

The Business Value of Sustainability

In today's market, sustainability is critical to innovation and economic resilience. For businesses, understanding how sustainability can be embedded into their core strategies is essential for driving long-term profitability and securing a competitive advantage.

\$1,500 | 2 days | in person or online



Program benefits

- Explore how sustainability can align with and sometimes challenge traditional business goals such as profitability, market expansion, and short-term shareholder value.
- Gain insights into balancing these often-competing priorities through strategic decision-making, ultimately enhancing their ability to contribute to their company's market leadership, long-term resilience, and success.
- Sharpen business opportunities as a result of sustainable innovation.

Featured topics

small group discussions, and interactive sessions to cover the following topics:



Introduction to Sustainability and Business Value



Balancing Profitability and Environmental Goals



Strategic Decision Making for Sustainability



Competing Priorities and Stakeholder Engagement

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