

Corporate  
Governance  
Institute

# Diploma in Environmental, Social and Governance (ESG)

Insight + Impact

# ESG is redefining global standards

As a leader in ESG, you need to anticipate investors' questions before they are asked, manage the associated risks and implement an appropriate ESG framework that will operate across the organisation.

Global efforts to combat climate change have reached a turning point. A greater focus on human values is changing the way we do business and work.

### **The wait and see approach won't work**

Investors are already favouring businesses with strong ESG credentials.

### **Businesses are at risk**

Consumers want to engage with businesses that are sustainable, responsible and ethical.

In 2022, over 200 environmentally and socially focused resolutions were submitted to corporations in the US, continuing the growing trend of investor pressure on boardrooms.

### **Shareholder activism is on the rise**

The growing trend of environmentally and socially focused resolutions is putting pressure on boardrooms.

What delegates say about our courses:

“

Lecturers were top class and very engaging. Excellent support provided by the team in CGI and the online format worked very well.



Audrey Boyd

# Bring a unique insight to ESG

Informed leaders understand the opportunities ESG provides. Take advantage of these opportunities and make change happen.

Your purpose as a leader is no longer seen as driving financial gain for your company's shareholders. It is also about delivering value for customers, investing in people, dealing fairly with suppliers and supporting the communities in which your company operates.

“ESG will dominate business decisions for decades.” Norway's sovereign wealth fund and the world's biggest owner of publicly traded stocks.

This Diploma in ESG will differentiate you as a leader. You will understand the complexities of this emerging space and bring a unique perspective on what is needed to succeed within it.

The course is university credit-rated and has been created by experienced leaders in ESG. They are practitioners who specialise in training leaders to become adept at adapting and embracing the opportunities of change.

What delegates say about our courses:

“

Well planned course material with additional reading material and great lectures. Highly recommended!



Arshad Hamza

# Learn at your own pace, in your own time

Differentiate yourself from other leaders. Your qualification in ESG updates your skills and validates your knowledge. This diploma allows you to learn at your own pace, wherever you want and in your own time.

- Start date**  
Start anytime
- Format**  
Online, self-paced
- Payment options**  
Pay full price or by instalment
- Commitment**  
10 modules
- Assessment**  
Two graded online assessments
- Expert speakers**  
Global experts in ESG

The world's first university credit-rated online Diploma in Environmental, Social and Governance (ESG)



## Modules 01-10

# Diploma in Environmental, Social and Governance (ESG)

Gain a deep and thorough understanding of ESG. Be clear about what ESG is and the risks and opportunities that it provides.

Develop an integrated ESG strategy so you can manage risk and use appropriate governance structures to oversee these developments.

- 01 The origins of ESG
- 02 The evolving ESG landscape
- 03 Exploring ESG investing
- 04 ESG and the role of the board
- 05 Integrating ESG into business strategy
- 06 Best practice in ESG and risk management
- 07 The importance of governance in ESG
- 08 ESG and data quality: why it matters
- 09 Best practice in ESG reporting
- 10 Leading ESG transformation in your organisation

## Module 01

# The origins of ESG

In this module, you'll learn the key terms associated with ESG and their definitions. You'll look at the macro-drivers of corporate sustainability action and recognise the major landmarks, and approaches, taken to advance corporate sustainability.

By the end of the module, you'll have a strong foundation in your understanding of the concept of ESG.

## A background in sustainability

- Key sustainability trends and concepts
- Setting the context
- Climate change
- Biodiversity loss
- Social issues
- Major milestones in the history of corporate sustainability

## Approaches to corporate sustainability over time

- Key approaches to corporate sustainability
- Corporate Social Responsibility (CSR)
- Environmental, Social and Governance (ESG)
- Impact-led approaches
- Case study: The evolution and different approaches to sustainability
- ESG risks and opportunities

## Special features

 Video interview



Expert speaker Karima Mariama-Arthur of WordSmith Rapport shares her insights.

 Case study

 Ungraded quiz

## Module 02

# The evolving ESG landscape

The business world is changing as we know it. In this module, you'll consider what has led to and is currently driving the significant increase in ESG growth. Learn about the roles of stakeholder groups within this and their various approaches to ESG.

Discover the risks and opportunities associated with ESG and how ESG maturity differs across geographies.

## The growth of ESG and the changing ESG landscape

- The rise of ESG
- The recent growth of ESG
- Why ESG has taken off
- ESG issues
- Unpacking the ESG issues
- Trade-offs

## Implications for organisations

- ESG stakeholders
- Stakeholder approaches
- ESG maturity
- Where is ESG headed?
- ESG risks and opportunities
- ESG and your organisation
- ESG maturity across geographies
- Managing ESG across multiple geographies

## Special features

 Video interview



Expert speaker Margot Slattery of ISS shares her insights.

