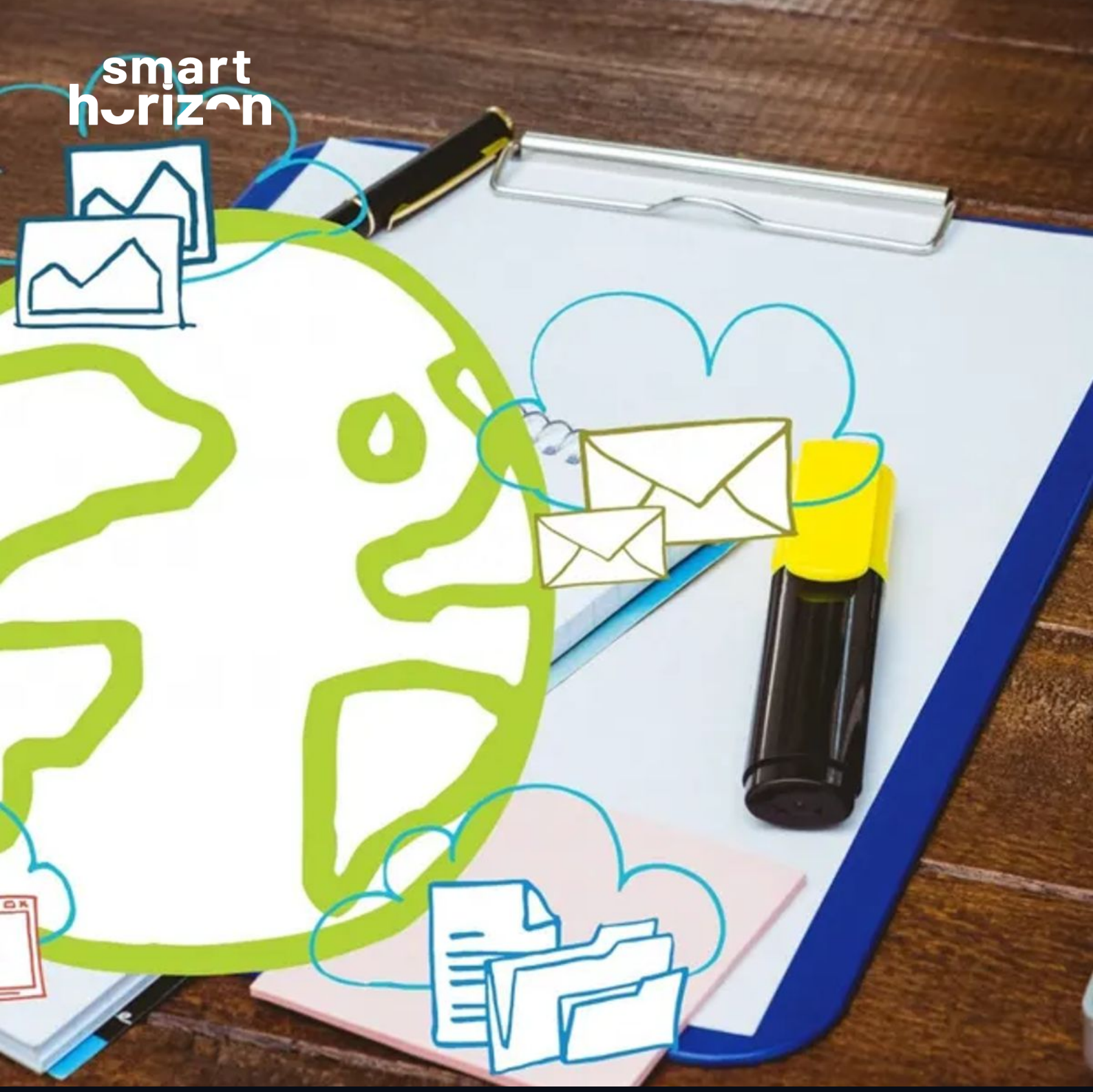


PUBLIC RELATIONS | COURSE BROCHURE

Sustainability Communication and ESG Storytelling

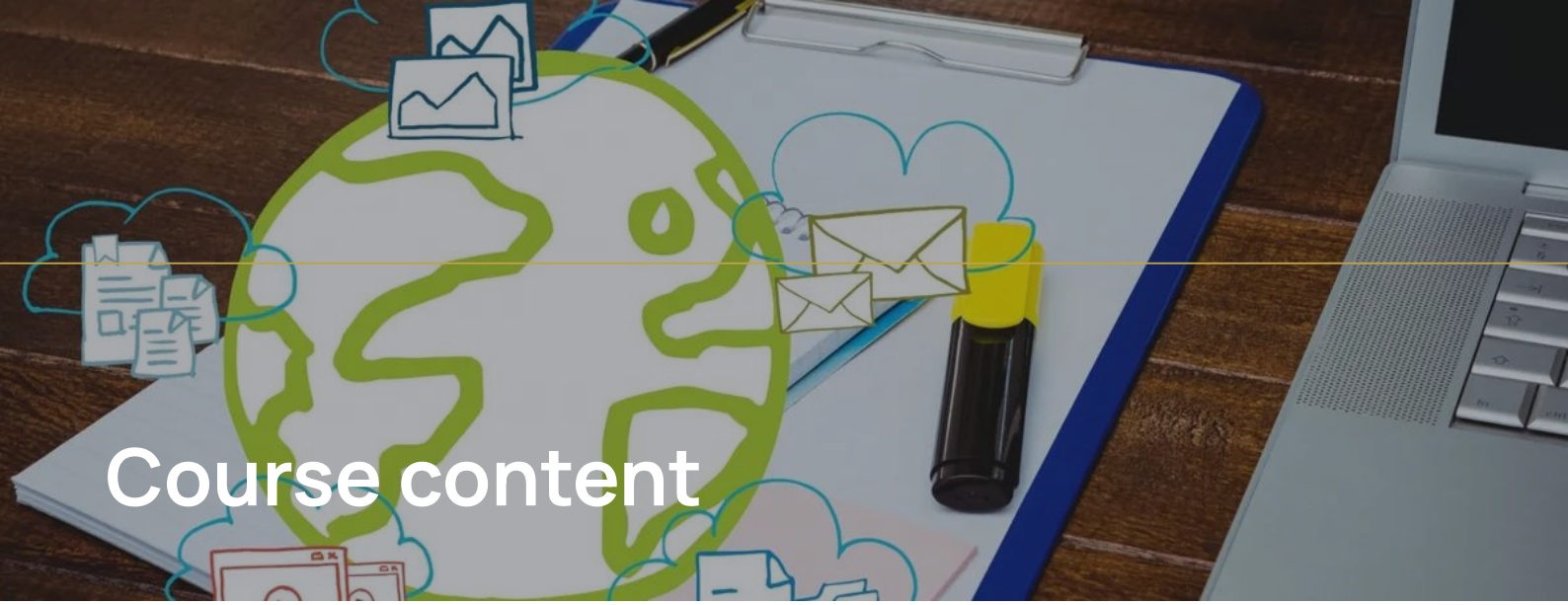
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Stakeholders expect organisations to communicate clearly and honestly about their environmental, social and governance performance. This course shows communication, marketing and sustainability professionals how to create credible sustainability narratives, communicate ESG data to different audiences, avoid greenwashing and comply with emerging regulation on environmental claims. Participants learn to develop sustainability messages, reports, campaigns and stakeholder communications that build trust and support business goals.

