

WBCSD Education

→ *Learning
for Impact*



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Foreword

Sustainability has transitioned from a peripheral concern in business to a central force driving strategic decisions and transformative actions. As the world grapples with the challenges posed by climate emergency, nature loss, and mounting inequality, the need for businesses to embrace sustainability has never been more critical and expected by stakeholders ranging from regulators to consumers. Indeed, the world is turning to business for sustainable solutions.

To support this ambition, the World Business Council for Sustainable Development (WBCSD) and its members are committed to accelerating the transformation of businesses and their value chains. Beyond the rhetoric of "why engage," our focus is on the practical "how to" of operationalizing business transformation for a more sustainable future.

Crucially, we aim to highlight the vital role of education and training in driving this transformation. As the global demand for sustainability-related skills takes off, there is an urgent need for a workforce equipped with the knowledge and tools to effect change. Within the span of a year, LinkedIn job postings requiring at least one sustainability-related skill grew by a median of 15.2% globally,¹ emphasizing the growing significance of green skills in the job market.

For over two decades, WBCSD Education has worked with subject matter experts and leading academics, providing the necessary training and insights to help business leaders navigate the complexities of sustainability. The success of our executive education programs stems from our philosophy of ensuring business-relevant, meaningful and actionable learning, coupled with strong partnerships with renowned academic institutions, including Yale University, ESADE, and IMD.

WBCSD Education is also continuing to expand its offering to meet the growing demand for sustainability education and training in the business community. Through bespoke programs, digital learning and collaboration with leading organizations and universities, we aim to empower a new generation of leaders who can drive change within their organizations and contribute to a sustainable and equitable world.

This brochure is not just a collection of information; it is a testament to our commitment to build up the business talent and skills needed for a net-zero, nature-positive and equitable future. Join us on our transformative learning journeys to redefine the future of business.



Rodney Irwin

Rodney Irwin

Chief Education Officer,
WBCSD

¹ <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/green-skills-report-2023.pdf>

Our approach

The mission of WBCSD Education is to provide business leaders and practitioners with relevant, actionable and meaningful learning courses and materials to raise ambition to transform, drive collaborative action and sharpen accountability around sustainability goals.

We envision a world in which sustainability is embedded within mainstream business and executive education, training and learning.

Our north star is to build up the business talent and skills needed for a net-zero, nature-positive and equitable future.

Excellence in education, capacity building and training spans all of WBCSD, with learning programs delivered both centrally by the Education team as well as by project teams around specific thematic areas. We are all driven by the following core values as we seek to be:

