



CERTIFIED SUSTAINABILITY EXECUTIVE

– **CERTIFICATE OF
COMPLETION**

*Every
company needs
a Sustainability
Executive!*

*Sustainability
is very
important
for business
success*

*Institut Mayang
is registered with:*



MINISTRY OF EDUCATION MALAYSIA



Endorsed by:

**WORLD
SUSTAINABILITY
COMMUNITY**

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia
(PPM-011-14-20062019)

In collaboration with:



www.csrmalaysia.org

www.sustainabilitycommunity.org

CERTIFIED SUSTAINABILITY EXECUTIVE

– CERTIFICATE OF COMPLETION

Institut Mayang's Centre for Sustainability & CSR Excellence

The Centre's vision is to be the preferred institution of learning at the forefront of developing talents for sustainability and corporate social responsibility excellence in Malaysia through its high value programmes and courses of studies, in line with the country's committed pursuit of sustainable development when it formulated the New Economic Model (NEM) in 2009.

Institut Mayang

Institut Mayang is owned and managed by Mayang Academy for Professional Studies Sdn Bhd. It is a boutique education institution that offers niche and specialized courses for the Malaysian workforce. Mayang is in existence for the last two decades and is registered with Ministry of Education and is also a registered HRDF training provider.

The courses on sustainability and CSR are delivered in collaboration with 'CSR Malaysia' and Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, a national organization for Corporate Sustainability and Social Responsibility.

CSR Malaysia

'CSR Malaysia' is a social initiative and a national publication on corporate sustainability and social responsibility initiatives, approved by Ministry of Home Affairs (KDN). It is active in carrying out sustainability and CSR activities and it shares the unwavering commitment of corporations in Malaysia towards the community at large and their inherent roles as change agents in the socio-economic transformation of Malaysia.

Sustainability Malaysia

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia also known as Sustainability Malaysia sees sustainability becoming more important for all businesses across all industries. As such, it aims to carry out activities and programmes to promote sustainability efforts on a broad scale. The objectives of Sustainability Malaysia are as follows:

- Promoting the importance of corporate sustainability and social responsibility through educational programmes

- Raising corporate communities that are sustainability conscious in their businesses
- Instilling noble sustainability values in the younger generation
- Creating a global community that loves and values the environment
- Carrying out welfare programmes involving corporate sustainability and programmes that help the needy
- Collaborating with corporate and government bodies to promote a sustainable community and to help the poor
- Honouring local corporate companies that champion sustainability and social responsibility causes

About the Trainers

Trainers at Institut Mayang's Centre for Sustainability & CSR Excellence are professionals who are trained in sustainability and most importantly, individuals with a genuine interest in sustainability and corporate social responsibility causes. They are educated with relevant degrees and have the professional experience to deliver the courses effectively in an engaging manner.



CERTIFIED SUSTAINABILITY EXECUTIVE

– CERTIFICATE OF COMPLETION



This course will provide you with the practical knowledge of the essentials of sustainability and how you can ultimately assist your company benefit from relevant sustainability initiatives it can adopt.

Course Contents & Highlights:

- **What is Sustainability**
 - definition of sustainability
 - examples of sustainability
- **Sustainability vs. CSR: The Differences**
 - definition of corporate social responsibility (CSR)
 - the 6 differences between sustainability and CSR in terms of vision, targets, business, management, rewards and drive
- **Pillars, aspects and strategies for sustainability**
 - the 3 main pillars of sustainability
 - key steps to developing corporate sustainability strategies
- **Why companies must embrace sustainability**
 - role of sustainability in securing a better future for mankind
 - benefits of adopting sustainable practices
- **Sustainability - Putting theory into practice**
 - sustainability tools, techniques and approaches
 - from "knowing" to "doing" - the challenges and how to overcome them
- **New trends in sustainability**
 - examples of top current trends in sustainability and their impact on our lives and the economy
 - how companies can leverage on current trends in sustainability
- **The 'BEST' Sustainability Agenda for Malaysian companies**
 - Bottom line: increasing profitability by addressing wastages, employing greener resources and more efficient processes
 - Employee benefits: more productive and satisfied workforce in a cleaner, healthier and safer working environment
 - Social standing: gaining respect and support from customers and the community through sustainability practices
 - Talent magnet: attracting and retaining talents, new businesses and investors