Sustainability claims are now scrutinised by regulators, investors, journalists and activists. Poorly substantiated messages create legal and reputational risks, while silence can mean missed opportunities. This course helps you communicate sustainability progress credibly and persuasively.

Professional Problems This Course Is Designed to Solve

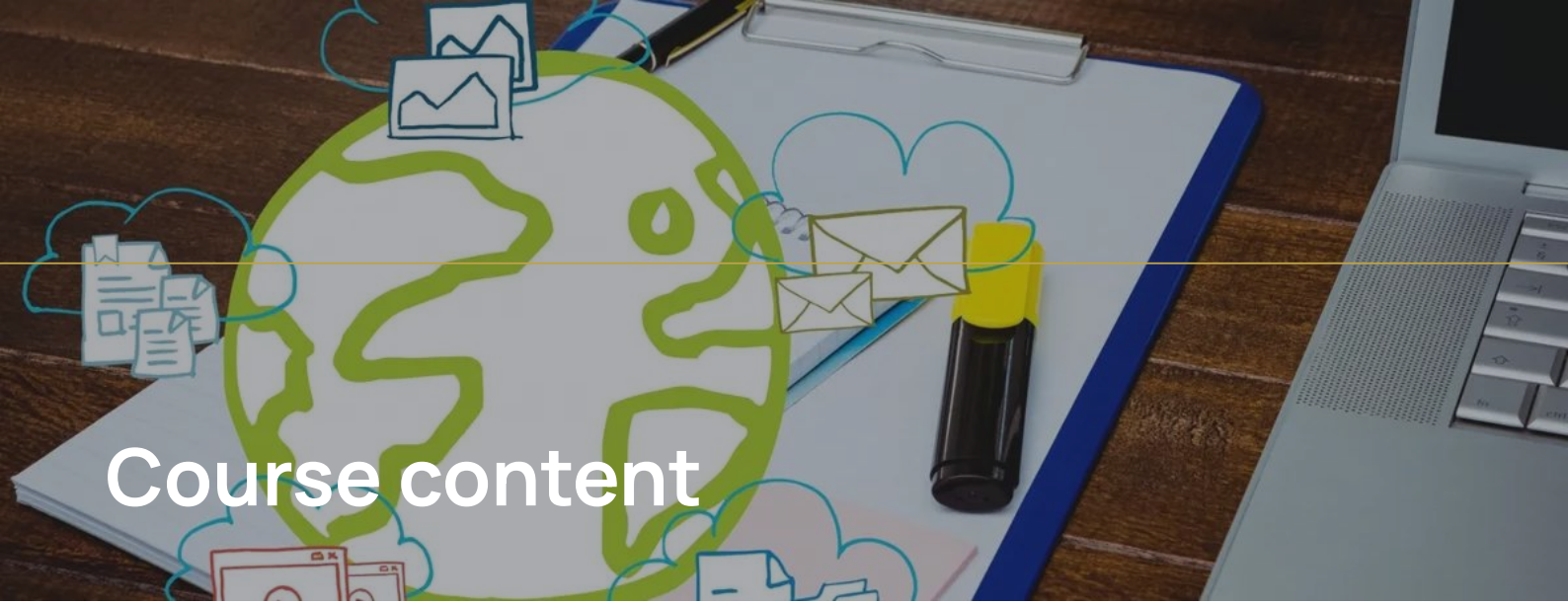
• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses case studies, claim-review exercises, storytelling workshops, audience analysis, regulatory discussions and development of a sustainability communication plan.