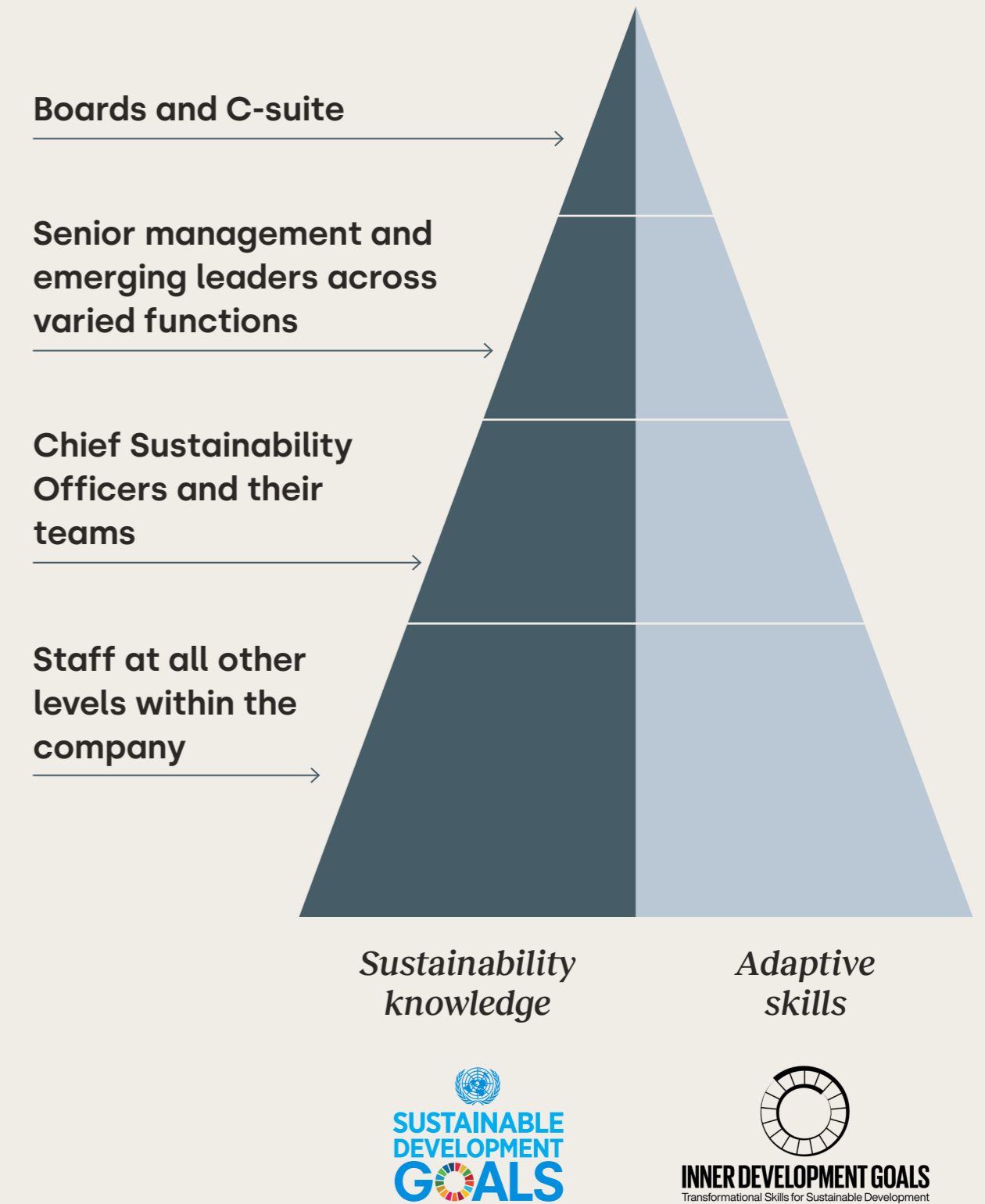
Accountable: Our teams are committed to meaningful impact and we work to ensure that participants walk away from our education programs with ready-to-use tools and business solutions that are fit-for-purpose and that they can implement immediately in their day-to-day work.

Collaborative: At WBCSD, we look to catalyze collective action through a range of innovative partnerships. Our education work draws on a wide network of global academic, scientific and business expertise to curate credible and impactful learning experiences.

Transformative: WBCSD is committed to providing the global business community with the building blocks needed to support transformation towards a more sustainable future. Our education programs enable learning to empower participants to be part of this transformation by driving forward courageous business solutions.

Building upon these core values, WBCSD Education seeks to deliver learning solutions to the global business community that are pragmatic, credible, agile, and designed for business by business.

We also endeavor to employ a human-centric approach designing curricula by putting ourselves in the shoes of different groups of learners, to ensure that our learning formats, experiences and services are engaging, interactive and purpose-driven.



Our approach

Delivering a complementary series of programs to build up the knowledge and skills needed to deliver a net-zero, nature-positive and equitable future

Executive education

WBCSD Academy

Bespoke education

Technical capacity-building

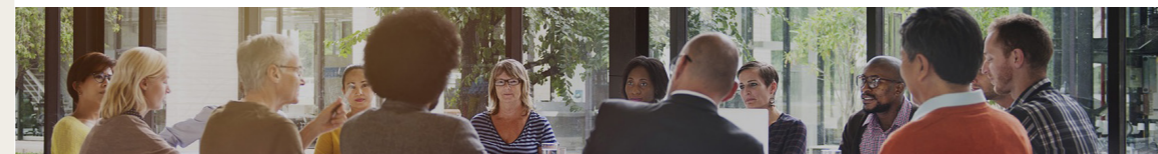
Leveraging partnerships with eminent academic and thought-leadership organizations to develop impactful content

Collaborating with leading academic institutions and partners



Convening executives in charge of people and culture to identify business needs and leveraging knowledge from WBCSD's network

Guided by the Chief People Officer Network



Leveraging insights and expertise from across WBCSD



Chief People Officer Network

WBCSD Education is guided by the Chief People Officer Network, a community of top executives overseeing people and culture within WBCSD's member companies.

