



# Fundamentals of sustainability management

## Understanding and implementing sustainability

### Seminar objective

The seminar aims to provide participants with a sound introduction to the basics of sustainability management. Knowledge of concepts, strategies and instruments is imparted in order to effectively implement sustainability in the corporate context. The aim is to enable participants to apply sustainability principles in practice and to sensitize them to future trends and challenges in the area of sustainability.

### Seminar content

#### Introduction to sustainability:

- Definition and concepts of sustainability
- Historical development and background
- Key global challenges and their impact (e.g. climate change, scarcity of resources, social inequality)
- Importance of sustainability for companies and society

#### Sustainability strategies and instruments:

- Overview of various approaches to sustainability management (e.g. triple bottom line approach, SDGs)
- Tools and methods for sustainability assessment and measurement (e.g. sustainability indices, life cycle assessment)
- Best practices and success stories of companies with regard to sustainability
- Integration of sustainability into corporate strategy and culture

#### Sustainability management in practice:

- Implementation of sustainability measures in different areas of the company (e.g. procurement, production, marketing, human resources)
- Stakeholder engagement and communication
- Risk management and opportunities in the overall context
- Case studies and group work on the practical application of concepts

#### Future prospects and outlook:

- Current trends and developments in the field of sustainability
- Challenges and opportunities for the future
- The role of innovation and technology in promoting sustainability
- Recommendations for further work on the topic

### Methodology

Case studies Trainer input Group discussions Practical examples  
brainstorming presentations Self-reflection Exchange of experience

#### Course ref.

F2024

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

24.10.2024 – 25.10.2024  
20.02.2025 – 21.02.2025  
23.10.2025 – 24.10.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



### **Target audience**

The seminar "Fundamentals of Sustainability Management" is aimed at specialists and managers from companies in all sectors who would like to deepen their knowledge of the topic and implement successful sustainability management. No previous knowledge is required.



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