Course objectives

By the end of this course, participants will be able to:
• Explain stakeholder expectations for sustainability communication
• Develop credible sustainability narratives and key messages
• Communicate ESG data clearly to different audiences
• Identify and avoid greenwashing and misleading claims
• Understand regulation on environmental claims and sustainability reporting
• Create an integrated sustainability communication plan



Course content

Target audience

This course is suitable for:
- Corporate communication and PR professionals
- Sustainability and ESG managers
- Marketing and brand professionals
- Investor relations professionals
- Report writers and content creators

Target competencies

Participants will develop competencies in:
- Sustainability storytelling
- ESG communication
- Greenwashing prevention
- Stakeholder messaging
- Sustainability reporting communication
- Campaign planning

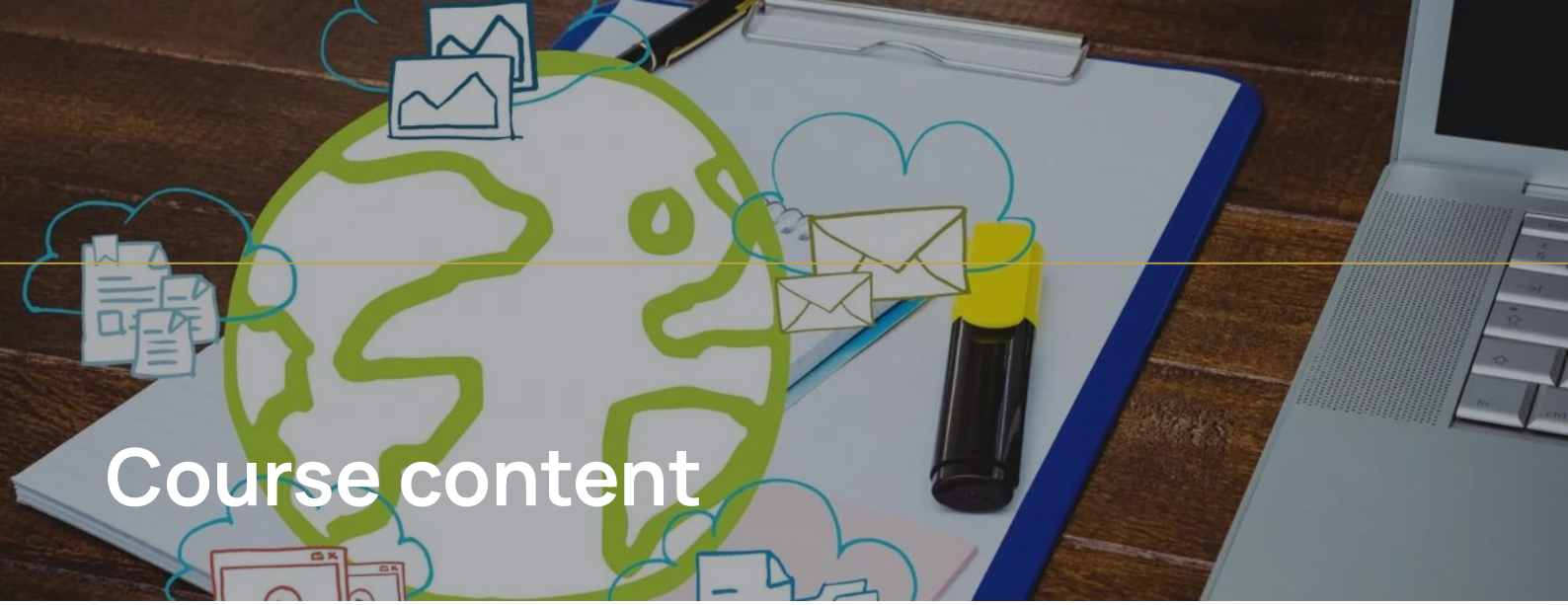
Course outline

Day 1: Sustainability Communication Today

09:00–09:54	Why sustainability communication matters
09:54–10:48	Stakeholder expectations and scrutiny
10:48–11:00	Trust, credibility and transparency
11:00–11:30	**Coffee break**
11:30–12:12	Trust, credibility and transparency (continued)
12:12–13:06	Trends in ESG disclosure
13:06–14:00	Exercise: Reviewing sustainability communications

Day 2: Building the Sustainability Narrative

09:00–09:54	Purpose, strategy and material issues
09:54–10:48	Storytelling techniques for sustainability
10:48–11:00	Balancing ambition and evidence



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Balancing ambition and evidence (continued)
12:12–13:06	Communicating progress and setbacks
13:06–14:00	Workshop: Creating a sustainability narrative

