

Brought to you by:



SUSTAINABLE BUSINESS TRANSFORMATION LEADER

TURN YOUR
SUSTAINABILITY TARGETS
INTO EFFECTIVE ACTION



We are the generation that makes the economy better. We are a growing community creating a new history of how to do business. One that enables us to do our best. We don't always do everything right, but we getting better every day. Let's work together to create the best economy that ever existed.

Monika Kolb, Head M3TRIX Academy



About the course

Business is under increasing pressure to deliver on sustainability targets to meet regulations and stakeholder expectations. Our online certificate course "Sustainable Business Transformation Leader" offers you profound knowledge about the **environmental, social, economic, and governance** challenges of sustainable transformation in the private and **public sectors**.

Gain the knowledge, understanding and skills to effectively address the challenges and lead meaningful change. Discover the **WHY** of sustainable business management and the **HOW-TO** turn your sustainability targets into effective action.

Your Benefits

The course is **action-oriented** and **has been designed for practitioners**. It is focused around real business challenges to create positive impact on **environment and society**, and simultaneously **long-term success for the business**.



World class programme with 5 modules and globally experienced facilitators



Acquire and apply tools and guidelines to start your **business-specific** road to becoming a responsible business



Two expert panels to share their industry and **real-life** experience with you



PROGRAMME

WEEK 1

Orientation
Introduction, getting to know each other & overview

Speakers: *Roberto Benetello & Angelika Salmen*

Your ideas and expectations are important to us. After the orientation module, we can tailor elements of the course to your needs.

- Welcome to the course
- Getting to know each other and motivation

WEEK 2

Module 1
Explore the world of sustainable business

Speakers: *Constant van Aerschot & René Schmidpeter*

Get inspired by the possibilities of future-oriented business leadership by looking ahead and assessing future trends. Learn about global advancements in the field and rethink management.

- WBCSD Vision 2050
- Sustainability as 21st century business opportunity
- Why sustainable management is the new paradigm for success?

WEEK 3

Module 2
Identify opportunities & assess risks

Speaker: *Sunita Devi*

Sustainability has historically been seen as a drain of resources and budgets. Discover sustainability trends and risks and their associated economic opportunities, receive insights and examples on business models that enable sustainable development.

- De-risk Sustainability & Climate mitigation
- New Business Models
- Action activity: Opportunity and Risk assessment

WEEK 4

Expert Panel
Stakeholders' perspectives on sustainable business

Speakers: *Industry Experts*

The expert panel includes industry pioneers, champions and entrepreneurs who will share stories and perspectives that illustrate what we mean by sustainable business.

WEEK 5

Module 3
Identify stakeholders & set targets

Speaker: *Patrick Bungard*

Overall business strategy and company culture need to change to integrate sustainability. Learn how executive teams can set up targets and embed sustainability into your business strategy and practice.

- Target setting that matters- materiality analysis
- How to get the key people on board?
- Action activity: Materiality Analysis



PROGRAMME

WEEK 6

Module 4

Proof sustainability performance to banks and investors

Speaker: *Juniati Gunawan*

Discover diverse opportunities of sustainable finance, financial and non-financial reporting, ratings and funding to increase your financing capabilities at lower financing costs.

- Non-financial reporting and ratings
- Sustainability scores (forecast risks and opportunities)
- Action activity: Sustainability & Impact reports: how to create and read them

WEEK 7

Expert Panel Success Cases

Speakers: *Industry Experts*

Learn from the best success cases around sustainable business transformation in Malaysia.

WEEK 8

Module 5 Create a viable *Business Action Plan* for your sustainability targets

Speakers: *Roberto Benetello, Monika Kolb & Angelika Salmen*

Get real work done and deliver sustainable impact for your organization by formulating a business action plan.

- Formulate a business action plan
- Discuss your business action plan with lecturers and peers
- Define your role as a leader in the transformation process

Final Project Report

Written business action plan and presentation in front of group.

The whole course will guide you to work on your individual sustainable business challenge. The modules encompass online live lectures, with theoretical input and a strong focus on tools and action. Modules 2-5 contain at least 45 minutes to apply the tools for your own business context. Additionally, online resources and preparation material are provided.



INTERNATIONAL FACULTY

Constant Van Aerschot



Constant is Director Asia Pacific of World Business Council on Sustainable Development (WBCSD). Constant spent most of his career in industry and consultancy. As a civil engineer, he is a construction sector and energy efficiency in buildings expert.

After his MBA, he gained extensive experience in public affairs, regulatory processes and advocacy. Constant enjoys managing collaborative work and finds purpose in operationalising sustainability strategies in companies. He currently sits on several Boards. A conceptual thinker, he is motivated by concrete outcomes.