 Interactive content

 Group discussion

 Peer interaction

 Ungraded quiz

## Module 03

# Exploring ESG investing

The concept of ESG investing and how it has gained momentum over the last few years is the focus on this module. You'll get a deep understanding of what drives investors from an institutional investor perspective.

Learn popular approaches to ESG investing and familiarise yourself with the ESG rating landscape, and what organisations can do.

## An introduction to ESG investing

- Investment and ESG
- Categories of investment approaches
- Why consider ESG
- The growth of ESG investment
- The emergence of ESG investing
- The expansion of ESG investing
- The global perspective

## Approaches to ESG investment

- Diverging approaches
- Divestment versus engagement
- Measuring ESG
- The ESG rating problem
- Solving the ESG rating problem
- ESG investment advice

## Special features

 Video interview



Expert speaker Ramani Hariharan of Ynsect shares his insights.

 Infographics

 Case study

 Ungraded quiz

## Module 04

# ESG and the role of the board

Understanding the governing principles of the board, its responsibilities and how this intersects with ESG is essential. In this module, learn about the impact of the board on ESG practices in an organisation.

Gain an in-depth knowledge of the characteristics of a well-composed board and the importance of culture in how a board carries out its functions.

### An introduction to the board of directors

- Introducing the board
- The duties and responsibilities of the board
- ESG and the role of the board
- Board structure and composition
- Board size
- Board composition
- Board renewal

### The role of the board of directors

- Board roles and responsibilities
- Important board roles
- Shareholders and investors
- Committees
- The executives
- Division of responsibilities
- A high functioning Board
- Culture and the Board

### Special features

 Video interview



Expert speaker Paul White of Corporate Governance Association shares his insights.

 Sample documents

 Group discussion

 Peer interaction

 Ungraded quiz

## Module 05

# Integrating ESG into business strategy

How you integrate ESG within your business strategy is essential. In this module, you'll explore this link and learn how to correctly identify and prioritise ESG issues that are material to an organisation.

Learn the five-step framework for developing an ESG strategy with insights on how to set reasonable ESG targets.

## Strategic approaches to sustainability

- An introduction to ESG strategy
- Developing an ESG strategy

## How to start setting an ESG strategy

- Materiality and ESG strategy
- ESG: An opportunity or risk?
- The methodology of materiality
- Steps from materiality to strategy
- Setting targets
- Setting credible ambitions for your ESG strategy

## Special features

 Video interview



Expert speaker Ariel White-Tsimikalis of Goodwin shares his insights.

 Case study

 Group discussion

 Peer interaction

 Ungraded quiz

## Module 06

# Best practice in ESG and risk management

Understanding how ESG risk can be easily incorporated into overall organisational risk is essential. In this module, you'll gain a solid understanding of managing ESG risk through oversight and management, as well as governance and organisational structure.

You'll learn how to identify, assess, review and communicate ESG risk.

## Understanding ESG risk

- An introduction to ESG risk
- Environmental risks and opportunities
- Societal risks and opportunities
- Governance risks and opportunities
- Risk oversight and management
- Responsibility for risk oversight and risk management
- The four lines of defence model
- Governance and organisational structure

## Tools and techniques in ESG risk management

- Identifying and assessing ESG risk
- Risk appetite and risk tolerance
- Identifying ESG risks
- Assessing ESG risks
- Prioritising ESG risks
- Implementing risk response
- Reviewing ESG risk
- Communicating ESG risks

## Special features

 Case study

 Group discussion

 Peer interaction

 Ungraded quiz

## Module 07

# The importance of governance in ESG

ESG leaders need to know and understand what corporate governance is. In this module, you'll learn about good corporate governance's role in supporting and embedding strong ESG practices within your organisation.

You'll fully understand the roles and responsibilities of the various people involved in promoting good governance.

## The principles of corporate governance

- An introduction to corporate governance
- Governance codes
- Introducing the role of the company director
- The skills and qualifications of a company director
- The governance handbook
- The role of the director in the context of ESG
- The ESG committee
- Establishing an ESG committee

## Processes that underpin good corporate governance

- An introduction to governance reporting
- Communication and organisational decision-making
- Meetings
- Improving your organisation's governance reporting
- An introduction to board evaluations
- The board evaluation process

## Special features

 Video interview



Expert speaker Dr Vindel Kerr shares his insights.

 Case study

 Ungraded quiz

## Module 08

# ESG and data quality: why it matters

It's important to identify the gaps in your ESG data quality, know how to go about improving it and maintain it to a high standard. In this module, you will consider what types of ESG data should be collected.

You will also learn more about what good practice looks like in terms of process and maintenance of quality.