Day 3: Communicating ESG Data

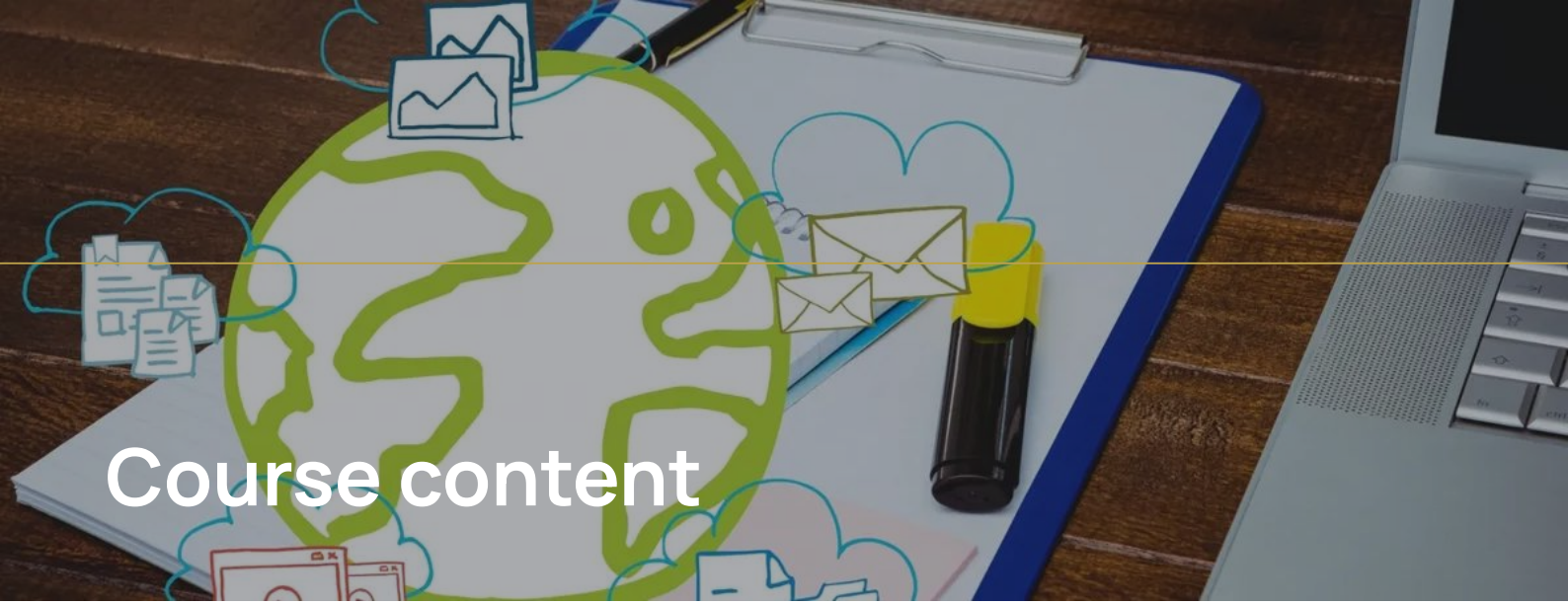
09:00–09:54	Turning data into clear messages
09:54–10:48	Visualising sustainability performance
10:48–11:00	Tailoring content for investors, customers and employees
11:00–11:30	**Coffee break**
11:30–12:12	Tailoring content for investors, customers and employees (continued)
12:12–13:06	Sustainability reports and websites
13:06–14:00	Exercise: Simplifying an ESG data set

Day 4: Avoiding Greenwashing

09:00–09:54	Common forms of greenwashing
09:54–10:48	Regulation on environmental and green claims
10:48–11:00	Substantiation and evidence
11:00–11:30	**Coffee break**
11:30–12:12	Substantiation and evidence (continued)
12:12–13:06	Labels, certifications and comparisons
13:06–14:00	Case study: Reviewing a challenged green claim

Day 5: Integrated Sustainability Communication

09:00–09:54	Campaigns and channel planning
09:54–10:48	Engaging employees as advocates
10:48–11:00	Responding to criticism and activism



Course content

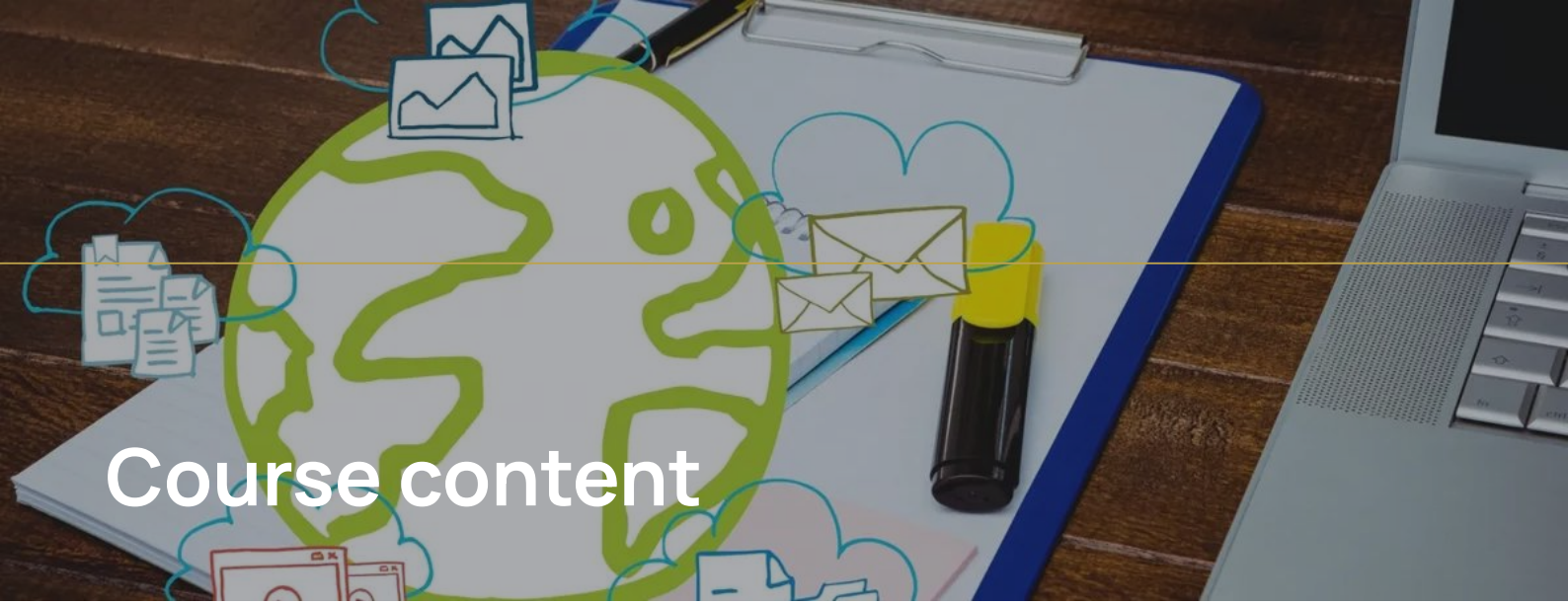
11:00–11:30	**Coffee break**
11:30–12:12	Responding to criticism and activism (continued)
12:12–13:06	Measuring impact
13:06–14:00	Capstone: Sustainability communication plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

