BLACKBIRD FOR TRAINING

Sustainable Finance & ESG



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Introduction

Sustainable Finance & ESG Environmental, Social, and Governance has become one of the most transformative forces reshaping global financial markets. With governments, corporations, and investors demanding greater accountability, the adoption of ESG principles is no longer optional—it is a strategic necessity. This program addresses the pressing need for executives and leaders in the Middle East and North Africa to integrate sustainability into finance, risk management, and long-term corporate strategy.

The course is designed for decision-makers across sectors, including oil and gas, banking and finance, telecommunications, government, human resources, and project management. Participants gain practical frameworks and strategies that not only meet compliance requirements but also position their organizations for long-term success.

Course Objectives

By the end of this course, participants will be able to:

- Understand the foundations of sustainable finance and ESG principles.
- Apply global ESG standards to organizational financial strategies.
- Analyze the role of sustainability in risk assessment and investment decisions.
- Implement ESG reporting frameworks aligned with international benchmarks.
- Drive corporate social responsibility initiatives linked to financial growth.
- Evaluate sustainable investment portfolios and green financing tools.
- Lead cultural transformation towards sustainable organizational practices.
- Integrate ESG into long-term strategic and financial planning.

Course Outlines

Day 1: Foundations of Sustainable Finance & ESG

- Introduction to sustainable finance concepts.
- Evolution of ESG in global markets.
- Core principles: environmental, social, and governance.
- Regulatory frameworks and compliance standards.
- The role of international organizations UN, OECD, etc..
- Case studies of ESG-driven success stories.



Day 2: ESG Integration into Financial Strategies

- ESG in corporate finance and investment banking.
- Assessing risks and opportunities in sustainable finance.
- ESG rating systems and indices.
- Green bonds and sustainable investment funds.
- ESG and shareholder value.
- Sectoral applications of ESG principles.

Day 3: ESG Reporting & Measurement

- ESG disclosure frameworks GRI, SASB, TCFD.
- Key performance indicators for ESG.
- Building transparency and investor trust.
- Tools for monitoring and auditing ESG performance.
- Data challenges in ESG reporting.
- Case study: Implementing ESG metrics in a financial institution.

Day 4: Driving Organizational Sustainability

- Linking ESG to corporate strategy.
- Building a culture of sustainability.
- Leadership's role in ESG adoption.
- Stakeholder engagement and communication.
- Corporate governance and ethical leadership.
- Change management strategies for ESG.

Day 5: Future of Sustainable Finance

- Innovations in sustainable investing.
- The role of technology AI, blockchain in ESG.
- Global trends and their impact on the MENA region.
- Scaling ESG across supply chains.
- Future regulatory shifts.
- Final assessment and strategy workshop.



Why Attend This Course: Wins & Losses!

- Gain cutting-edge knowledge in sustainable finance and ESG.
- Learn practical frameworks for immediate application.
- Enhance corporate reputation through ESG integration.
- Strengthen compliance with global sustainability standards.
- Improve investor relations and market credibility.
- Access real-world case studies and global best practices.
- Build leadership capacity for sustainable transformation.
- Position your organization for long-term resilience.

Conclusion

Sustainable Finance & ESG is no longer a trend; it is a global standard driving financial and corporate transformation. For leaders in the Middle East and North Africa, mastering ESG strategies means ensuring regulatory compliance, enhancing competitiveness, and contributing to a sustainable global economy.

This course provides the tools, frameworks, and insights needed to lead the way in sustainable finance, empowering executives to make responsible decisions that balance profitability with societal and environmental impact.

