

SUSTAINABILITY: YOUR COMPETITIVE ADVANTAGE

Building a stronger business with an Environmental, Social and Governance (ESG) perspective



PRICE
4,800€



DURATION
4 days



FORMAT
Hybrid



LANGUAGE
English



DATES
10-11 June
& 1-2 July, 2021

Join this program to unleash growth opportunities for businesses by leveraging environmental, social and governance (ESG) frameworks. Gain rigorous understanding of ESG in business strategy nowadays and the role of innovation, technology and leadership in creating and managing real impact for society, planet and business. Through debate with industry leaders and the study of specific cases; you will learn to apply these techniques to your organization and measure their impact.

Furthermore, through this program, you'll have access to the IE community of practice working on sustainability as a business lever.

1 Executives who are looking to drive innovation and shape the future of their organizations.

2 Board members and Senior Level roles for whom sustainability is a must given the current development of sustainability commissions.

3 Investors who look to evaluate companies in terms of their ESG strategy and impact.

TAKEAWAYS

DEVELOP A SUSTAINABILITY
MINDSET

GET CRUCIAL AND REQUIRED
TRAINING IN ESG AND ITS
LATEST TRENDS

LEARN THE FUNDAMENTAL
TOOLS FOR IMPLEMENTING
AN ESG STRATEGY IN THEIR
ORGANIZATION

DISCUSS CASE STUDIES AND
THE DO'S AND DON'TS OF ESG
IMPLEMENTATION

CREATE A NEW SUSTAINABLE
BUSINESS MODEL AND ROADMAP
FOR THEIR ORGANIZATION

ENHANCE THEIR SKILLS TO
LEAD MEANINGFUL CHANGE

MODULES

MODULE 1

Sustainable Business Value Creation: Why now?

Explore the socio-economic catalyzers unleashing the urgency among companies to merge value creation and sustainability. Learn how to leverage non market strategies and partnerships to develop new business opportunities.

MODULE 3

Governance & Sustainability: A win win. The How? Top down and Bottom up Approach.

Focus on the role of Governance as a lever for value creation, risk reduction and fostering innovability and accountability. Explore key issues such as Purpose, Mission, stakeholders approach and the waterfall concept as well as implications at Shareholders level, Board of Directors and Sustainability Commission.

MODULE 2

Innovation and Technology: Environmental & social impact at the Innovation Frontier.

Discover sustainable innovation from the perspective of new leadership, driven by exponential technologies and inspired by the circular economy as a source of business model innovation.

MODULE 4

Sustainable Finance: The ultimate impact lever

Learn the requirements and advantages of being a sustainable company, to obtain special financing and a privileged position in negotiations with funders and governments, which are increasingly the great champions of sustainability.

FACULTY

The program has been designed and developed by Co-directors:



LETICIA ÁLVAREZ

Expert in the development of impact measurement systems and ESG strategies for companies based on the Sustainable Development Goals. She understands well the different faces of Sustainability thanks to the combination of her 15 years experience in capital markets and over 15 years working in social enterprises and public-private partnerships.



CONCEPCIÓN GALDÓN

IE University's Sustainable Impact Teaching & Research lead and director of IE's Center for Social Innovation & Sustainability. At IE she is also a professor of entrepreneurship and innovation. She is the president of Puentes Global, a social venture she co-founded in 2009. She sits on the investment committee of several impact funds and is a member of Ashoka Spain's VentureBoard.



MARÍA ROTONDO

Specialised in Corporate Finance, Strategy and Governance. Board member and Senior Advisor at a variety of institutions including Caceis Spain & Latam, Indra, Top Boards, Hotelab, IC-A. Professor at BME, IC-A and IE on Capital Markets, Investor relations and Sustainability. She has 30 years' experience in investment banking having participated in the largest strategic deals in the TMT sector. She also has 7 years' experience as mentor with an interesting approach in combining Personal and Corporate Strategy.

Our program faculty is composed of an international group of experts and professionals who possess profound conceptual knowledge, extensive experience and a fierce dedication to academic excellence:

Peter Fisk

Global Thought Leader, Keynote Speaker, Expert Advisor on creating innovative business futures

Fabiana Feld

Managing Director, Barclays Investment Bank and former Chief Investment Officer at International Finance Corporation.

Jose María Beneyto

University Professor, lawyer and business consultant, essayist and writer.

Kenneth Dubin

Managing Partner at Medius Capital, Adjunct Professor Strategy and Human Resources, IE Business School

Emily Bracken

Deputy CEO – Director of Strategy & Analysis, Daryl Upsall International

Joaquín Garralda

Strategy & CSR professor at IE, Spain SIF President

Gonzalo de la Cámara

Principal Investigator and Head of the Department of Water Economics at the IMDEA Water Institute. Academic Director of the Water Economics Forum, a non-profit public debate initiative that includes Nobel Prize Laureates in Economics and Peace

Michael Leube

Design anthropologist Professor in Psychology and User Centered Design, Research Techniques, Ethnography and Value Creation Through Design at IE University and private consultant with anthropologylens.com

Andrew Mc Carthy

IE Associate Professor and Founding Academic Director of the Master in Customer Experience and Innovation

David Alayón

Chief Foresight Officer @ Innuba · Chief Innovation Officer @ Mindset (xHead of Innovation Projects @ Inditex)



*Sustainability:
Your
Competitive
Advantage
Executive
Program is an
eye opening and
life-changing
course.*



It analyzes a wide variety of different angles and takes on Sustainability with a diverse and formidable list of professors and external speakers bringing to life the importance of incorporating sustainability goals into our business operations (and of course day to day lives). And why we must act today and not tomorrow. What was most impactful was how it proved that incorporating sustainability into your strategy clearly gives you a competitive headstart and impacts your bottom line besides being the right thing to do. Provocative lectures from a passionate group of speakers allowed for debate, engagement and networking. Highly recommendable and should be a must for all business leaders today!!"

Nathalie Picqot,
Managing Director of Twitter Spain