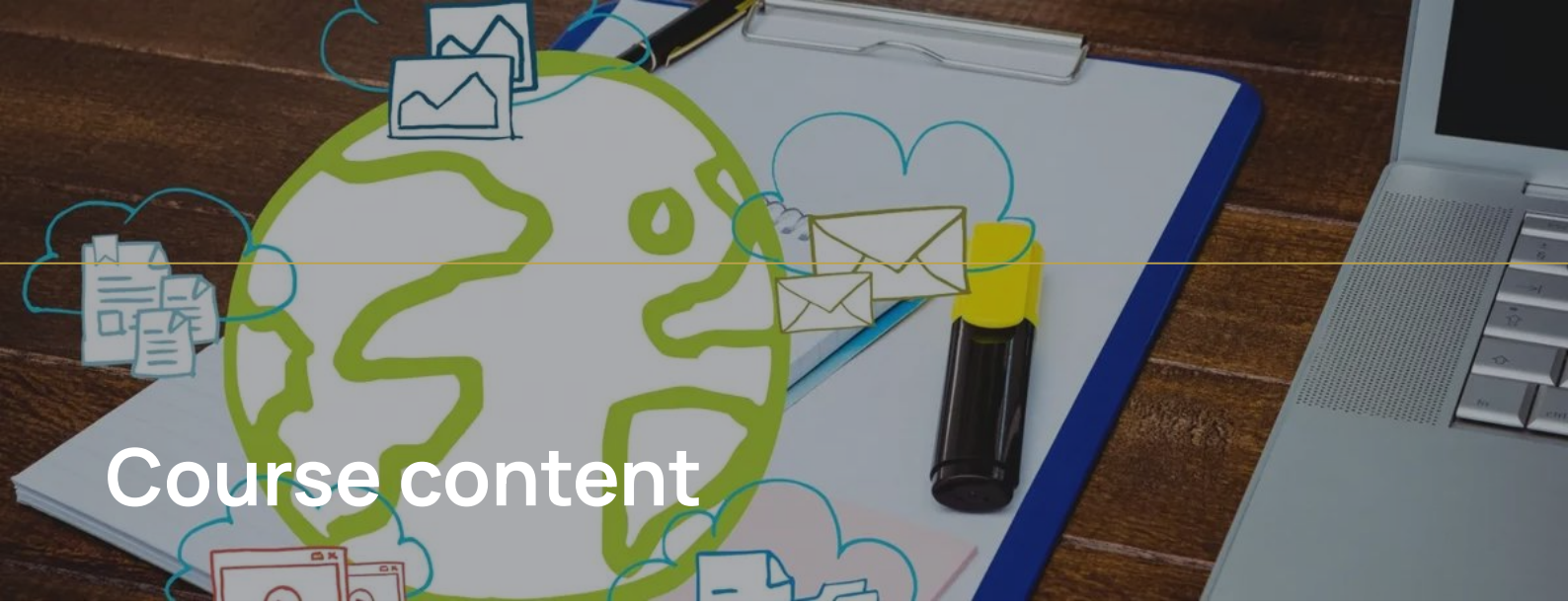
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

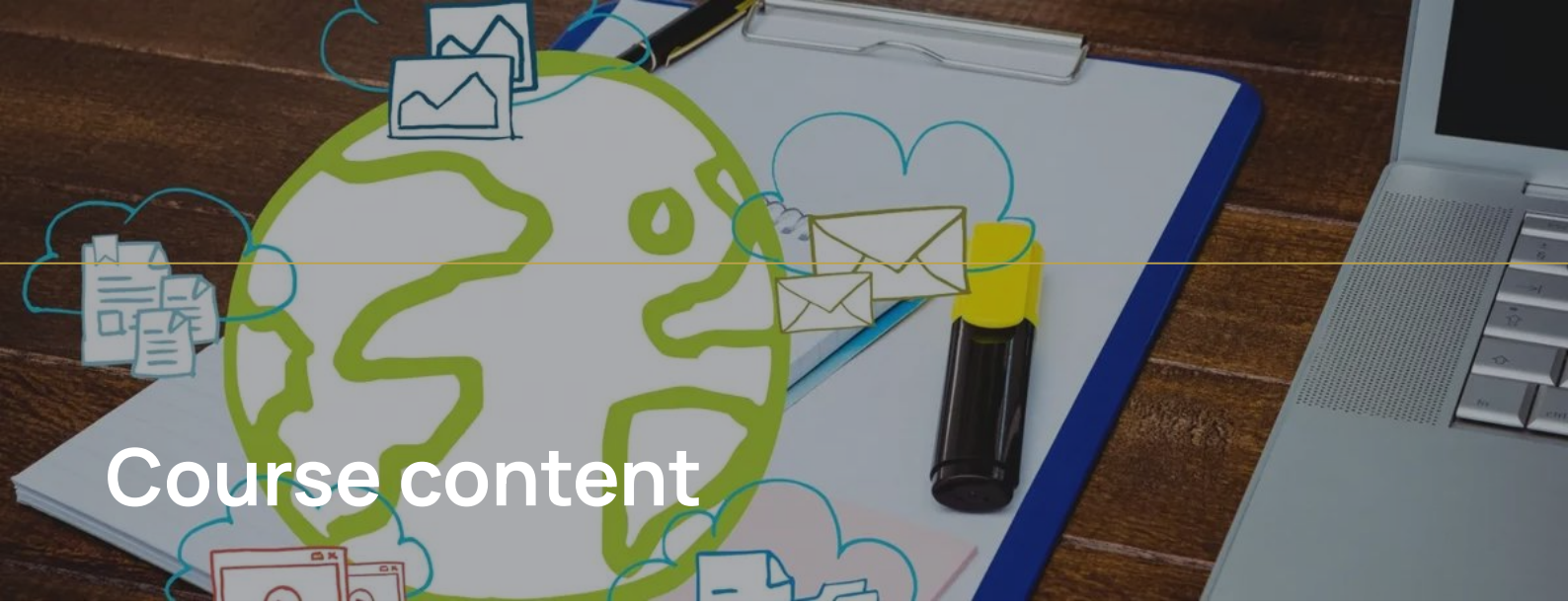
Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

