

PROFESSIONAL TRAINING COURSE

CERTIFIED SUSTAINABILITY COMMUNICATIONS EXPERT

Certified ESG training for PR consultants and communications managers.
Developed in cooperation with PR industry associations of the DACH region (GPRA, PRVA, LSA).
Certified by the International Communications Consultancy Organisation (ICCO).

ED#3 2024

In a volatile and complex world, where our society and our economy are transforming towards sustainability, also PR agencies, communication consultants and the communications departments of companies and institutions are facing new opportunities and challenges. Communications experts carry a special responsibility in driving this transformation process and positively influencing public opinion and behaviour.

Sustainability communications have become an important working area as companies' statutory reporting obligations increase and main stakeholders, like consumers, business partners or civil society, ask for more information and transparency.

This training course has been jointly developed by ESG and climate protection experts, NGOs, national and international PR industry associations, quality management auditors and – as a result – offers a unique and broad variety of expertise and views on the topic. The course equips communication managers and PR consultants not only with the basics, but offers specific hands-on expertise in sustainability and climate protection communication, and provides access to an international network of ESG and communications experts.

Upon successful completion of the course, participants will receive the certificate „CERTIFIED SUSTAINABILITY COMMUNICATIONS EXPERT“ issued by the International Communications Consultancy Organisation (ICCO).

DATE, LOCATION

12 to 14 June 2024

Wien 5th Margaretenstraße 70, 4th floor (Skills I TEAM FARNER)

THE PURPOSE

- Raise awareness for underlying facts and background information behind the climate crisis
- Improve knowledge of (legal) framework conditions
- Deliver fact-based and authentic climate communication
- Detect and prevent greenwashing at an early stage
- Facilitate transformation processes in companies and institutions
- Become part of a network of dedicated professionals

THE CONTENT

Sustainability and climate neutrality for companies and institutions, with a particular focus on the role of communication:

- Solid understanding of core aspects of climate science
- A review of current national and international policy
- Identification of business risks and opportunities
- Definition of climate neutrality
- Science-based targets for your organisation – build and implement communications measures
- How to define greenwashing, examples of good and bad practice
- The role of PR – Charter for sustainability and climate protection communications

THE TARGET AUDIENCES

The course is designed for mid-level and senior communications consultants and managers with at least 4 years of experience.

THE TRAINERS

Johannes Naimer-Stach (Klimaschutzakademie), Jürgen H. Gangoly (Skills I Team Farnier, PRVA/ICCO), and other experts of institutions, NGOs and companies

THE APPROACH

Our three-day course is offered as **classroom training**. **ICCO certificate** upon successful completion of the final test „Certified Sustainability Communications Expert“.

Attendance fee (excl. 20% VAT where applicable, incl. ICCO certification):

- **Discounted** for members of PRVA, GPRA and LSA and all ICCO member organisations, incl. their member agencies: € 1.390,-
- **Regular price:** € 1.590,-

Join us for this interactive certificate course and **contact:**
office@klimaschutzakademie.com

A cooperation of:

