



CORPORATE SUSTAINABILITY PROFESSIONAL

Every
company needs
a Sustainability
Executive!

Sustainability
is very
important
for business
success

*Institut Mayang
is registered with:*



MINISTRY OF EDUCATION MALAYSIA



Endorsed by:

WORLD
SUSTAINABILITY
COMMUNITY

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia
(PPM-011-14-20062019)

In collaboration with:



www.csrmalaysia.org

www.sustainabilitycommunity.org

CORPORATE SUSTAINABILITY PROFESSIONAL

Institut Mayang's Centre for Sustainability & CSR Excellence

The Centre's vision is to be the preferred institution of learning at the forefront of developing talents for sustainability and corporate social responsibility excellence in Malaysia through its high value programmes and courses of studies, in line with the country's committed pursuit of sustainable development when it formulated the New Economic Model (NEM) in 2009.

Institut Mayang

Institut Mayang is owned and managed by Mayang Academy for Professional Studies Sdn Bhd. It is a boutique education institution that offers niche and specialized courses for the Malaysian workforce. Mayang is in existence for the last two decades and is registered with Ministry of Education and is also a registered HRDF training provider.

The courses on sustainability and CSR are delivered in collaboration with 'CSR Malaysia' and Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, a national organization for Corporate Sustainability and Social Responsibility.

CSR Malaysia

'CSR Malaysia' is a social initiative and a national publication on corporate sustainability and social responsibility initiatives, approved by Ministry of Home Affairs (KDN). It is active in carrying out sustainability and CSR activities and it shares the unwavering commitment of corporations in Malaysia towards the community at large and their inherent roles as change agents in the socio-economic transformation of Malaysia.

Sustainability Malaysia

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia also known as Sustainability Malaysia sees sustainability becoming more important for all businesses across all industries. As such, it aims to carry out activities and programmes to promote sustainability efforts on a broad scale. The objectives of Sustainability Malaysia are as follows:

- Promoting the importance of corporate sustainability and social responsibility through educational programmes

- Raising corporate communities that are sustainability conscious in their businesses
- Instilling noble sustainability values in the younger generation
- Creating a global community that loves and values the environment
- Carrying out welfare programmes involving corporate sustainability and programmes that help the needy
- Collaborating with corporate and government bodies to promote a sustainable community and to help the poor
- Honouring local corporate companies that champion sustainability and social responsibility causes

About the Trainers

Trainers at Institut Mayang's Centre for Sustainability & CSR Excellence are professionals who are trained in sustainability and most importantly, individuals with a genuine interest in sustainability and corporate social responsibility causes. They are educated with relevant degrees and have the professional experience to deliver the courses effectively in an engaging manner.



CORPORATE SUSTAINABILITY PROFESSIONAL



This course will give you an insight into the world of corporate sustainability, including that from a global context, and how you can be empowered to lead your company's sustainable business transformation successfully.

Course contents & highlights:

- **Corporate Sustainability**
 - the concept of "sustainable development" as defined by The World Commission on Environment and Development, a United Nations initiative
 - importance and components of corporate sustainability (sustainable development, corporate social responsibility, stakeholder theory and accountability)
- **The pillars of Corporate Sustainability**
 - introduction to the 3 main pillars of corporate sustainability
 - their importance and relationship to each other
- **Sustainable workplace**
 - what a sustainable workplace is about
 - ways to create a sustainable work environment and the benefits arising
- **Sustainability and ethics**
 - meaning of ethics and its importance in sustainability
 - ethics in sustainability (covering social, economic and environmental ethics)
- **Biodiversity living and workplace surrounding**
 - what biodiversity living is about
 - an appreciation of the importance of biodiversity in our lives and in the economy
- **Empowering sustainability decisions**
 - the underlying principles for empowerment of sustainable development
 - importance of, and strategies for, sustainability empowerment
- **Building your sustainability roadmap**
 - guide to creating your roadmap to sustainability
 - examples of sustainability roadmaps
- **The Sustainable Development Goals (SDGs) - The 2030 Agenda**
 - introduction to the 17 SDGs of the United Nations
 - what the SDGs aim to achieve
- **Leading sustainable business transformation**
 - its relevance and importance in today's businesses and what it requires (deep understanding of emerging technologies, strong engagement with stakeholders, clear objectives, holistic thinking and strategies)
 - key steps to developing corporate sustainability strategies (eg. building a winning case for sustainability, assessing and prioritizing risks and opportunities, setting targets and goals, forging right partnerships, tracking progress, reporting, educating and communicating)
 - critical success factors in the leadership of sustainable business transformation
- **Inside of top sustainability companies**
 - a look at their sustainability achievements
 - reasons for their sustainability success and take-away lessons
- **Finding solutions to the world's most pressing sustainability problems**
 - the most pressing sustainability problems the world is facing today (eg in areas like global warming, pollution, advancing the circular economy etc)
 - the urgent need to address these problems, the challenges and current developments
- **Creating a Green team in the company**
 - what a Green team is and its role
 - tips on creating a successful Green team at work (relating to management support, passion of team members, team size, goals, meeting frequency, communication, evaluation, project ownership etc)
- **Sustainability company's policies and educating the employees**
 - reasons for, and examples of, sustainability policies and how to formulate them
 - ways to educate employees on the importance of sustainability and to motivate them to work as a team to achieve set sustainability goals
- **Sustainable enterprise development and leadership**
 - definition of a sustainable enterprise and the elements required for the achieving of long-term sustainability (profitability, engaged employees, a self-reliant team and forward-thinking leaders working on planning for the future)
 - leader's role in ensuring sustainable enterprise development (eg leadership development, strategic planning, goal setting, organizational alignment)
- **Positioning your company through sustainability**
 - what it means by sustainability positioning
 - key areas for success: Integrity, Quality, Simplicity and Visibility
- **Measuring your sustainability efforts**
 - reasons for measuring sustainability efforts
 - widely used methods in measuring sustainability performance
- **Preparing and presenting sustainability reports**
 - brief introduction to Bursa Malaysia's sustainability reporting guidelines and the Global Reporting Initiative (GRI)
 - explain what sustainability reports entail, its relevance and importance in today's business world and provide examples of sustainability reports
- **Local and international case studies on sustainability**
 - successful and impressive sustainability efforts of selected local and global companies
 - examples of failed sustainability policies and efforts of selected local and global companies
- **Discussions tailored to personal work situation**
 - assessment of participant's workplace situation (identifying opportunities and challenges in the embrace of sustainability)
 - suggestion for best approaches for participant's aspirations to be realized in the pursuit of business sustainability at the workplace
 - practical steps and appropriate tools participant can employ in the journey to business sustainability at the workplace
- **Individual written assignment on sustainability**
 - participants should demonstrate an acceptable and satisfactory level of understanding of the various aspects of sustainability in their assignment task which will be based on the contents of this course
 - participants to include an illustration of a sustainability roadmap tailored for his/her workplace (which will form a part of the assignment)