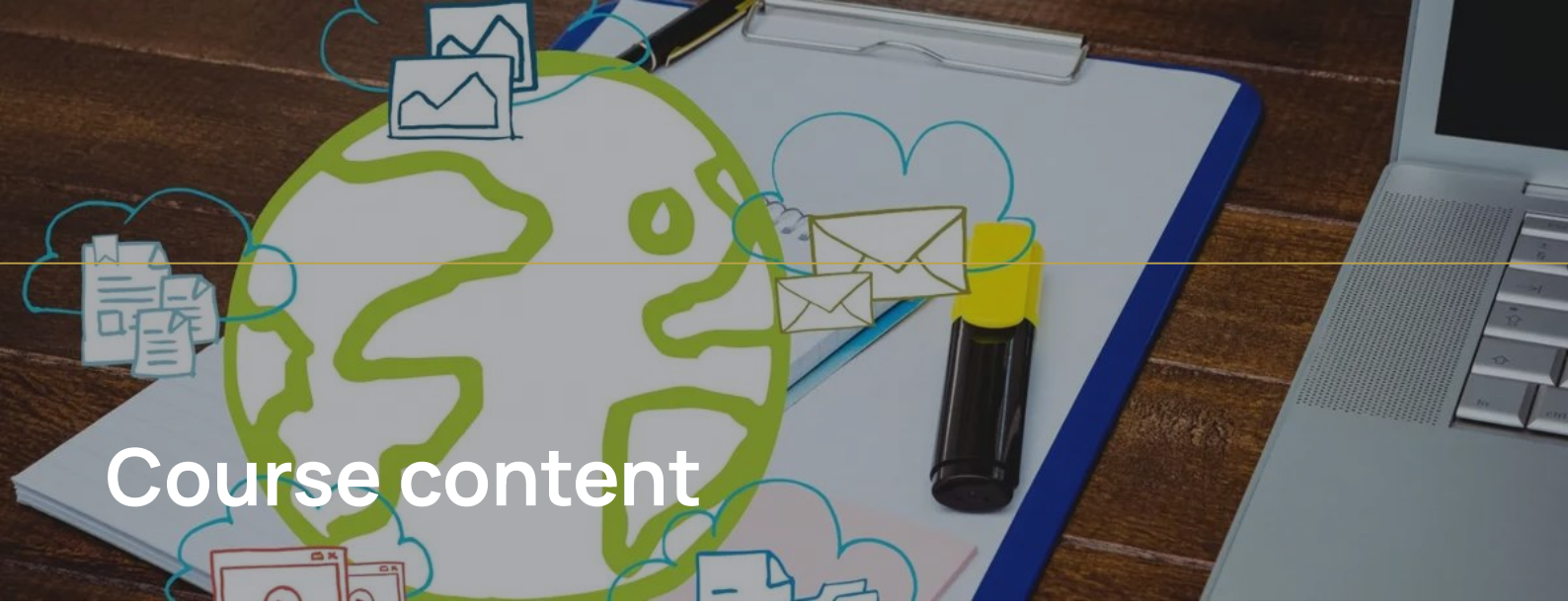
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

