

GLOBAL CERTIFICATE IN CORPORATE SUSTAINABILITY



VANDERBILT UNIVERSITY
Owen Graduate School of Management



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With the advancement of the digital age and the influence of today's social media, the significance of corporate sustainability has surged. Environmental concerns, social consciousness, and economic considerations continue to drive demand for corporate sustainability initiatives. Businesses across industries are recognizing that developing and implementing environmentally and socially responsible practices is a critical imperative for the success of their operations.

With the increasing popularity of corporate sustainability, businesses and organizations will continue to seek professionals with backgrounds and knowledge of corporate sustainability to help them achieve their goals. The **Global Certificate in Corporate Sustainability**, a collaboration between Vanderbilt University Owen Graduate School of Management and the University of British Columbia Sauder School of Business, offers participants a unique opportunity to acquire the knowledge and skills required to navigate the intricate realm of sustainability within the business sector by bringing together diverse perspectives from different markets. By obtaining this prestigious certificate, individuals can position themselves as invaluable assets to both their current organizations and other enterprises seeking to integrate sustainable practices.

43% of companies increased their **focus on ESG** while planning in 2022

3% decreased **ESG-related spend** over the full course of 2022

Source: CPA Journal - <https://www.cpajournal.com/2022/10/18/esg-integration-and-small-business/>

PROGRAM OVERVIEW

The Global Certificate in Corporate Sustainability is an online 10-week Executive Education certificate program exploring the importance of sustainability while unpacking the term to help explain the relevance of sustainability across operational units within an organization. Understanding sustainability strategies, measuring the impact of sustainable practices, analyzing operational sustainability, and defining sustainability leadership are key topics covered in the program.

Vanderbilt Business and UBC Sauder recognize the growing importance of sustainability and are committed to equipping future leaders with the understanding, knowledge, and skills needed to meet this demand, such as:

- 🌱 Sustainability strategy
- 🌱 Emerging trends
- 🌱 Market drivers
- 🌱 Consumer and business behaviors

The Global Certificate in Corporate Sustainability aims to help professionals implement sustainable solutions into business processes to make positive corporate influence in the world and operate more efficiently.



Is the Global Certificate in Corporate Sustainability Right for Me?

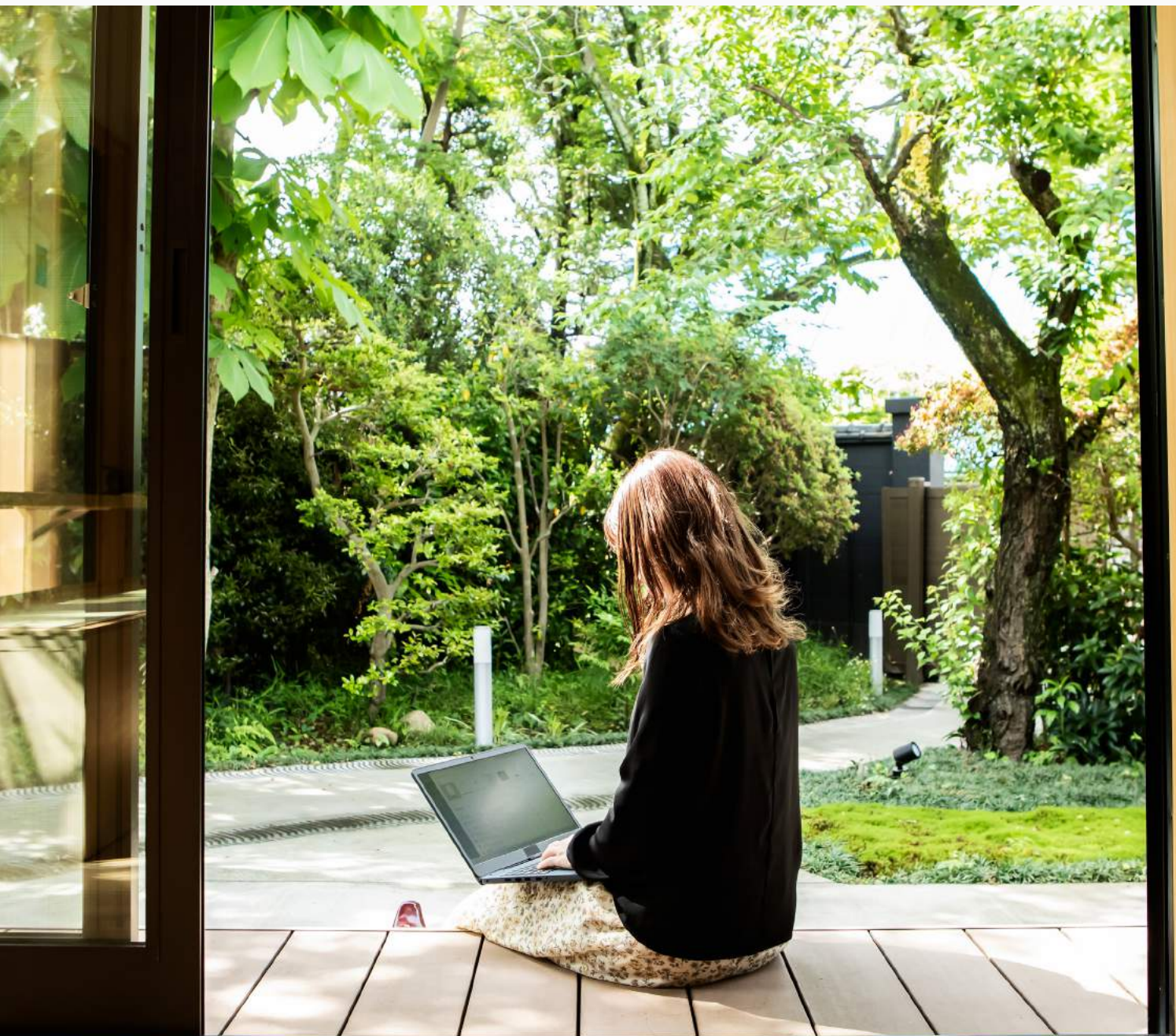
This program is designed for accompanying organizations aspiring to provide their employees with the ongoing education critical for success in today's competitive environment. Individuals who are developing and implementing sustainability programs within their organizations would benefit greatly from this program, gaining access to sustainability experts who developed program curriculum and content centered around implementing sustainable business solutions and practices while maintaining steady positive corporate performance.

