

Mastering Sustainability Communications & Reporting

Amsterdam

8 - 19 June 2026

UK Training

PARTNER



Mastering Sustainability Communications & Reporting

Code: PR28 From: 8 - 19 June 2026 City: Amsterdam Fees: 7100 Pound

Introduction

In a rapidly changing world, the need for sustainable, transparent, and reliable communication is more important than ever. Organizations today are expected to demonstrate their commitment to sustainability through effective communication strategies and detailed reports on environmental, social, and governance ESG performance. This comprehensive course aims to equip professionals with the advanced tools and methodologies needed to create strong sustainability narratives, develop effective reporting frameworks, and build trust among all stakeholders. By integrating modern global standards, innovative communication techniques, and case-based learning, participants will gain the skills necessary to take the lead in driving sustainable transformation within their organizations.

Course Objectives

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

- Understand the fundamental principles of sustainability management and the strategic importance of sustainability communication.
- Navigate global sustainability frameworks such as GRI, SASB, CDP, TCFD, and ISSB.
- Develop accurate and transparent sustainability reports aligned with international standards.
- Master innovative storytelling techniques for effective communication with diverse audiences about sustainability initiatives.
- Build trust with stakeholders through authentic and consistent communication strategies around ESG.
- Utilize digital tools and platforms to enhance the reach and impact of sustainability communication.
- Analyze case studies to extract best practices and avoid common pitfalls in sustainability reporting.
- Integrate sustainability into branding strategies and corporate reputation management.
- Monitor and assess the effectiveness of sustainability communication campaigns.
- Prepare for future trends and innovations in sustainability communication and sustainability reporting.

Course Outlines

Day 1: Introduction to Sustainability Communication

- The importance of sustainability in the modern corporate landscape.
- Aligning communication strategies with organizational goals.
- Key elements of effective sustainability messaging.

Day 2: Overview of Global Sustainability Frameworks

- GRI Standards Global Reporting Initiative.
- SASB Standards Sustainability Accounting Standards Board.
- TCFD Standards Task Force on Climate-related Financial Disclosures.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- ISSB Standards International Sustainability Standards Board and emerging trends.

Day 3: Designing a Sustainability Communication Strategy

- Identifying target audiences and mapping stakeholders.
- Crafting purpose-driven sustainability messages.
- Balancing transparency, authenticity, and storytelling techniques.

Day 4: Developing Comprehensive Sustainability Reports

- Structure of a good sustainability report.
- Data collection, metrics, and ensuring accuracy.
- Case studies of exemplary sustainability reports.

Day 5: Digital Tools for Sustainability Communication

- Leveraging digital media platforms for communication.
- Designing interactive and visually engaging reports.
- Tools for measuring engagement and feedback.

Day 6: Advanced Storytelling Techniques for Sustainability

- Creating narratives that resonate with diverse stakeholder emotions.
- Incorporating real-life stories and live testimonies.
- Visual storytelling: infographics, videos, and animations.

Day 7: Building Trust with Stakeholders Through Communication

- Principles of transparency and authenticity in sustainability communication.
- Effectively handling crises and negative perceptions.
- Collaborating with media, NGOs, and regulators.

Day 8: Sustainability and Corporate Brand Building

- Integrating ESG values into brand identity.
- Measuring the impact of sustainability on brand reputation.
- Highlighting leadership in sustainability practices.

Day 9: Monitoring and Evaluating the Effectiveness of Sustainability Communication

- Identifying key performance indicators KPIs for sustainability communication initiatives.
- Tools and frameworks for monitoring and evaluation.
- Continuous improvement through stakeholder feedback.

Day 10: Future Trends in Sustainability Communication and Reporting

- The role of artificial intelligence and data analytics in sustainability reporting.
- Innovations in interactive and immersive sustainability communication.
- Preparing for regulatory changes and emerging global standards.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

UK Training
PARTNER

Why Attend This Course: Wins & Losses!

By attending this course, participants will acquire the advanced skills necessary for effective sustainability communication and ESG reporting. Participants will benefit by:

- Developing sustainability communication strategies that help build their organization's reputation and create real value for society.
- Enhancing the organization's ability to engage effectively with various stakeholders.
- Discovering digital tools and techniques that amplify the impact and reach of sustainability communication.
- Gaining the ability to manage crises and challenges through transparent and honest communication.
- Preparing for future trends in sustainability communication and sustainability reporting.

Conclusion

This course presents a unique opportunity for professionals in the field of sustainability to develop their skills in sustainability communication, helping them become leaders in driving sustainable transformation within their organizations. By learning how to create comprehensive and transparent sustainability reports, utilizing innovative storytelling techniques, and applying global frameworks, participants will gain the necessary tools to achieve sustainable success in an era that increasingly focuses on environmental and social responsibility.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver king piece and a silver pawn behind it. The board is white and black squares, with concentric circles in the background.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

