



**QUEEN'S
UNIVERSITY
BELFAST**

**WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE**



PEACEPLUS
Northern Ireland - Ireland

Co-funded by the



European Union



UK Government



Rialtas na hÉireann
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BUSINESS SUSTAINABILITY ESSENTIALS



**SHAPING
A BETTER
WORLD
SINCE 1845**

BUSINESS SUSTAINABILITY ESSENTIALS



PROGRAMME DATES

Summer and Autumn



PROGRAMME FORMAT

Online. 4 half days.



LOCATION

Online



LANGUAGE

English



PRICE

£750

Funding available for eligible applicants through PEACEPLUS INNOVATE+



WHO SHOULD ATTEND

This course is suited to personnel at all levels who are keen on understanding the fundamentals of sustainability and integrating sustainable practices into their organisation and corporate strategies.

OVERVIEW

Sustainability is defining success in modern business, becoming a non-negotiable factor for profitability, reputation, and long-term security. Business sustainability practices encompass a wide range of strategies and activities aimed at minimising negative impacts on the environment while promoting economic and social well-being.

The Business Sustainability Essentials programme features as the final step in the Leading Change and Transition series, part of the PEACEPLUS INNOVATE+ project. The series of high calibre leadership courses accelerates a high-performance culture, promoting productivity improvements and driving sustainable growth through innovation.

INNOVATE+ is a cross-border project funded through the PEACEPLUS Programme and managed by the Special EU Programmes Body (SEUPB). It is supported by the European Union, the UK Government, the Northern Ireland Executive and the Irish Government. The project supports small and medium-sized businesses across Northern Ireland and the border counties to strengthen competitiveness, improve sustainability and plan for the future.

Crafted by Queen's Business School executive education experts, the course focuses on the core aspects of

sustainability, including environmental, social, and economic dimensions, equipping managers with the knowledge, expertise, skills and tools necessary to foster a sustainable business model.

To effectively adopt, practice, and manage sustainability within business operations, organisations must strategically allocate, manage, and reorchestrate resources. Additionally, companies need to reinvent their institutional frameworks (i.e., re-institutionalise), embedding sustainability into the fabric of their business practices. This transformation involves not only revising existing procedures and standards but also fostering a culture of innovation and creativity that prioritises long-term environmental, social, and economic health of business outcomes over immediate gains. Companies adopt these measures not only to comply with regulatory standards but also to enhance their brand reputation, secure long-term profitability, and respond to the increasing consumer demand for responsible business conduct.

By integrating sustainability into your core operations, businesses can achieve a competitive advantage, drive innovation, and contribute positively to the global challenge of sustainable development.

How You Will Benefit

1. Define sustainability in the context of business, covering its economic, environmental, and social pillars, and analyse the regional sustainability challenges and evaluate their impact on businesses.
2. Comprehend and develop strategies that incorporate sustainability in a way that aligns with the company's mission and objectives. In this context, enhance skills necessary for promoting and implementing sustainability initiatives effectively within the organisation and among stakeholders.
3. Apply techniques for integrating sustainability practices across various business functions, including supply chain management, production, and marketing. In this context, examine case studies from leading companies to understand the application of successful sustainability practices (such as circular economy and regenerative economy).
4. Identify best practices for building an inclusive green environment and encourage employee green behaviours. Participants will learn to craft effective communication strategies to convey the company's sustainability efforts to various stakeholders.
5. Explore role of digital technology within sustainability landscape to prepare for future sustainability trends and anticipate potential regulatory changes to stay ahead in sustainability efforts.



WHO IS THIS PROGRAMME FOR

This course is suited to personnel at all levels who are keen on understanding the fundamentals of sustainability and integrating sustainable practices into their organisation and corporate strategies. It outlines how prioritising sustainability can help businesses transform by operating more efficiently, minimising waste, reducing costs, and improving their environmental impact.

