



ionology

**ENVIRONMENTAL, SOCIAL &
GOVERNANCE - ACTIVATED**

**COURSE FOR LEADERS, MANAGERS
AND DECISION MAKERS**

The Role of The Leader When Creating Technology Enabled ESG Strategies

BACKGROUND:

ESG is not just about corporate values and mission. It's the ability to think, lead and build a business that makes a positive, verifiable, impact on the environment, the society it serves and showing transparency of governance. These are not balance sheet metrics, however they are becoming increasingly important in winning customers, investment and brand positioning.

Customer Perspective

- 83% of consumers think companies should be actively shaping ESG best practices
- 91% of business leaders believe that their company has the responsibility to act on ESG
- 86% of employees prefer to support or work for companies that care for the same issues they do.

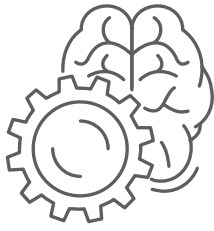
The research shows, It's a generational thing, younger generations have much stronger feelings on the topic than older. The customer of tomorrow wants to buy from, work with and potentially invest in, ESG aware businesses.

The investment community:

In the European Union, {The Sustainable Finance Disclosure Regulation (SFDR)} imposes **mandatory ESG disclosure obligations for asset managers and other financial markets participants** with substantive regulation effective from 10 March 2021. In the USA there is a growing market-led demand for businesses to have transparent Environmental, Social & Governance (ESG) credentials. In the USA investment in ESG funds grew by 70% in 2020.

Organisations of all sizes, governments, environmentalists and individuals are demanding dramatic change, now. All businesses and government departments will be forced to play their part and report on how they are doing so. Perception is everything and how your business or government body is perceived by the customer or citizens, on these three topics is critical to your success or even survival. A passive, under-the-radar, no-one will notice, approach isn't going to work. Active participation by industry is now essential and how we perform in this area will impact our balance sheet.

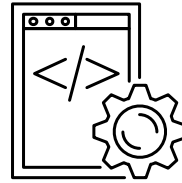
COURSE OVERVIEW



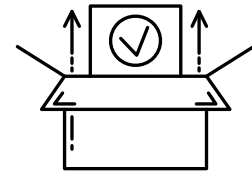
ESG Meaning,
Subtext & Impact



Measuring Your
ESG Credentials



Improving Your
ESG Credibility



Positioning Your
Brand

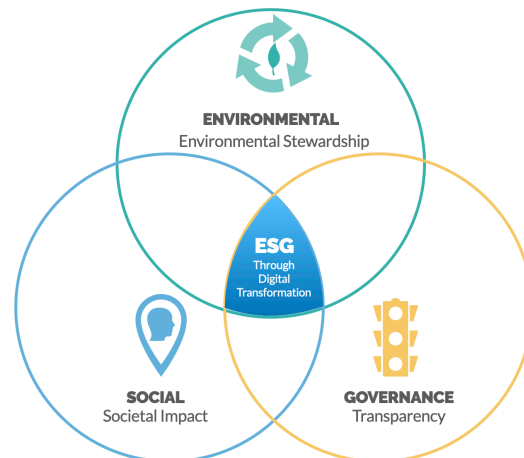
Who	Leaders, Managers & Decision Makers
Sector Expertise	Commercial B2B with particular expertise in Finance and Banking. Government (central and regional),
Differentiation	The only course to offer practical frameworks in helping leaders take positive action toward creating a more sustainable business and reporting mechanism.
How Long	3 full days
Locations	North America, Europe, Middle East, South East Asia
Delivery	Live-Online & On-Premise
Next Steps	Contact Ionology through our website

LEARNING OUTCOMES:

1. Why ESG is important and understanding the basic terminology being used in ESG discussions and its fundamentals
2. How the flow of capital and customers are favouring ESG competent businesses (including legislation)
3. The ESG mindset - why now and what kind of mindset is needed in your organisation
4. How to measure your current ESG footprint
5. How to use digital transform and position your business to support sustainable development through innovation
6. Practical action you need to take to improve your ESG rating
7. Practical action to report your ESG credentials with transparency leveraging emerging technology
8. How to leverage your ESG effectiveness when positioning your company

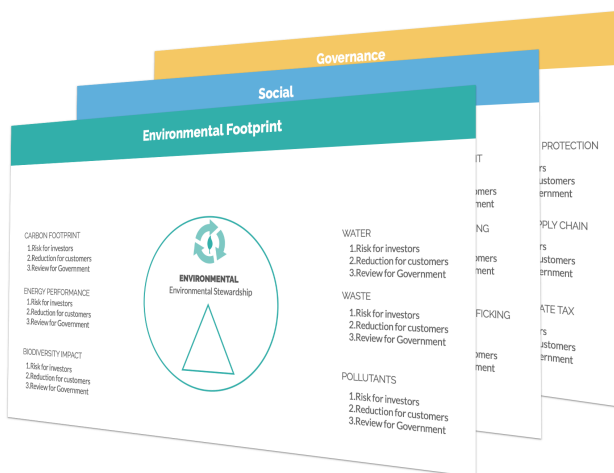
THE WORLD'S MOST PRACTICAL ESG COURSE FOR LEADERS

We believe that the best way to learn is to get active, work on your own business, experiment and ask questions. For this reason, we've built the most practical frameworks that help guide your thinking and discover what practical steps you can take to lead your organisation through the ESG revolution.



Understanding ESG

Calculating how your business is performing and the associated risks is an essential part of getting prepared for ESG. This course gives your practical, easy-to-use steps in helping establish the current 'As-Is' State.



Planning ESG

Deciding what is important to you and what to do about it, is a critical step in activating any ESG plan. It's not enough to simply measure and publish, your business must actively partake in improving the situation and prove its efforts in transparent reporting.

The best way of achieving ESG goals and reporting is to leverage emerging technology. This course will explore Blockchain and Machine Learning for non-technical leaders and its importance in ESG way-finding



Activating ESG

A GREAT COMBINATION OF THEORETICAL AND PRACTICAL

Practical Activities:

Use of the Ionology ESG Strategy Framework

Workshop on innovative use of emerging technology for ESG purposes

Brand positioning from an ESG perspective



THE COURSE LECTURERS

David Roche

- Head of Corporate Sustainability Ireland in Tata (Ireland) - 2 years
- Director of FinTech Services in Pramerica - A NYSE listed company that provides insurance, investment and financial services in the USA and Canada - 18 years

Prof. Niall McKeown

- Owner of Transformation Education Company - Ionology - 22 years
- Published author, YouTuber and Visiting Professor at Ulster University