WHO SHOULD ENROLL

Ideal program participants include:

- ✔ Mid- to senior-level managers and executives
- ✔ Functional or corporate leaders
- ✔ Professionals tasked with profit and loss responsibilities
- ✔ Team cohorts and individual, self-selecting professionals
- ✔ Professionals in various industries and roles, including marketing, procurement, logistics, operations, finance, and more.

The purpose of this program is twofold: first to understand why firms are pursuing sustainability strategies and second to help you determine what a successful sustainability strategy might look like for your organization.



WHAT YOU'LL LEARN

In this program, you will experience a comprehensive look at corporate sustainability and gain a variety of skills and knowledge pertaining to implementing sustainability in your organization. This program is an online, 10-week course containing 10 weekly modules. Each module offers a number of videos with varying corporate sustainability topics and themes. These modules include:

Week 1

CONTEXT AND DRIVERS

Develop your definition of sustainability and determine its impact on your organization.

Analyze the economic, social, and policy drivers of sustainability.

Week 2

SUSTAINABILITY AND CORPORATE STRATEGY

Explore the history of corporate engagement with sustainability issues.

Learn how to evaluate various sustainability strategies and describe materiality assessments.

Uncover the Five Stages of Organizational Learning and the Four Stages of Issue Maturity.

Week 3

SHARED VALUE

Describe examples of offensive and defensive corporate sustainability strategies.

Learn how to identify four traditional rationales for a sustainability strategy and how to create shared value opportunities.

Week 4

SUSTAINABILITY METRICS AND DRIVING FORCES

Examine the driving forces, both internal and external, of sustainability reporting.

Explore the reporting options for environmental, social, and governance (ESG) issues.

Determine the various sustainability issues to consider for reporting.

Analyze how sustainability reporting is managed.

Week 5

REPORTING FRAMEWORKS

Define the leading frameworks available for companies to align their sustainability reports.

Distinguish between integrated reporting versus sustainability and ESG reporting.

Explain the main reporting frameworks that organizations utilize and analyze best practices in sustainability reporting and the scoring mechanisms of the reporting frameworks covered.

Week 6

SUSTAINABILITY ACROSS THE SUPPLY CHAIN

Analyze how companies operate across the four main stages of the supply chain.

Explore sustainability issues across the value chain stages.

Examine new and improved sustainable practices in how companies have changed the strategies for their products from "end of life" to "next use."

Week 7

GOAL SETTING, NET ZERO, AND CLIMATE CHANGE STRATEGY

Identify goal-setting processes and what key performance indicators are used to measure ESG issues.

Dive into zero, net zero, net positive goals and the Net Positive Project.