Built for busy professionals, the programme suits mid- to senior-level managers from any industry in the border counties, as well as owners of small or micro enterprises looking to future-proof their operations and brand reputation.

Explore how to strategically allocate, manage, and reinvent your business practices to ensure you are leading the transition to a more responsible, profitable, and resilient enterprise, creating solutions that are socially, economically, and environmentally sustainable.

PROGRAMME STRUCTURE AND CONTENT

MODULE 1 Prof Shuang Ren	MODULE 2 Prof Shuang Ren	MODULE 3 Prof Shuang Ren	MODULE 4 Prof Shuang Ren
Sustainability Fundamentals	Sustainability Practices – Resource Orchestration and Re-institutionalisation	Exploring Digital Technology Greening the workforce	Digital Sustainability - Role of Emerging Technologies
What is sustainability?	Circular Economy.	Green literacy.	Industry 5.0 conceptualisation.
Drivers and Challenges?	Business model innovation.	Employee green behaviours.	AI and Business analytics to drive sustainable practices.
Critical success factors?	Sustainable-oriented Innovation.	Building an inclusive green culture.	Case-study.
Case-study.	Climate engagement.	Sustainability communication.	Develop a simple roadmap for introducing GenAI into your organisation.

All sessions are delivered live, online by Queen's Business School executive education faculty.

PROGRAMME FACULTY



PROFESSOR SHUANG REN

Professor Shuang Ren is a Professor of Organisation, Work and Leadership at Queen's Business School where she serves as the Inaugural Director of Diversity, Equity, Inclusion and Belonging. She is also the Director of Executive Education, International, at William J. Clinton Leadership Institute.

Shuang's research is at the intersection of sustainability, human resource management and leadership. She takes a multi-level multi-stakeholder approach in investigating how to transform organisations towards sustainability.

Shuang is a keynote speaker and authority on sustainability, green workforces, digital transformation, and their impact on people management.

WE EDUCATE LEADERS WHO MAKE A DIFFERENCE IN THE WORLD

Queen's Business School is one of the top business schools in the UK and Ireland and prides itself on a range of world-class postgraduate degree programmes in Accounting, Finance, Management, Human Resource Management and Marketing.

As the School's executive education specialists, the William J. Clinton Leadership Institute provides impactful executive courses designed to develop leadership skills, transform performance and boost competitive edge. Our portfolio of short executive courses and customised leadership options synergise the rich academic foundation of Queen's Business School, Queen's University research and industry insights for professionals.

PURPOSE BUILT FOR MANAGEMENT

Queen's Business School and the William J. Clinton Leadership Institute is located at Riddel Hall, situated within the Stranmillis Conservation Area adjacent to the main University campus. The new campus site now encompasses a state of the art student hub, academic and teaching facilities and world class Executive Education and conference facilities.

A RUSSELL GROUP UNIVERSITY

A Russell Group University, Queen's Business School is ranked in the top 1% of business schools worldwide by achieving triple accreditation – AACSB, EQUIS (EFMD Global), and AMBA (Association of MBAs). We are one of the UK's 24 leading universities, providing our students with a world-class education underpinned by world-class research. Queen's researchers work closely with more than 250 universities around the world.

RESEARCH AND TEACHING EXCELLENCE

Our teaching quality is recognised as being of the highest standard. Queen's students are taught by academics who are informed by the latest discoveries in their fields. The University has won seven Queen's Anniversary Prizes for Further and Higher Education, underlining our status as an outstanding UK educational institution and a centre of excellence.

The latest UK Research Excellence Framework (2021) – a UK-wide assessment of the quality of research in universities undertaken by expert review panels – revealed that 99% of our research environment was assessed as world-leading or internationally excellent. The results demonstrated our research excellence across a range of disciplines and confirmed our place as a world-leading university.



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How to get more information

Visit our website

www.leadershipinstitute.co.uk or contact us on **028 9097 4665**

or e-mail: leadershipinstitute@qub.ac.uk

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