## The quality of ESG data

- ESG data and good decision-making
- The evolution of ESG data
- The drawbacks of ESG data
- High-quality ESG data
- A roadmap for improving ESG data
- Improving ESG data quality
- Understanding improvements
- Enhancing ESG data collection activity
- Maintaining quality of ESG data
- Reporting on internal controls
- Monitoring ongoing improvements
- ESG data quality assurance

## Special features

 Video interview

 Case study

 Ungraded quiz

## Module 09

# Best practice in ESG reporting

ESG reporting is vital to understanding progress against ESG strategy. In this module, you'll learn about corporate ESG reporting trends, understand who is reading your annual report, and how expectations have changed.

You'll discover how to navigate key ESG frameworks and the legislation and standards around reporting.

## ESG reporting in context

- ESG reporting trends
- The main audiences of an ESG report
- Good ESG reporting

## ESG Frameworks

- Introduction to the key frameworks
- Sustainability Accounting Standards Board
- Taskforce for Climate-Related Financial Disclosures
- Global Reporting Initiative
- Sustainable Development Goals
- Navigating the reporting frameworks

## Mandatory reporting

- Mandatory disclosures currently in place
- Future proposals

## Special features

 Video interview



Expert speaker Ruth Odih of Centrica Plc shares her insights.

 Infographics

 Audio content

 Group discussion

 Ungraded quiz

## Module 10

# Leading ESG transformation in your organisation

This module gives you a practical insight into how to implement a sustainable ESG strategy.

You'll learn how people, organisational design and internal communications can lead to a sustainable transformation.

### Process and enablers

- Implementing your ESG strategy
- Approaching the ESG strategy implementation process
- Design and enablers for your strategy

### People and communications

- Organisational design and communication
- Assigning roles and responsibilities
- Internal communications
- Case study: A sustainability transformation plan

### Special features

 Video interview



Expert speaker Paul Murgett of Britvic shares his insights.

 Infographics

 Group discussion

 Peer interaction

 Ungraded quiz

# How will you apply your learning?

ESG is already influencing the way organisations plan for the future. The pace of change is fast. You need to know the strategies required to adapt to the new ESG world. This diploma will give you the practical tools and techniques for ESG in your organisation.

You will confidently be able to:

Implement an effective ESG strategy across your organisation using proven tools and techniques.

Make an impact at leadership level and in the boardroom with your understanding of ESG.

Evaluate whether your ESG strategy is working and change it if you need to.

Meet the requirements of future ESG regulation.

Respond to investor questions about your ESG policy and strategy.

Anticipate what investors will want to know.

Determine ESG risk and report to the board.

Defend your ESG stance.

Educate your board on essential ESG reporting.

Gather and clarify ESG data.

Differentiate yourself as an expert in ESG within the leadership team.



# Who should take this course?



## This course is for you if you are:

- A leader or manager responsible for ESG.
- A director (executive or non executive) who wants to strengthen your knowledge of ESG.
- An advisor to the board who needs a better understanding of ESG.
- A sustainability lead who needs to know how to implement ESG.
- An investor relations lead who needs to fully understand the ESG investor landscape.
- An investment manager who needs to understand from a board perspective.
- A C-suite business leader who wants to upskill and engage with the board on ESG matters.
- An emerging/aspiring director responsible for key governance reporting areas.
- Someone who wants to build a path towards ESG leadership, C-suite leadership, or a board position in the future.
- On the board of any sized company.

**Still in doubt if this course is for you?** Talk to us and let's accelerate your ESG career.

[Talk to us](#)

# Why choose this diploma?



## Recognised and trusted

The diploma is university credit-rated by a leading UK university. It has been designed by highly qualified and experienced ESG practitioners. You will learn through a mix of methods, including real life case studies, videos, supplementary reading materials and assessments.

## Designed to be flexible

This Diploma is fully online, allowing you to learn at your own pace and in your own time, whenever and wherever it suits you. It covers key concepts all the way through to in-depth analysis.

## Practical

You will learn how to develop your own ESG strategy that you can implement across your organisation. You will be developing your own personal brand as an ESG leader while bringing a positive impact on society and the environment.

## Access to the best leaders

While you take this diploma, you have free access to membership of the Corporate Governance Institute. Supplement your learning by attending masterclasses, viewing some of the hundreds of leadership videos and networking with your peers around the globe.

## Reaching your goal

ESG skills are in huge demand globally. Test your skills as you move through the diploma with regular assessments to become a qualified ESG leader.

Investors are driving further demands for sustainability making ESG essential for most businesses.



# Make the most of your diploma certificate

Once you successfully complete the diploma, you will be awarded a certificate as proof of your qualification in ESG.

