

Introduction to Sustainability and Sustainability Reporting

Continuing Professional Development

Instructor:

Kyriakos Parpounas

Objective:

The term sustainability refers to actions aimed at contributing to addressing environmental and social issues. In particular, businesses are entities that are inextricably linked to the social community in which they operate, influenced and affected by the context of their time and place of activity. They must therefore recognise their responsibility towards society and the environment. With an emerging demand to consider social and environmental impacts, sustainability is an unavoidable priority for all organisations. Sustainability should be treated by organisations not as a cost constraint or a charitable act, but as a foundation for innovation and social development.

Aim:

The aim of the programme is to introduce participants to the basic concepts of sustainability and the methodology for implementing a sustainable strategy in an organisation, avoiding the mistakes and/or temptations that can lead to the phenomenon of greenwashing. Participants are expected to acquire the following:

Knowledge:

- Understand how the concept of Sustainability has evolved (Corporate Social Responsibility vs. Sustainability),
- Describe the concept of Sustainability,
- Name the various recent trends in Sustainability,
- Describe the reasons why implementing sustainable practices is no longer optional for organisations,
- Relate the legislative requirements governing sustainability at national and European level,
- Distinguish the concept of 'greenwashing' and describe ways of identifying and avoiding such practices,
- Name the different standards/frameworks that exist for sustainability implementation,
- Describe the benefits of implementing sustainable practices,

Skills:

- They can perform basic sustainability principles in an organisation,
- They develop the key sustainability principles along with international standards e.g. ISO 26000, UN Global Compact etc,
- They organize their day to day operations keeping sustainability in mind,



SEMINAR PROGRAMME

		Introduction to Sustainability and Sustainability Reporting
Time	Duration	Description
09:00 – 10:30	1:30	<ul style="list-style-type: none"> • Introduction • Analysis of the objectives of the programme. What is the difference between Corporate Social Responsibility and Sustainability? • Presentation of the difference between the two concepts and discussion. • Presentation of the concept and principles of sustainability. • Presentation of national and European legislative framework - (how did the legislative framework evolve?)
10:30 – 10:45	0:15	COFFEE BREAK
10:45 – 12:15	1:30	<ul style="list-style-type: none"> • Understanding the concept of 'greenwashing' • Provide examples to participants in groups e.g. McDonalds, Pepsi, Nestle etc. Discussion and presentation of views in plenary. • Presentation of the concept of greenwashing and responsible advertising. • What benefits can be derived from implementing sustainable practices in a company
12:15 – 12:45	0:30	<ul style="list-style-type: none"> • Presentation of corporate sustainability maturity levels. • In groups, participants have to assess where their organisation is at the point of maturity and present their results and justification to the plenary.
12:45 – 13:30	0:45	LUNCH BREAK
13:30 – 15:00	1:30	Short quiz - game to recap Presentation of a methodology for implementing a sustainable strategy in the organisation. <ul style="list-style-type: none"> • Gap Analysis • Materiality Assessment (Double) • Developing a strategy and setting performance indicators (KPIs) • Communicating performance through a sustainability report
15:00 – 15:15	0:15	COFFEE BREAK
15:15 – 16:45	1:30	<ul style="list-style-type: none"> • Providing examples to the participants in groups of sustainability reports of different organisations so that they become familiar with them and identify key points of the methodology e.g. Coca Cola, Bank of Cyprus etc. Discussion and presentation of views in plenary. • Presentation of various sustainability standards e.g. ISO 26000, UNGC, GRI, UN SDGs etc. and their linkage to the various legislative requirements. Introduction to the standards of the new European legislative framework CSRD. How can these standards help an organisation to become sustainable?
16:45 – 17:15	0:30	<ul style="list-style-type: none"> • The main challenges that make sustainability a priority today • Discussion for recapitulation and closure
TOTAL NET DURATION	7:00	END OF SEMINAR