



## On-Demand Sustainability Training Course

Our pre-recorded, on-demand training courses offers a flexible way to upskill you and your employees in just one hour. Sustainability is now part of nearly every business conversation. Are your employees equipped to engage confidently? While they don't need to be experts, understanding the basics is essential. Led by an expert consultant, these courses are designed to simplify sustainability and build confidence in conversations that matter.

Key features of the courses include:

- ✓ Interactive & on-demand – complete at your own pace
- ✓ Engaging quizzes, glossary & reference links for deeper learning
- ✓ Certificate of completion at the end of the course





## Sustainability & Marketing

This workshop explores how marketing can drive positive impact when it is rooted in authenticity, transparency and purpose. We'll cover how to make credible sustainability claims, avoid greenwashing, and understand key regulations such as the Green Claims Code and the EU's Green Claims Directive. Through practical examples, we'll also examine the wider impact of marketing choices from merchandise and waste to storytelling, Collaboration and community and how marketing can inspire trust, share impact honestly and support a more sustainable future.

### Chapters -

- Authenticity and Impact: A New Era of Marketing
- Getting Sustainability Claims Right: The Good, the Bad, and the Misleading
- The Green Claims Code and its Principles
- The EU's Green Claims Directive
- Marketing with Purpose
- The Problem with Merchandise and Waste
- Applying a Sustainable Lens
- The Value of Your Network & Community
- Transparency is Key
- Inspire Through Storytelling
- Collaboration over Competition
- Marketing's Role in Driving Positive Impact
- Sharing Your Impact