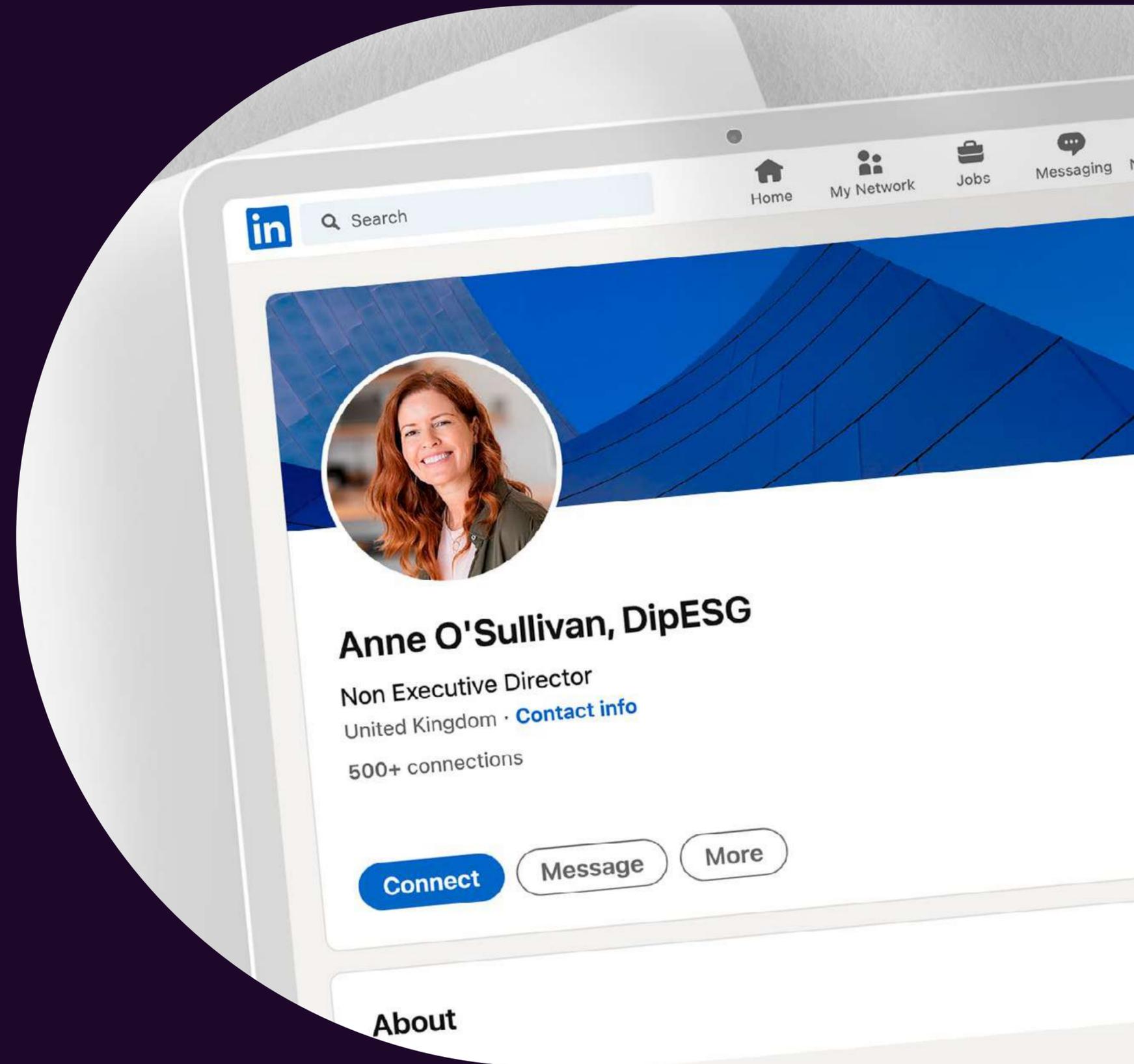
Use the certificate to let your wider network know that you have the in-depth knowledge and practical skills needed to be an effective ESG leader.

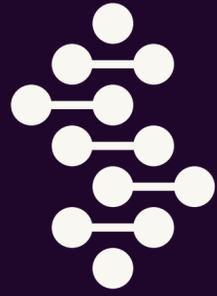


# Make the most of your post-nominal letters

When you qualify, you can use your postnominal letters - DipESG - to progress your ESG career (see image for an example).

Use them to signify to your wider network that you have the skills to be an effective ESG leader and that you are keeping yourself at the forefront of the latest thinking in ESG.





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# Take the next step

Enrol today and accelerate your career

Enrol now

Talk to us

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[www.thecorporategovernanceinstitute.com](http://www.thecorporategovernanceinstitute.com)