The Chief People Officer Network seeks to exchange insights with peers and experts around how the emerging sustainability skills gap can be closed.

It also explores the specific competencies that will deliver the transformative skillsets business leaders and practitioners need to successfully realize their organization's goals related to climate, nature and equity concerns.

In particular, deep dive working groups are currently convening to advance conversations around: the effective deployment of green talent strategies; fostering inner development; and creating an enduring corporate culture of sustainability.

In this respect, the CPO Network plays a critical role in shaping and validating WBCSD's thinking and offering in the education space.

Contact James Gomme at gomme@wbcسد.org for more information on the CPO Network.



Key partners

WBCSD partners with leading academic institutions to develop and deliver our in-person executive education programs.



Yale SCHOOL OF
MANAGEMENT

Stanford
Doerr
School of
Sustainability

Yale SCHOOL OF
THE ENVIRONMENT



Yale Center for Business
and the Environment

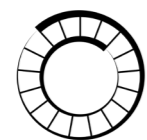


esade



IMD

We work with our project partners to socialize and mainstream sustainability education and related skills development in the business community, including multinationals and small and medium-sized enterprises (SMEs).



INNER DEVELOPMENT GOALS
Transformational Skills for Sustainable Development



SustainChain™



“Executives all over the world are under the mounting pressure to adapt to rapid changes in business and society, while at the same time becoming more socially responsible and ecological sustainable. We have to arm the leaders of today and tomorrow with the skills to transform their businesses onto a sustainable path. By collaborating with WBCSD and their network of leading companies, we can share insights and drive progress towards a more prosperous, inclusive and sustainable world.”



Jean-François Manzoni
President, IMD

“WBCSD’s wonderful leadership is providing a crucial link in the chain for lifting private sector’s contribution to global sustainability. Bridging the efforts of leading multi-national corporations with those of SMEs will allow both to create more seamless, productive, collective change. Together we can create an engine for building sustainable supply chains through mass accelerated knowledge sharing and partnership potential, powered by AI.”



Jacqueline Corbelli
Founder, US Coalition on Sustainability

“Our partnership exemplifies leadership in sustainability, merging academia and industry expertise. Senior WBCSD staff and Yale faculty cross-teach cutting edge programs, enriching both realms. Yale students gain real-world experience through immersive WBCSD summer internships. Our collaboration is rooted in mutual support and the challenge to elevate training standards, equipping the business community to tackle critical challenges with innovation, joy, and courage. It’s a model for future-focused, sustainable education.”



Stuart DeCew
Executive Director, Yale Center for Business and the Environment (CBEY) and Lecturer, Yale School of the Environment

“When considering sustainability as a technical or external challenge, we underestimate the cultural and psychological shifts necessary to create a sustainable future. Inner Development Goals, a non-profit and open-source initiative, collaborates extensively with WBCSD to address this oversight. Together, we are laying the foundation for a more holistic approach to sustainability, encompassing employee engagement, capacity development and advocacy for good developmental practices in organizations and society.”



Jan Artem Henriksson
Executive Director, Inner Development Goals

Our alumni

201 companies

39 countries

+20 sectors

The WBCSD Education alumni community comprises of around 1,000 business leaders and practitioners from over 180 companies who have completed our executive education programs.

This vibrant community of leaders from around the world convene throughout the year both virtually and in-person to exchange insights and experiences of advancing sustainability in their organizations.

All participants of WBCSD's executive education programs are invited to the alumni community upon program completion to create meaningful connections in their journey towards achieving their sustainability goals.



Explore *Our Programs*

Executive Education *Leadership Program*

WBCSD's **Leadership Program** has been equipping, over two decades of excellence, leaders from over 150 companies with insights into how businesses are innovatively addressing sustainability challenges and opportunities.