Analyze what it takes for companies to become more net positive and explore initiatives organizations are taking to limit climate change and reduce greenhouse gas emissions (GHGs).

Week 8

CHOICES, SCIENCE, STRATEGY, AND SYSTEMS IN SUSTAINABILITY

Discuss complex comparisons that your organization might be facing in implementing its sustainability strategies.

Analyze the benefits and risks of an organization implementing its sustainability strategies.

Week 9

MOTIVATION, METRICS, AND INCENTIVES

Explore the process of evaluating your company's current organizational design.

Examine a framework to analyze the structure of organizations and incentives.

Analyze what motivates employees to engage in sustainable behavior.

Discuss the steps for developing a performance metric consistent with your organization's sustainability goals.

Week 10

TRANSFORMATIVE TECHNOLOGIES, TRANSITIONS, AND EXPANDING THE SCOPE OF SUSTAINABILITY

Examine transformative technologies and why some technologies are quickly adopted in their markets while others take time to catch on.

Recognize how the circular economy impacts an organization's sustainability initiatives.

Distinguish the impacts of the fourth industrial revolution on the physical, digital, and biological worlds.



70%

of employees at large U.S. companies say they are more likely to choose to work at a company with a strong environmental agenda.

Source: <https://www.fastcompany.com/90306556/most-millennials-would-take-a-pay-cut-to-work-at-a-sustainable-company>



PROGRAM REQUIREMENTS

Weekly participant requirements for this program include:

- ✔ Completing the weekly module's videos (6-10 minutes each)
- ✔ 2 discussion boards requiring 2 responses per post
- ✔ Completing 1 reflection or case study assignment
- ✔ Earning an 80% or above on 10 quizzes, 1 in each module
- ✔ Attending 5 live lectures throughout the program

ENROLLMENT, TUITION, AND PAYMENT OPTIONS

There are no requirements to enroll or required textbook materials, as all program resources will be available within your classroom. Interested prospects can work with a program representative to begin the enrollment process.

Tuition Reduction Opportunities

Vanderbilt and UBC alumni and employees are eligible for a **20% tuition reduction**. Reductions can automatically be applied if the participant has a Vanderbilt or UBC email address.

Group learning opportunities are available and are priced according to the size of the cohort. Discounted pricing is available when registering more than three individuals from the same organization to the same program on the same date.

