

**PUBLIC RELATIONS | COURSE BROCHURE**

# Writing Sustainability Reports

5 days | Classroom training | English

**SMART HORIZON**

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# Course content

## Why attend

Sustainability reports communicate environmental, social and governance performance to investors, regulators and the public. This course covers reporting frameworks, materiality assessment, data collection, writing balanced and credible narratives, presenting data, assurance and avoiding greenwashing.

Stakeholders increasingly scrutinise sustainability claims. You will learn to produce reports that are credible and readable.

## 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

Framework walkthroughs, materiality exercises, writing workshops and report reviews.

## Course objectives

By the end of this course, participants will be able to:
- Explain major sustainability reporting frameworks
- Conduct a materiality assessment
- Plan data collection for reporting
- Write balanced, credible narratives
- Present sustainability data clearly
- Prepare for assurance and avoid greenwashing

## Target audience

This course is suitable for:
- Sustainability managers
- Corporate communication staff
- Investor relations professionals
- CSR officers
- Report writers



# Course content

## Target competencies

Participants will develop competencies in:

- Framework knowledge
- Materiality
- Data planning
- Report writing
- Data presentation

## Course outline

### Day 1: Reporting Landscape

| | |
|---|---|
| **09:00–10:08** | Why report |
| **10:08–11:00** | Frameworks |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Frameworks (continued) |
| **11:45–12:53** | Regulation |
| **12:53–14:00** | Exercise |

### Day 2: Materiality

| | |
|---|---|
| **09:00–10:08** | Materiality assessment |
| **10:08–11:00** | Stakeholder input |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Stakeholder input (continued) |
| **11:45–12:53** | Priorities |
| **12:53–14:00** | Workshop |

### Day 3: Data

| | |
|---|---|
| **09:00–10:08** | Data collection |
| **10:08–11:00** | Indicators |
| **11:00–11:30** | **Coffee break** |



# Course content

| | |
|---|---|
| **11:30–11:45** | Indicators (continued) |
| **11:45–12:53** | Quality |
| **12:53–14:00** | Exercise |

## Day 4: Writing

| | |
|---|---|
| **09:00–10:08** | Narrative |
| **10:08–11:00** | Balance |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Balance (continued) |
| **11:45–12:53** | Case stories |
| **12:53–14:00** | Writing practice |

## Day 5: Presentation and Assurance

| | |
|---|---|
| **09:00–10:08** | Charts and tables |
| **10:08–11:00** | Assurance |
| **11:00–11:30** | **Coffee break** |
| **11:30–11:45** | Assurance (continued) |
| **11:45–12:53** | Greenwashing risks |
| **12:53–14:00** | Action 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.



# Course content

## Dates, venues and fees

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

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€3,150.-** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€1,890.-** |
| Online<br>Confirmed dates | 30 Nov 2026 | 4 Dec 2026 | **€1,250.-** |
| Rome<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€1,250.-** |
| Barcelona<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€2,840.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **€1,250.–** |
| Cape Town<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,890.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **€1,250.–** |
| Amsterdam<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€2,540.–** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.-** |
| London<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 28 Jun 2027 | 2 Jul 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€3,150.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,250.-** |
| London<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Paris<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **€1,250.-** |
| Vienna<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 29 Nov 2027 | 3 Dec 2027 | **€1,250.-** |

## 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

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View the latest course details online