The program consists of three week-long modules, conducted in collaboration with IMD and Yale University:

Sustainable development in context – IMD, Lausanne, Switzerland

Leading sustainable development – Yale University, New Haven & New York, USA

Sustainable development in action - Southeast Asia

The program employs various educational formats, including individual and group projects as well as immersive, experiential activities. Participants who complete the program receive certificates from Yale, IMD, Sunway University and WBCSD.

Contact Suzanne Feinmann at feinmann@wbcsd.org for more information and to nominate participants.



"At Holcim, we send changemakers to the WBCSD Leadership Program every year. It's a unique platform to learn from peers and world class experts, from the United Nations and financial institutions to other companies on the latest sustainability "hot topics". As an alumni, I recommend it as an opportunity to expand sustainability capabilities and leadership to accelerate the transition to a net positive future."



Nollaig Forrest

Chief Sustainability Officer, Holcim
→ Leadership Program Class of 2019



Executive Education Leadership Program

<i>Timeline and locations</i>	<i>Learning objectives</i>
Module 1 <i>Sustainable development in context</i> One week in Spring IMD, Lausanne, Switzerland	<ul style="list-style-type: none"> → Develop knowledge of sustainability business issues, drivers, tools, and approaches. → Connect and interact with IMD professors, WBCSD representatives and sustainability experts in lectures and leadership simulation exercises. → Extend leadership skills for sustainable development and reflective practice.
Individual project	<ul style="list-style-type: none"> → Develop a case review that explores the sustainability challenges and opportunities related to participants' companies. → Combine learnings from Module 1 to develop recommendations to solve practical sustainability challenges faced by the company.
Module 2 <i>Leading sustainable development</i> One week in Summer Yale University and New York City, USA	<ul style="list-style-type: none"> → Explore concepts and tools relevant for participants' practice with renowned academics from Yale University and leadership experiential learning activities. → Gain new insights into the business context through sharing' personal and professional knowledge and experiences with other participants. → Critically interact and debate with professors, company representatives, leaders, and sustainability experts to develop one's own opinion.
Group projects	<ul style="list-style-type: none"> → Design and execute group projects. → Develop skills in group project management, engagement, and collaboration with internal and external stakeholders. → Extend leadership skills for sustainable development and reflective practice.
Module 3 <i>Sustainable development in action</i> One week in Autumn Southeast Asia	<ul style="list-style-type: none"> → Learn from academics and leadership experiential learning activities. → Connect and interact with Sunway University professors, WBCSD representatives and sustainability experts. → Consolidate projects, activities, and introduction of learnings into companies to plan for future actions.

"Through the WBCSD Leadership Program, I expanded my knowledge about critical sustainable development topics and learned actionable strategies to help strengthen my leadership capabilities. At the same time, I gained a wonderful, diverse network of global professionals – their insights and partnership broadened my perspective. I highly recommend the program to any leader committed to advancing change in sustainable development."



Laura Cococcia

Head of HR Strategy, Talent, and Culture, GE
 → Leadership Program Class of 2023

Executive Education *Leap Program*

WBCSD's Leap Program is designed to empower women executives while ensuring sustainability is ingrained in their leadership approach and company strategy.

Participants undertake a comprehensive one-year training with three in-person week-long modules, conducted in collaboration with ESADE, Yale and the National University of Singapore (NUS):

Innovation and change management – ESADE, Madrid, Spain

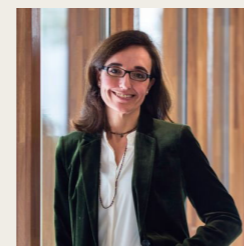
Sustainable development in context – Yale School of Management, New Haven and New York, USA

Leading sustainable development – NUS, Singapore

Between modules, participants take part in coaching activities and a cross-mentorship process with C-suite executives. Upon program completion, participants receive certificates from Yale, ESADE and NUS. Women with at least 15 years of experience are eligible to apply.

Contact Gabriela Uriarte at uriarte@wbcسد.org for more information and to nominate participants.


"The opportunity of joining the Leap program from the WBCSD is the chance to become a better version of yourself, both as a person and a professional. Not only you get to learn from peers who are inspiring women from different backgrounds, but you are provided with useful tools, seminars and business cases to learn to think differently. You will have the chance to challenge what you know, to keep what is useful and to go back to your position as a change-maker, capable of creating shared value within your team and outside your company. If you are given the opportunity, don't miss it!"



