational Departments</li> <li>• Board Members</li> </ul>



## **Corporate Sustainability Reporting**

<p><b>The program- An introduction</b></p>	<p>With the growing global interest in sustainable development and the role of corporate sector towards a better, greener future; today consumers, investors, governments and even employees are becoming more aware of good corporate behavior, or lack thereof. Corporate social responsibility (CSR) or Corporate Sustainability is the accepted term used to describe the business world’s effort to contribute towards a better more sustainable world.</p> <p>This specialized training program is aimed at those involved in the Sustainability reporting process and is meant to familiarize the participants with the key standards for reporting and assurance.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this program, the participants should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of Triple Bottom Line (TBL) reporting.</li> <li>• Fully grasp the Global Reporting Initiative’s set of qualitative and quantitative TBL sustainability indicators.</li> <li>• Be familiar with all the relevant disclosure and assurance standards for CR reporting.</li> <li>• Understand how companies use their report as a tool for gaining strategic advantage.</li> <li>• Be able to identify weaknesses in some CR reports.</li> </ul>
<p><b>Learning methodology</b></p>	<p>The program is divided in three modules and each module has 3-4 sessions. Sessions will be a mix of lectures, case discussions, group activities and practical examples from around the globe. We firmly believe that lecturing alone is an ineffective adult learning technique and follow the participant-centered learning method, adopted by globally recognized business schools and executive development centers.</p>
<p><b>Participant Profile</b></p>	<p>The participants should have an intermediate level understanding of the topic and should ideally be the ones involved in the reporting cycle.</p>



<b>Program Content</b>	<p>Module A: Corporate Sustainability Reporting- Principles and Guidelines</p> <p>Module B: Corporate Sustainability Reporting – Standard Disclosures</p> <p>Module C: Corporate Sustainability Reporting- Making an impact</p>
<b>Who should attend</b>	<ul style="list-style-type: none"> <li>• Finance managers and controllers</li> <li>• Corporate social responsibility department teams</li> <li>• Corporate affairs managers</li> <li>• Public relations officers</li> <li>• Human resource managers</li> </ul>



## **Corporate Sustainability: Training for Trainers**

<p><b>The program- An introduction</b></p>	<p>With the growing global interest in sustainable development and the role of corporate sector towards a better, greener future; today consumers, investors, governments and even employees are becoming more aware of good corporate behavior, or lack thereof. Corporate social responsibility (CSR) or Corporate Sustainability is the accepted term used to describe the business world's effort to contribute towards a better more sustainable world.</p> <p>This intensive sustainability training program is meant to train the participants to undertake sustainability trainings in their own companies. The course will equip them with key tools and techniques to educate their colleagues about sustainability and is meant as a capacity building tool.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this program, the participants should be able to:</p> <ul style="list-style-type: none"> <li>• Explain commonly used Sustainability definitions and terminology.</li> <li>• Understand the origin and development of the CSR campaign over the past 20 years.</li> <li>• Clarify the difference/ similarity between philanthropy/ corporate social responsibility/ sustainability.</li> <li>• Understand the importance of aligning CSR with the overall Mission, Vision and goals of a company.</li> <li>• Discuss the key trends in the area and the benefits of embedding CSR in all aspects of the organization.</li> <li>• Undertake assessment of the key CSR initiatives undertaken by a company.</li> <li>• Understand key aspects of CR reporting.</li> <li>• Appreciate the commercial and reputational benefits of good CSR communication and understand the danger of “Green wash”.</li> <li>• Understand how some organizations strategically create their competitive advantage through CSR not only with consumers but a hoard of other stakeholders.</li> <li>• Being able to transfer the knowledge</li> </ul>



<p><b>Learning methodology</b></p>	<p>The program is divided in five modules and each module has 3-4 sessions. Sessions will be a mix of lectures, case discussions, group activities and practical examples from around the globe. We firmly believe that lecturing alone is an ineffective adult learning technique and follow the participant-centered learning method, adopted by globally recognized business schools and executive development centers.</p>
<p><b>Participant Profile</b></p>	<p>The participants should have a basic understanding of the topic and should be able to draw examples from their professional life to make meaningful contribution to the group discussions.</p>
<p><b>Program Content</b></p>	<p>Module A: Corporate Sustainability- Definition, origin and baseline.</p> <p>Module B: Corporate Sustainability- Key issues and rationale.</p> <p>Module C: Corporate Sustainability- Integration into strategy and operations.</p> <p>Module D: Corporate Sustainability- Assessment and Gaining Competitive Advantage.</p> <p>Module E: Corporate Sustainability – Measurement and Reporting</p> <p>Module E: Corporate Sustainability – Effective Communication</p>
<p><b>Who should attend</b></p>	<ul style="list-style-type: none"> <li>• Corporate social responsibility department teams</li> <li>• Corporate affairs managers</li> <li>• Public relations officers</li> <li>• Human resource managers</li> <li>• Academics</li> </ul>



## **Corporate Governance 101**

<p><b>The program- An introduction</b></p>	<p>Corporate Governance is commonly defined as the “system by which companies are directed and controlled”. To put it simply, it is the relationship between all the stakeholders in a company; this includes the shareholders, directors, and management of a company, as defined by the corporate charter, bylaws, formal policy and rule of law.</p> <p>It has been debated recently that all ethical companies have excellent corporate governance and as such there is a strong connection between the two concepts. The major difference however is that Corporate Governance has become mandatory for listed concern through the application of Code of Corporate Governance, whereas CSR is still largely voluntary. This program on Corporate Governance will equip the participants with basic understanding of Corporate Governance and its relationship with Corporate social responsibility.</p>
<p><b>Learning Outcomes</b></p>	<p>At the end of this program, the participants should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the common Corporate Governance jargon and the history of corporate governance.</li> <li>• Examine the key principles underlying a good corporate governance model.</li> <li>• Understand Code of Corporate Governance.</li> <li>• Discuss the key trends in the area and the benefits of voluntary adoption of the Code of Corporate Governance. of the organization</li> <li>• Gain awareness of the major corporate governance models around the world.</li> <li>• Discuss the key weaknesses and criticism of the CG model.</li> <li>• Understand the relationship between Corporate Governance and corporate Sustainability.</li> </ul>



<b>Learning methodology</b>	The program is divided in three modules and each module has 3-4 sessions. Sessions will be a mix of lectures, case discussions, group activities and practical examples from around the globe. We firmly believe that lecturing alone is an ineffective adult learning technique and follow the participant-centered learning method, adopted by globally recognized business schools and executive development centers.
<b>Participant Profile</b>	The participants should have a basic understanding of the topic and should be able to draw examples from their professional life to make meaningful contribution to the group discussions.
<b>Program Content</b>	<p>Module A: Corporate Governance- Definition and Origin.</p> <p>Module B: Corporate Governance – The Dynamics.</p> <p>Module C: Corporate Governance- The Code.</p> <p>Module D: Corporate Governance – Relationship with Corporate Sustainability.</p>
<b>Who should attend</b>	<ul style="list-style-type: none"> <li>• General managers</li> <li>• Finance managers and controllers</li> <li>• Corporate social responsibility department teams</li> <li>• Corporate affairs managers</li> <li>• Internal auditors</li> </ul>