CORPORATE SUSTAINABILITY PROFESSIONAL

Learning Outcomes:

Upon successful completion of the course, participants will be able to:

- Possess an insightful and practical knowledge of corporate sustainability
- Build, develop and maintain a sustainable business culture in the company
- Formulate appropriate sustainable business policies and models for the company
- Demonstrate leadership in the company's sustainable enterprise development and business transformation initiatives
- Prepare and present Sustainability Reports

Are you trained in Sustainability & CSR?

Every day, more companies are beginning to adopt more environmentally sustainable workplace practices, not only to fulfil their corporate social responsibility, but because sustainability makes business sense, in terms of reduced wastages, efficiency of production, better brand image and competitive advantage, reduce work related illnesses and injuries that leads to a healthier and more productive workforce sustained through a clean and safe working environment. Sustainability and CSR also garner the all-important respect and support from the community, promote ethical and noble practices that also lead to regulatory compliance, achieve sense of pride for employees and company alike and attract quality talents, business partners and investors – inevitably to greater profits.

Aspirations for Sustainability

A recent study carried out by 'CSR Malaysia' and 'Sustainability Malaysia' revealed that companies that embrace sustainability have a clear vision on ensuring the companies' longevity and they develop strategies to that effect. To soar higher like other successful global companies, corporate Malaysia should adopt a greener supply chain, reduce pollution and waste and minimize its footprint, eliminate the use of disposable plastic items, optimize product life cycles, promote good environment quality, energy and water efficiency, increase productivity and optimize material usage, adopt good labour practices, look after employee welfare, promoting health and safety, while not forgetting to do good for the communities.

Sustainability is More than Just Doing Good

Corporate sustainability is much more than just a buzzword for the businesses of today. Sustainable economic growth promotes jobs and stronger economies while countering the effects of climate change, pollution and other environmental factors. Being sustainable improves

Duration:
27-28 November 2023 (2 days)

Venue: Double Tree Hilton, KL

Fees: RM2150

Who it is for:

- Directors, CEOs, COOs
- Sustainability heads and managers of companies
- Purpose-driven managers
- HR directors and professionals
 - Senior consultants
 - Community / NGO / Not-for-profit foundation leaders
- Marketing / Business development directors
 - SME entrepreneurs
- All other professionals interested in sustainability

For more information, please contact:

Institut Mayang

29-2, Jalan Maharajalela,
50150 Kuala Lumpur

Email:

mayang.courses@gmail.com

Whatsapp:

011 2665 9053

www.im.edu.my

health, increases safety, and saves money. Sustainability concepts should be adopted and integrated into more than one aspect of a business and across many levels of its organization. The practice of sustainability includes consideration and involvement of all the stakeholders while not neglecting the community as well as the environment.

Sustainability Impact

By practising sustainability, companies can be more aware of the kind of impact they are having on all aspects of society be it economic, social or environmental. Embracing sustainable business practices has a positive impact on a company's strategic performance, employee satisfaction, project opportunities, and market advantage. Sustainable business practices extend into the lives of individuals involved which impact society greatly.