Ana Gascón

World Without Waste Senior Director – Europe,
The Coca-Cola Company
→ Leap Program Class of 2022



 Yale SCHOOL OF MANAGEMENT
WBCSD LEAP Sustainability
September 5-7, 2023

Executive Education Leap Program

<i>Timeline and locations</i>	<i>Objectives</i>
Pre-Module 1 <i>Online welcome session</i> <i>Lead & coaching process</i> May - virtual	<ul style="list-style-type: none"> → Webinar for participants to meet virtually and get onboarded to the program. → Exercises to jump into this sustainability and leadership journey with leading experts. → Enable participants to deepen their self-awareness guided by a professional coach.
Module 1 <i>Innovation and change management: towards sustainability</i> One week in June Esade Business School Madrid, Spain	<ul style="list-style-type: none"> → Develop a strategic vision and analyze the key value creation factors in organizations related to senior executive positions. → Strengthen participants knowledge, tools and the basic competencies all executives need to fulfill in pursuit of their organizations' strategic objectives.
E-Learning Course <i>Introduction to Sustainability in Business</i> Summer onwards - virtual	<ul style="list-style-type: none"> → This foundational, self-paced online course is designed to equip learners with the knowledge, mindset and practical tools to drive positive change, foster sustainability and effectively communicate its importance within their organizations and communities
Module 2 <i>Sustainable development in context</i> September Yale University and New York City, USA	<ul style="list-style-type: none"> → Develop knowledge of sustainability business issues, drivers, tools and approaches. → Learn from renowned academics and professors from Yale University. → Engage and interact with WBCSD representatives and sustainability experts. → Get to know the United Nations and their work.
Module 3 <i>Sustainable development in action</i> One week in October Singapore	<ul style="list-style-type: none"> → Develop a stronger understanding of the "how to" around sustainability in business. → Engage in experiential learning by taking part in sustainability initiatives on-the-ground.
Cross Mentorship Process Autumn onwards - virtual	<ul style="list-style-type: none"> → A high-level executive will mentor a woman participant from a different company during six months (via video call) 12 hour-sessions commitment. → Online session for mentors.

"At Arcadis, we know the power of women in the workforce. Whether it's in our Executive Leadership Team and in other senior roles or the project managers, consultants, and engineers that help us deliver sustainable outcomes for clients, women make our company stronger. But we know we need to do more to promote gender equality, not just because of the many ways it benefits our business, but also because when we empower women, we benefit society as a whole. That's why we have committed to having a workforce that is 40% female by 2023. It's also why I am proud to serve as a mentor in WBCSD's Leap program. We can never have sustainable development without gender equality."



Peter Oosterveer

Former CEO, ARCADIS
 → Leap Program Mentor

Executive Education *Young Professionals Program*

The WBCSD Young Professionals Program, developed in collaboration with KPMG's Leaders 2050 initiative, empowers business professionals in the early stages of their career with the technical and adaptive skills they need to become sustainability champions and changemakers within their organizations.

Participants undertake a six-week long virtual program with weekly instructor-led sessions and self-directed learning, followed by an opportunity to meet each other in face-to-face networking sessions in regional hubs:

Week 0: Program onboarding & pre-work

Week 1: Sustainability in Business

Week 2: Averting the Climate Crisis

Week 3: Restoring Nature

Week 4: Tackling Inequality

Week 5: Corporate Performance and Accountability

Week 6: Translating learning into actions

Post-program: Optional in-person gathering

The program supports young professionals by enabling them to:

- Gain a deeper understanding of key environmental and social challenges and thereby a greater appreciation of the business case for ambitious sustainability action in their companies
- Create individual action plans for change that help them to explore and outline different avenues through which to begin integrating sustainability in their respective areas of work
- Develop leadership competencies through an exploration of the mindsets and adaptive skillsets needed to become sustainability practitioners
- Join a community of young professionals committed to creating a net-zero, nature-positive and equitable future.

Contact the team at exec-education@wbcsd.org for more information and to nominate participants.