**Global Certificate in Corporate
Sustainability Tuition:**

\$3,000 USD

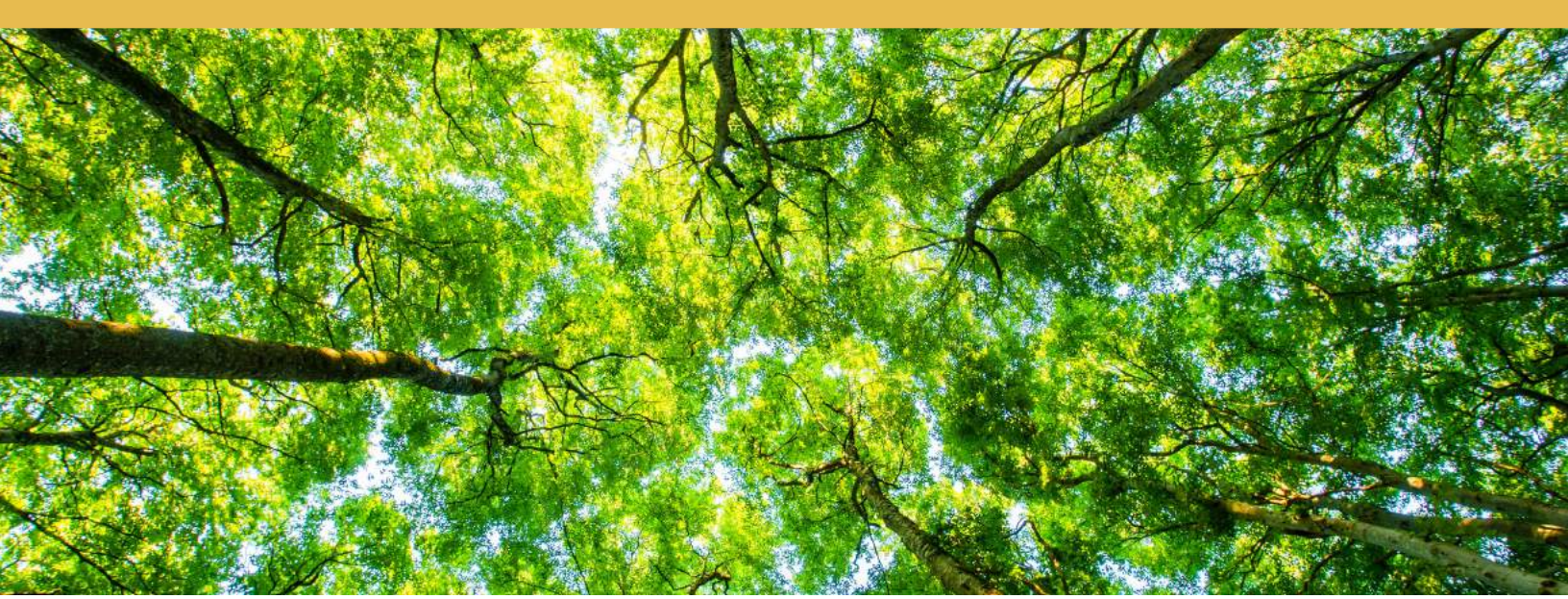
Payment Options

Payments can be made by credit card, using tuition assistance or reimbursement, wire transfer, or through a number of payment plans. Credit card payments must be paid in full prior to program start.

Payment plans are available. Participants choosing to use a payment plan will not be able to automatically enroll in the program and will need to work with their program representative to complete the enrollment process.

Participants using tuition assistance/reimbursement must provide a voucher prior to program start.

Participants are not eligible to enroll in the program after the start date and must pay their tuition in full three days prior to class start. Late enrollments are not eligible for payment plans.



PROGRAM FACULTY SPOTLIGHT

Vanderbilt Business and UBC Sauder are proud to showcase the brilliant minds and exceptional educators behind the Global Certificate in Corporate Sustainability program. These instructors bring extensive expertise and real-world experience to the program modules, and weekly live sessions, enhancing your learning experience. Their knowledge in corporate sustainability ensures participants gain valuable insights and practical skills to excel in today's business environment.



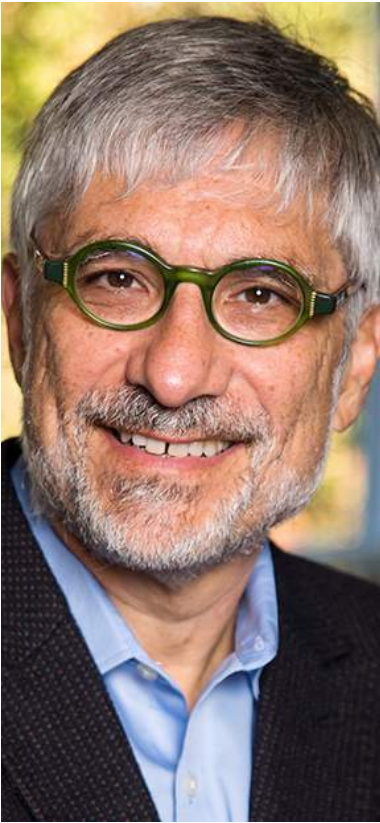
JUSTIN BULL

BA (UBC), PhD (UBC), Lecturer, Entrepreneurship and Innovation Group, UBC Sauder School of Business.

Professor Bull's experience ranges with a number of different roles such as project manager, sales rep, editor, researcher, and strategic advisor, working with brands including IKEA, Rolling Stone, WWF, and Canfor to help solve complex sustainability challenges.

The last two or three years have really seen this insane acceleration of interest, concern, and student demand for sustainability education. No matter where you sit in an organization...you have to take sustainability into consideration. You can in fact make money, make people's lives better, as well as actually solve environmental problems. To really take action on sustainability means moving away from sustainability as an idea, a concept, or a conversation, and towards actually making tough choices."

Bio: <https://www.sauder.ubc.ca/people/justin-bull>



MARK COHEN

BSFS, International Economics (Georgetown), MA, Economics (Carnegie-Mellon), PhD, Economics (Carnegie-Mellon), Justin Potter Professor of American Competitive Enterprise, Emeritus, and Professor Emeritus of Management, Vanderbilt University.

Professor Cohen's extensive career in academia and the private and public sectors has seen him publish over 100 articles and books on a wide variety of topics, serve in several capacities within the Federal Government, and consult with major corporations.

One of the things I really hope participants get out of this program is a sense of community. Once you're done with this program, you'll be able to speak across different divisions of the organization, understanding what sustainability means for the organization as a whole and how each piece fits together...having a common language is going to be of real value when trying to move those different pieces around in their quest to have a more sustainable organization."