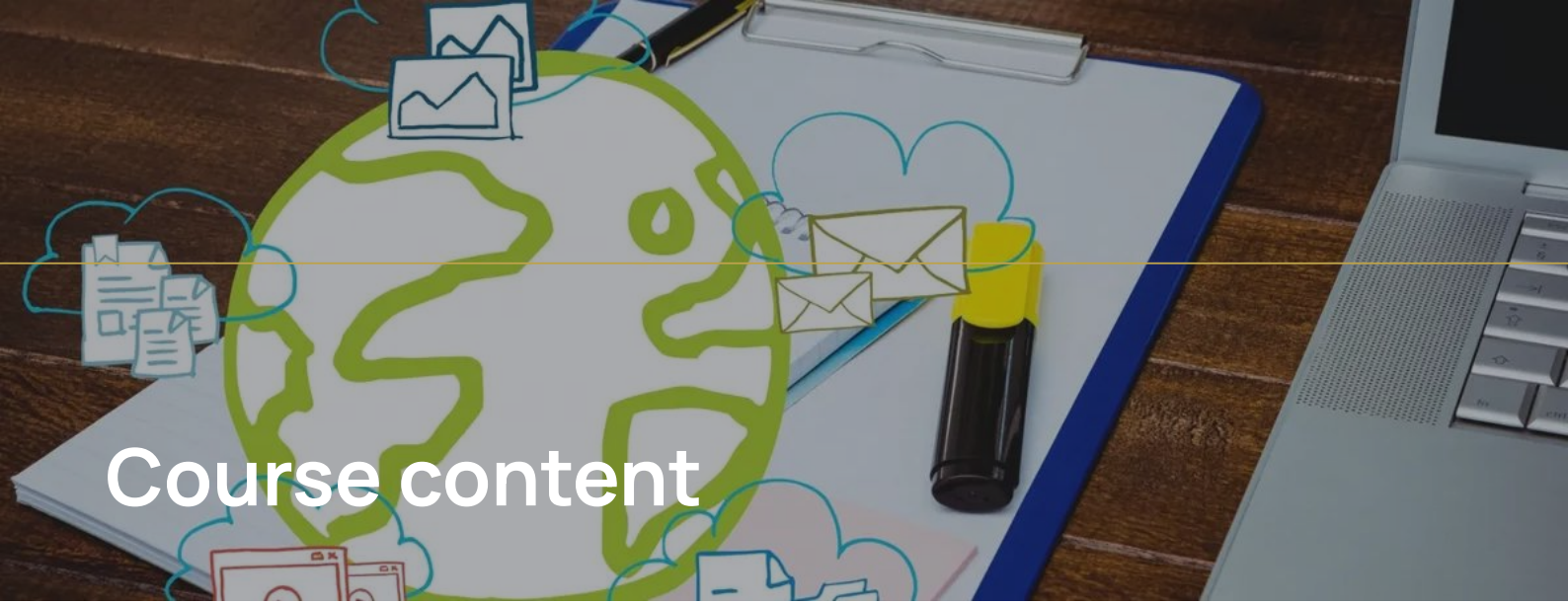
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

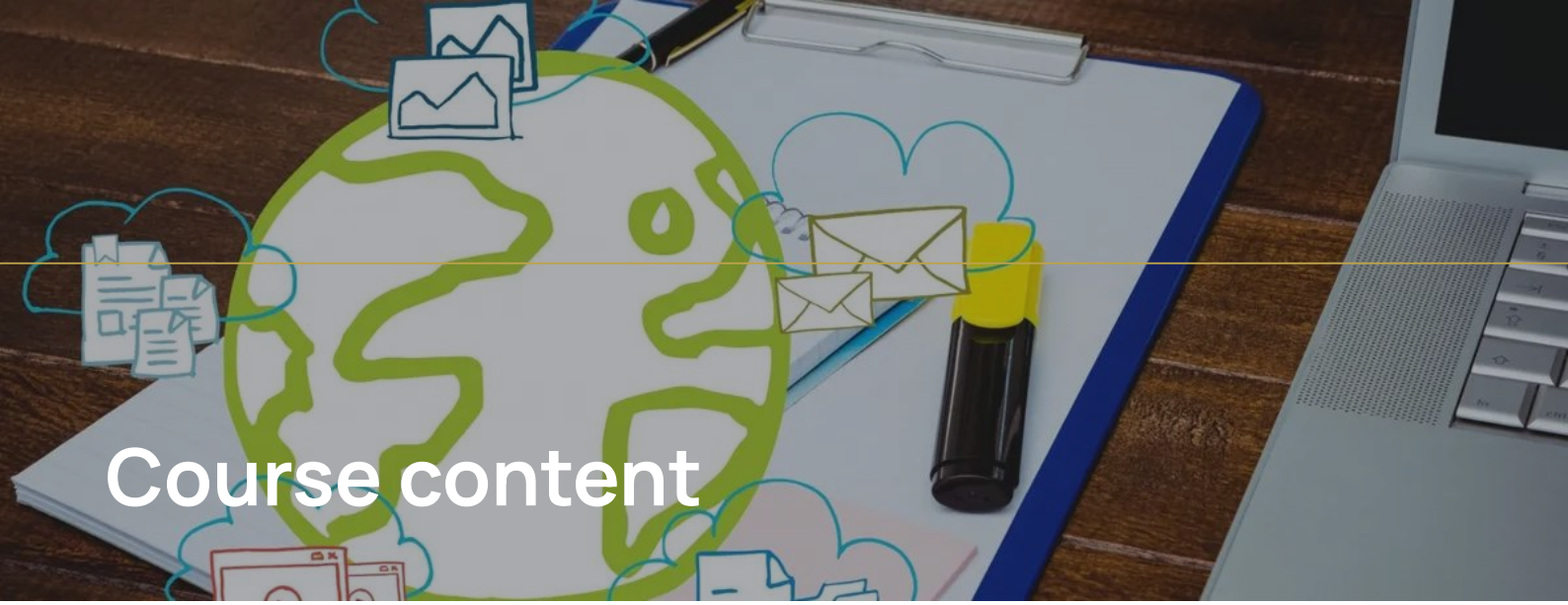
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