WBCSD *Academy*

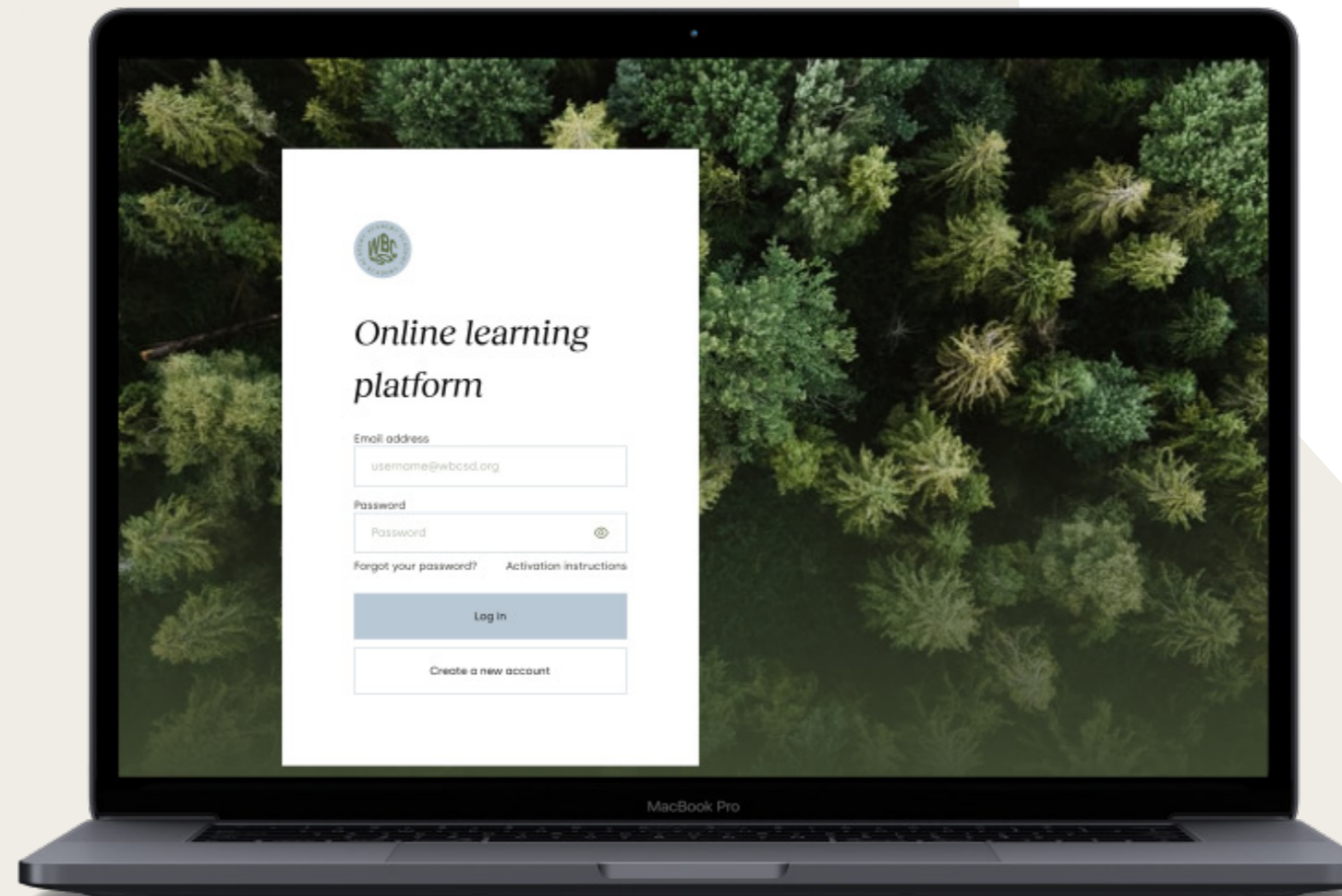
The **WBCSD Academy** is an innovative online learning platform designed to provide company professionals with the knowledge and skills they need to thrive in today's ever-changing business landscape.

The Academy uses technology that is responsive, enabling upskilling employees at scale to complete the courses at their own pace, when their schedule allows.