Bio: <https://business.vanderbilt.edu/bio/mark-cohen/>



JEFF GOWDY

BS (Virginia), MBA (Vanderbilt). Jeff Gowdy is a globally recognized thought leader and practitioner in sustainability and CSR, Vanderbilt University.

Professor Gowdy has served on hundreds of sustainability projects since 2002 for some of the world's largest companies, including Home Depot, Verizon, Bridgestone and Coca-Cola.

In this program, I have a few core expectations for participants. Firstly, I want them to grasp a comprehensive understanding of the corporate sustainability landscape. Secondly, it's about going beyond just the basic definitions and diving into the issues that matter most in today's context. And finally, each module is designed to offer a deeper exploration, pinpointing those key areas that, regardless of one's company or sector, will be crucial. I want every participant to walk out feeling ready to tackle these challenges."

Bio: <https://business.vanderbilt.edu/bio/jeff-gowdy/>



LEONORA WILLIAMSON

BS (Princeton), MBA (Harvard Business School), PCC, Vanderbilt University.

Professor Williamson has experience as an investment banker on Wall Street and is the founder of Platinum Rule Advisors, a consulting firm devoted to human capital strategy and executive coaching for leadership teams, especially for family-owned businesses. Her career includes roles at J.P. Morgan, Boston Consulting Group, and Estée Lauder. She was rated Nashville's #1 executive coach in 2021 and 2022 and was named in Nashville Business Journal's Women of Influence in 2022. Williamson believes that sustainability is crucial for businesses, both in securing their right to operate and in ensuring their financial viability in the future. Williamson will join the program faculty for live lectures throughout the program.

It's important to facilitate a conversation and ask the right questions, connect with the right people, and assign the right cases regarding corporate sustainability. And sustainability is apolitical, it doesn't have an agenda. It's all-encompassing and managers need to ask themselves how to be responsible and efficient in the future."

Bio: <https://www.vanderbilt.edu/undergraduatebusiness/person/leonora-zilkha-williamson/>



CHRISTIE STEPHENSON

BA (University of Victoria), MEd (McGill University), ICD Directors Education Program (University of Toronto - Rotman School of Management), Executive Director of the Peter P. Dhillon Centre for Business Ethics, UBC Sauder School of Business.

Serving as the Executive Director of UBC Sauder School of Business's Peter P. Dhillon Centre for Business Ethics, Christie Stephenson is an influential voice in the fields of responsible business and governance. Before her current role, Stephenson dedicated over 15 years to socially responsible and impact investing.

Stephenson will join the program faculty for live lectures throughout the program.

Sustainability has moved from a niche competency to a core competency for so many professionals and leaders. At the same time, the landscape and expectations are changing rapidly. This program helps participants navigate urgent social and environmental issues which has become material factors in organizational success."

Bio: <https://ccli.ubc.ca/team-member/christie-stephenson/>



ABOUT **VANDERBILT UNIVERSITY** AND **UNIVERSITY OF BRITISH COLUMBIA**

The collaboration between Vanderbilt University Owen Graduate School of Management and University of British Columbia Sauder School of Business, brings two leading North American universities together to combine insights and perspectives from different markets to produce an executive education program that looks at a global priority through an international lens.

Vanderbilt University has prioritized sustainability in its operations, with a goal to achieve carbon neutrality and zero waste by 2050. Vanderbilt has implemented several sustainability initiatives on campus, including sustainable transportation options, green building practices with the construction of LEED-certified buildings, the installation of solar panels, and sustainable food procurement.

Vanderbilt University is also a leader in sustainability education and research, with many academic programs and research centers focused on sustainability topics. The university's undergraduate Environmental and Sustainability Studies Program provides participants with a multidisciplinary education in sustainability, while graduate programs in

sustainability science and environmental management prepare participants for leadership roles in sustainable business, government, and nonprofit organizations.

In addition to its curriculum, UBC Sauder has implemented sustainability initiatives and programs, and has achieved LEED Gold certification for its building, which incorporates sustainable features such as a green roof, solar panels, and a rainwater harvesting system. The school has also implemented sustainable transportation programs and encourages students and staff to use alternative forms of transportation, such as cycling or public transit.

UBC Sauder is also a founding member of the Globally Responsible Leadership Initiative (GRLI), which brings together business schools and companies to promote responsible and sustainable leadership. In addition to its academic programs, UBC Sauder has implemented a range of sustainability-focused initiatives, including the Net Impact Club, which brings together students interested in sustainability and social responsibility, and the Social Venture Accelerator, which provides support and resources to social entrepreneurs.



business.vanderbilt.edu/corporate-sustainability-certificate

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