Roberto Benetello



Roberto's genuine passion and commitment to sustainability and his eagerness to act as catalyst in helping business in the transition to a sustainable world, have led him to take the role of Executive Director of the Business Council for Sustainable Development Malaysia, a Global Network Partner of the World Business Council for Sustainable Development (WBCSD).

Roberto led the EU-Malaysia Chamber of Commerce and Industry (EUMCCI) for almost four years and during his tenure the Chamber became one of the most influential organisations and advocacy platforms in Malaysia. Roberto held several senior general management positions in the private sector, working for fortune 500 companies and start-ups in countries such as Italy, UK, Spain.

Juniati Gunawan



Juniati is a lecturer and director of Trisakti Sustainability Center (TSC), Trisakti University, Jakarta-Indonesia. She graduated with a PhD degree in accounting from Edith Cowan University (ECU), Western Australia, with specializing in corporate reporting, also hold a certified green finance specialist and green product specialist.

She publishes many articles in international journals and book chapters. She also received an Australian Award, a research grant from The Global Reporting Initiative (GRI), Amsterdam; The Ministry of Research, Technology and Higher Education of the Republic of Indonesia & The Universiti Teknologi Mara, The Accounting Research Institute, Malaysia.

Angelika Salmen



Angelika is an experienced sustainable learning facilitator and program director. She graduated with a BA in International Tourism Management from Brighton University and a MSc in International Management from Sussex University. Her passion and interest for education, social justice and corporate learning led her to complete a PhD in Education and conduct research on academic development and sustainability education in UK business schools.

Angelika's professional experience spans various industries and areas including tourism, retail, recruitment and academia. She has taught multiple business and management modules including sustainability in business, leadership, organisational behaviour, globalization and diversity. Angelika is a lecturer of Organisational Behaviour at Bournemouth University Business School (UK) and a Freelance Sustainability Learning Consultant.



INTERNATIONAL FACULTY

Sunita Devi



Sunita is Principal Consultant Corporate Sustainability & Climate Change at Environmental Resources Management. She is a sustainability reporting and compliance consultant. She helps the Board of Directors to design the Sustainability Roadmap, and illustrate progress for their ESG compliance and Sustainable Development Goals. Through the review of their annual compliance reports (AR,SR, IR), gaps are clearly identified so the company safeguards their reputation.

She has worked in developed, developing and least developed countries over the last 20 years. In the recent 5 years she has gained extensive engagement with EU business communities through its industry associations and several public listed companies listed on the Main Board of Bursa and other Asean Stock Exchange, including Hong Kong, UK and the EU nations.

Monika Kolb



Monika is the founder of M3TRIX Academy. She is a renowned expert in the field of sustainable management learning. Her work and research focus are responsible leadership, sustainable management and innovative pedagogy. She is doing her doctorate on action-based learning for the development of responsible leaders.

She has several years of professional experience in a DAX company, is a lecturer and is a certified coach and trainer.

Patrick Bungard



Patrick is Co-Founder and Managing Director of M3TRIX GmbH. His passion is to inspire people and companies to rethink the economy and to accompany them in a sustainable business transformation. He has many years of experience in business, the third sector, as well as in teaching as a lecturer and expert in executive education programs.

Patrick is a best-selling author and an experienced speaker.

René Schmidpeter



René is an innovative pioneer who stands for a paradigm shift in business administration and the sustainability debate. He is an internationally recognized expert on strategic management, business transformation and global sustainability developments.

He is Professor for Sustainable Management in Germany and has received international Professorships and Academic Awards from Universities and Sustainability Think-Tanks in Australia, India, Great Britain and China. He is Editor in Chief of the International Journal of CSR, Vice President of the Global Corporate Governance Institute and Academic Chair of the Humboldt Conference of Sustainability and Responsibility.

In the last five years he has authored more than 100 publications on CSR, sustainability, governance and ethics in his management series for Springer Gabler Publishers.



Business leaders today and in the years to come must develop an in-depth understanding of the sustainability challenges and opportunities. Developing this new perspective will be instrumental in shaping the success and resilience of companies moving forward. This course has been especially designed to provide this new perspective and to deliver a set of tools that many business leaders are currently lacking.

Roberto Benetello
Executive Director, BCSD Malaysia



Key Information

Platform	Online-Live on Zoom
Duration	8 weeks, 3 hours per module, 1,5 hours per expert panel
Participants	max. 20
Price	Information upon request
Contact	Mich.hoo@bcds.my
Website	bcds.my/sustainable-business-transformation-leader

Brought to you by:



The M3TRIX Academy guides and empowers leaders to actively shape the economy of today and tomorrow. We enable professionals and managers to gain practical experience and theoretical knowledge in the areas of Sustainable Management and Responsible Leadership.



The Business Council for Sustainable Development (BCSD) Malaysia is an independent membership organization, formed by a group of forward-thinking companies committed to creating a sustainable future for business, society and the environment.