Our platform offers a wide range of content and courses from various WBCSD projects, including courses on circular transition indicators, sustainability assurance for better investment decisions and climate scenario analysis.

Users can register for a free account on the WBCSD Academy webpage and gain access to the latest and most up-to-date information on critical sustainability topics. The Academy offers a variety of free resources and courses to help get users started, with some additional premium content at a fee.

Contact Maarten Dirks at dirks@wbcسد.org for more information.



Introduction to *Sustainability in Business*

Our flagship online course on the WBCSD Academy provides an Introduction to Sustainability in Business.

This foundational, self-paced online course is designed to equip business professionals from diverse functions and sectors with the knowledge, mindset, and practical tools to drive positive change, foster sustainability and effectively communicate its importance within their organizations and community.

Co-developed with Anthesis Group and ERM, the course enhances learners' understanding of their role in corporate sustainability and elevates their proficiency in this domain. It also provides a set of workshop guidelines that empower companies to organize their own follow-on workshops.

WBCSD member companies can integrate this course into their existing learning management systems and work with the WBCSD Academy to customize the content and add supplementary segments specific to the company's sustainability strategy and operations.

This three-hour, CPD-accredited course consists of four chapters:

- 1 Orientation** with the course information and an introduction to becoming a reflective practitioner.
- 2 The world of sustainability in context**, comprising the trilemma of climate emergency, nature loss and mounting inequality, as well as the history of sustainability.
- 3 Corporate sustainability: past and present** including an overview of corporate sustainability, trends toward integrated sustainability, and the role of different business functions with sustainability actions per function.
- 4 Implementation toolkit: transforming knowledge into practice** comprising a mindset to enable sustainability action and three practical case studies that put these insights into practice.

"Since this is not the first course I have taken on sustainability, a fair share of the concepts and ideas were not new to me. As an introductory course I think the contents are highly valuable. Structurally and with the mix of different elements such as video, text and reflection this has been one of the best online courses I have taken so far."

Lisa Lange

Manager, Advisory, ESG Strategy and Value Creation, KPMG Germany

Contact Maarten Dirks at dirks@wbcsd.org or visit wbcsd.org/ISB for more information.

Bespoke Education

At WBCSD we also understand that every organization's learning journey, when it comes to the strategic integration of sustainability, is unique. As a result, we also offer bespoke learning programs to WBCSD members and prospects, on request. The curriculum for these programs is co-developed with the company and an expert team of faculty members is assembled to deliver the program.

WBCSD's bespoke education program can support a variety of learning objectives, such as:

Inspiring and informing business leaders by engaging boards of directors on the subjects of climate, nature and equity action.

Operationalizing sustainability by equipping business leaders with the knowledge, tools and frameworks to operationalize sustainability across a wide range of topics.

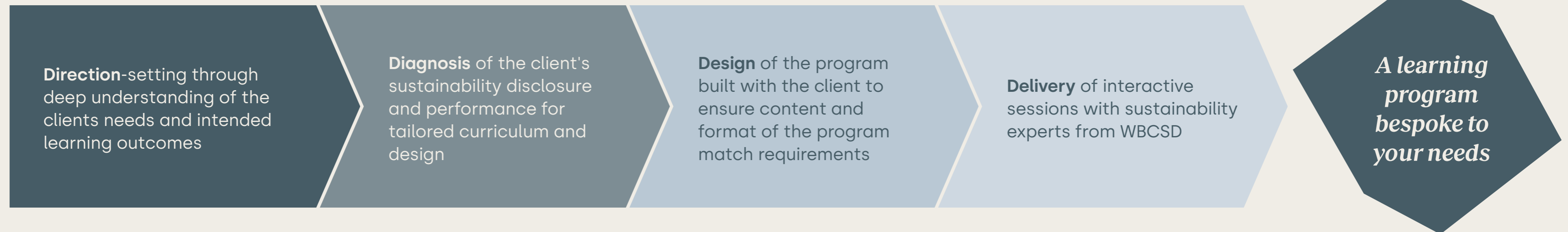
Fostering purpose-led collaboration through an examination of team thinking and communication styles and exploration of the inner development and people skills required to deliver sustainable transformation.

