



Town: Athens, Greece

## PROFESSIONAL TRAINING COURSE: **CERTIFIED SUSTAINABILITY COMMUNICATIONS EXPERT**

You are a communications expert and want to become a sure-footed expert in the field of sustainability? Our training programme offers comprehensive training for individuals who don't want to fall into the greenwashing trap.

### LOCATION

Hellenic Association of Communication Agencies (HACA/EDEE)  
Board Room | 7 Iperidou Street, Athens 10558

### DATES

3 days: 5-7 November 2025  
each 9-17 h

**Three-day classroom training.  
ICCO certificate upon successful  
completion of the training and  
the final exam.**

### Cost:

Discounted Rate of € 1,500 (excl. VAT)  
for PRCA members incl. ICCO certification.  
Full price cost is € 1,890.

The transformation of our society and economy towards sustainability brings significant challenges and new tasks for PR. PR agencies, communications consultants, and communication departments in companies and institutions have both great opportunities and a special responsibility to shape this process and positively influence public opinion and behavior.

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.

## Trainers



JOHANNES NAIMER-STACH (Klimaschutzakademie),

DAMIEN PLANT (Business Advisor),

JÜRGEN H. GANGOLY (Skills | Team Farner, ICCO)

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).



# FOR MID-LEVEL AND SENIOR COMMUNICATIONS CONSULTANTS AND MANAGERS WITH AT LEAST 4 YEARS OF EXPERIENCE

Certified training programme in sustainability communication designed for public relations and communications professionals. Jointly developed with the PR industry associations of the DACH region (GPRA, PRVA, LSA) and the International Communications Consultancy Organisation (ICCO).

## 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

A Cooperation of:



Academy for  
**CLIMATE  
ACTION**



**ICCO**  
INTERNATIONAL  
COMMUNICATIONS  
CONSULTANCY  
ORGANISATION