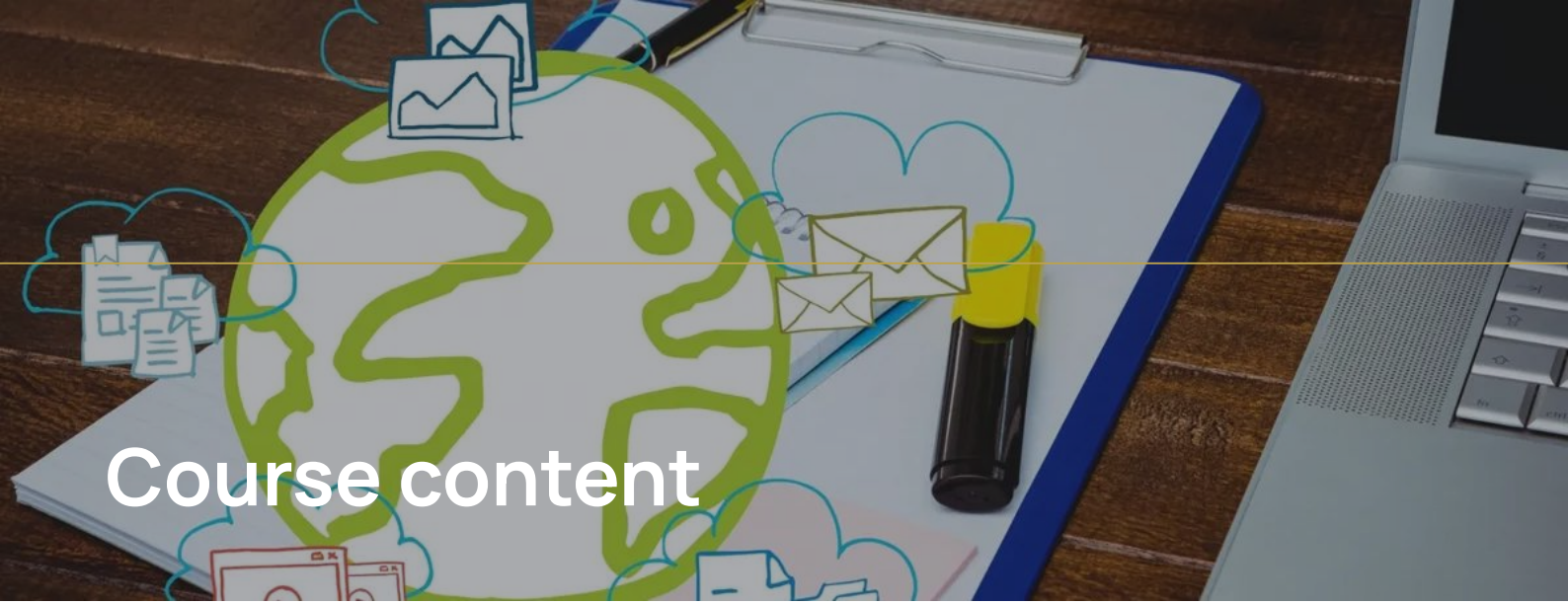
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

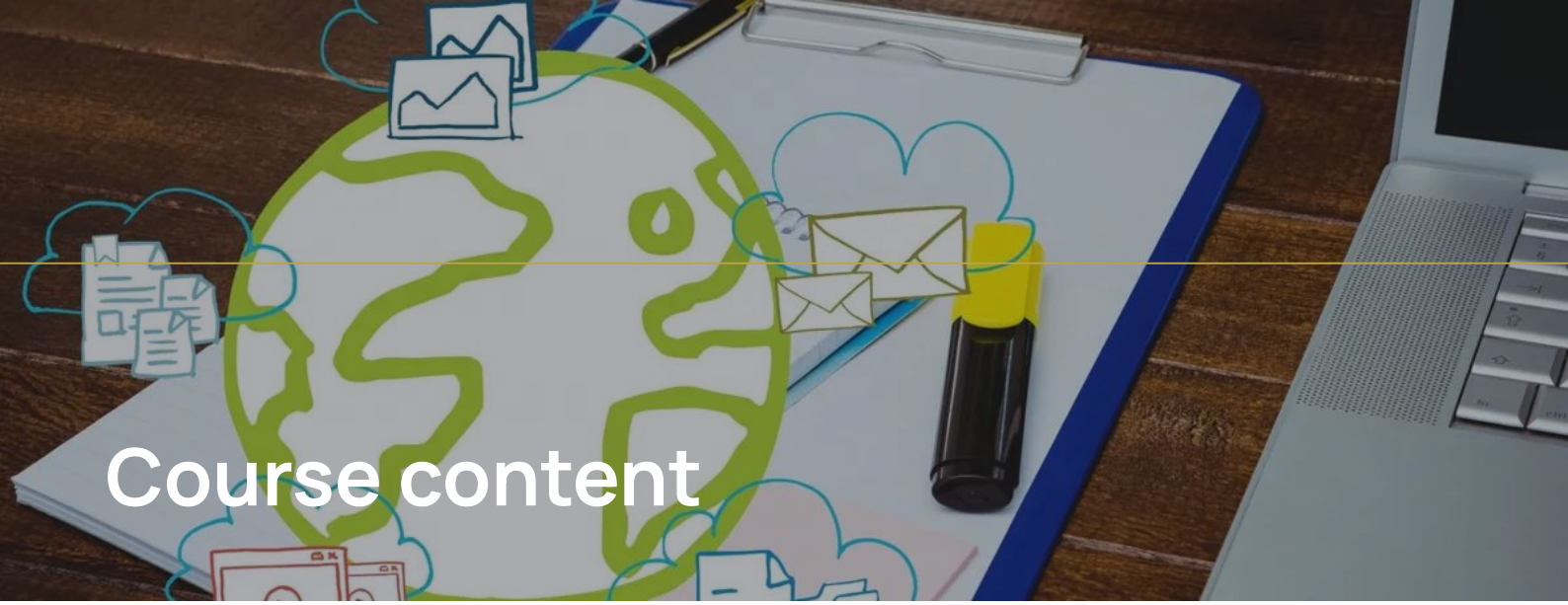
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.–**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

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