- **Creating a Green Team in the company**
 - understand what a Green team is, its role and value
 - tips on creating a successful Green team at work (relating to management support, passion of team members, team size, goals, meeting frequency, communication, evaluation, project ownership etc)
- **Positioning your company through sustainability**
 - what it means by sustainability positioning
 - key areas for success: Integrity, Quality, Simplicity and Visibility
- **Measuring your sustainability efforts**
 - reasons for measuring sustainability efforts
 - widely used methods in measuring sustainability performance
- **Local and international case studies on sustainability**
 - successful and impressive sustainability efforts of some selected local and global companies
 - examples of failed sustainability policies and efforts of some selected local and global companies
- **Discussions tailored to personal work situation**
 - assessment of participant's workplace situation (identifying opportunities as well as challenges to the embrace of sustainability)
 - suggestion for best approaches for participant's aspirations to be realized in the pursuit of business sustainability at the workplace
- **Individual written assignment on sustainability**
 - Participants should demonstrate an acceptable and satisfactory level of understanding of the various aspects of sustainability in their assignment task which will be based on the contents of this course

Learning Outcomes:

Upon successful completion of the course, participants will be able to:

- Know the essentials of sustainability, its importance, challenges and practical applications
- Assist in building a sustainable business culture in the company
- Assist in developing, implementing and overseeing a sustainable business model for the company

CERTIFIED SUSTAINABILITY EXECUTIVE

– CERTIFICATE OF COMPLETION



Certification:

Upon completion of the course and submission of assignment ((having achieved a minimum competency level of 60%), participant will be awarded with the Certified Sustainability Executive – Certificate of Completion, endorsed by Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia, the national organization for Corporate Sustainability and Social Responsibility.

Are you trained in Sustainability & CSR?

Every day, more companies are beginning to adopt more environmentally sustainable workplace practices, not only to fulfil their corporate social responsibility, but because sustainability makes business sense, in terms of reduced wastages, efficiency of production, better brand image and competitive advantage, reduce work related illnesses and injuries that leads to a healthier and more productive workforce sustained through a clean and safe working environment. Sustainability and CSR also garner the all-important respect and support from the community, promote ethical and noble practices that also lead to regulatory compliance, achievesense of pride for employees and company alike and attract quality talents, business partners and investors – inevitably to greater profits.

Aspirations for Sustainability

A recent study carried out by 'CSR Malaysia' and 'Sustainability Malaysia' revealed that companies that embrace sustainability have a clear vision on ensuring the companies' longevity and they develop strategies to that effect. To soar higher like other successful global companies, corporate Malaysia should adopt a greener supply chain, reduce pollution and waste and minimize its footprint, eliminate the use of disposable plastic items, optimize product life cycles, promote good environment quality, energy and water efficiency, increase productivity and optimize material usage, adopt good labour practices, look after employee welfare, promoting health and safety, while not forgetting to do good for the communities.

Duration:

4 days (4 hours per day)

Mode: Online class

Fees: RM1200.00

Who it is for:

- Executives of companies who want to learn the essentials of sustainability
- Purpose-driven executives and small business owners
 - Sustainability / CSR executives
 - HR executives
 - Consultants
- Community / NGO heads
- Business development executives
- Marketing executives

For more
information, please contact:

Institut Mayang

29, Jalan Maharajalela,
50150 Kuala Lumpur

Email:

mayang.courses@gmail.com

Whatsapp:

011 1142 4189

www.im.edu.my

Sustainability is More than Just Doing Good

Corporate sustainability is much more than just a buzzword for the businesses of today. Sustainable economic growth promotes jobs and stronger while countering the effects of climate change, pollution and other environmental factors. Being sustainable improves health, increases safety, and saves money. Sustainability concepts should be adopted and integrated into more than one aspect of a business and across many levels of its organization. The practice of sustainability includes consideration and involvement of all the stakeholders while not neglecting the community as well as the environment.

Sustainability Impact

By practising sustainability, companies can be more aware of the kind of impact they are having on all aspects of society be it economic, social or environmental. Embracing sustainable business practices has a positive impact on a company's strategic performance, employee satisfaction, project opportunities, and market advantage. Sustainable business practices extend into the lives of individuals involved which impact society greatly.