Embedding ESG in risk management by outlining how ESG-related topics can be integrated into enterprise risk management, then practicing these skills with a business simulation.

Contact Gabriela Uriarte at uriarte@wbcsd.org and Dara Lee at lee@wbcsd.org for more information.



We put the client at the center of everything we do.



Bespoke Education

"Envisioning an end-to-end ESG strategy is paramount, however, not sufficient if not properly embraced by top management; we therefore partnered with the WBCSD to further raise awareness on the sustainability imperative and amplify the leadership dimensions required to effectively drive change within the organization."

Maxence de Royer

Vice President Strategy, Business Development
& Sustainability Zone Latam, Nestlé

"PETRONAS Leadership Centre collaborated with WBCSD in designing and delivering Sustainability Excellence Programme, aimed to support our Top Leaders in driving inspirational Sustainability leadership in the organization. Throughout the process, WBCSD's team exhibited exemplary professionalism, consistently going above and beyond to ensure the success of the program. We are thrilled to be working with them in this transformative journey."

Ruslan Islahudin

Vice President & Group Chief Human Resource Officer,
PETRONAS

"We appreciate the WBCSD Education Program's support during PMI's Operations Sustainability 2024 Spring Functional Meeting. In our experience, the WBCSD Education team's facilitated training merges business acumen with sustainability knowledge, providing learners with practical insights. Further, WBCSD's approach focused on boosting inclusivity and diversity of thought. In a world where corporate social and environmental performance is increasingly important, such courses are especially useful. While numerous corporate trainings exist, WBCSD's offering has been valuable and distinct because of its ability to speak to business and sustainability professionals alike. "

Oleksiy Lomeyko

Vice President Operations Sustainability, PMI

"[WBCSD's risk management simulation] provided a valuable opportunity to explore risk management from various perspectives. It allowed us to grapple with the challenges of shaping our company's sustainability strategy and understand its profound impact on our company's future. The game effectively integrated sustainability principles with critical business decision-making, and it was a great lesson to learn how to collaborate with various stakeholders. The insightful and practical simulation was a valuable experience during our in-house training for high-potential leaders."

Mari Wada

Manager, Global Leadership Development Group,
Hitachi Academy Co., Ltd.

"Bolton engaged the WBCSD to design a thought-leadership program for its Group Leadership Team and Board. It has been a path rich of insights and fruitful conversations, focused on scenarios evolution, governance models, risk management systems and sustainability skills for talents. We grew together with a honest and deep knowledge sharing process and bringing our executives at the same level of understanding of current ESG trends."

Ylenia Tommasato

Group Sustainable Development Director, Bolton Group

Our people

Education at WBCSD is led and coordinated by the Education team, with a combined 90+ years of professional experience in advancing sustainable development, as well as learning and development.

Get in touch with us at academy@wbcسد.org to learn more about how you can engage in WBCSD's education programs.



Rodney Irwin
Chief Education Officer



Maarten Dirks
Director, Education
(Digital)



Suzanne Feinmann
Director, Education
(Leadership Program)



James Gomme
Director, Education &
Knowledge Management



Gabriela Uriarte
Director, Education
(Leap & Bespoke)



Dara Lee
Manager, Education



Hélène Servais
Associate, Education

About WBCSD Education

The mission of WBCSD Education is to provide business leaders and practitioners with relevant, actionable and meaningful learning to raise ambition, drive action and sharpen accountability around sustainability goals. We envision a world in which sustainability is embedded within mainstream business and executive education, training and learning. Our north star is to build up the business talent and skills needed for a net-zero, nature-positive and equitable future.

Get in touch with us at: academy@wbcsd.org

About WBCSD

The World Business Council for Sustainable Development (WBCSD) is a global community of over 220 of the world's leading businesses, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Together, we transform the systems we work in to limit the impact of the climate crisis, restore nature and tackle inequality.

We accelerate value chain transformation across key sectors and reshape the financial system to reward sustainable leadership and action through a lower cost of capital. Through the exchange of best practices, improving performance, accessing education, forming partnerships, and shaping the policy agenda, we drive progress in businesses and sharpen the accountability of their performance.

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