135





09:00 to 12:00 CET

This course will delve into the concept of sustainability, its importance and the different ways one can look at unlocking this powerful tool. Sustainability can be looked at from a financial perspective, through appropriate cost management, cash flow management and diversification. The importance of branding and marketing and the environmental, social and governance impact on the brand as well as the sustainability of human capital. Finally, the attendees will learn about how sustainability is achieved in other jurisdictions and lessons learnt from exploring the development of sustainability from a global perspective.

2 HOURS

€ 80