



UNIVERSITY OF
CAMBRIDGE

INSTITUTE FOR
SUSTAINABILITY LEADERSHIP

Executive Programme on Sustainability Leadership

Dubai February 24 & 25th

Learn how to lead in the
sustainability transformation

Introduction

The University of Cambridge Institute for Sustainability Leadership (CISL) executive education helps build the vision, strategy and competencies to lead the way in a rapidly changing context.

CISL's work reflects our mission to enable individuals and organisations to take leadership to respond to the critical challenges and opportunities of the 21st century.

Companies and government entities working with CISL benefit from access to international industry leading practice, cutting-edge research and thinking, and unique leadership insights that help tailor each programme according to each sector and organisation.

Across all of our work we help leaders combine commercial and organisational success with the delivery of a sustainable economy and the UN Sustainable Development Goals.

"In addition to the expert knowledge imparted through the content of the course, the training also had an unexpected emotional impact as it broke down barriers, allowing senior leaders to get to know each other, share their individual stories, and try to understand the hopes and concerns that drive them in their efforts for sustainability. The training programme also taught them useful skills that could be implemented immediately; participants mentioned how certain elements acted as real eye-openers, allowing them to suddenly see how they can make change"

Majid Al Futtaim, 2018 Sustainability Report

Executive Programme on Sustainability Leadership

In February 2020 CISL will be running its first Executive Programme on Sustainability Leadership in Dubai for senior and mid level executives. The programme will bring together 30 executives from different sectors and is ideal for those with responsibility for strategy, marketing, finance and investment, innovation, operations, communications, people and sustainability.

Benefits and Outcomes

The programme is designed to give participants:

- Knowledge and insights to align commercial success with long-term outcomes for society and environment
- Leadership skills to drive change in the organisation
- A clear business case for sustainability
- Practical tools and frameworks to think systemically, identify priorities and embed leadership
- Inspiration and resources to look at the world differently and mobilise support
- A certificate of attendance

Learning Model

We apply world-class knowledge and learning techniques to support individuals and teams at all levels:

- A combination of lectures, case-study presentations, group discussions and individual reflections
- Latest thinking on critical sustainability trends and change across key social, environmental, technological and economic indicators
- Leading practice and case studies from sustainable business
- Feedback from faculty and peers on personal and organisational challenges, and networking
- A safe space for sharing, innovation and collaboration

A series of lightly facilitated small-group conversations help participants reflect on their leadership journey, share challenges and co-create responses.

"CISL provides access to a treasure trove of information, perspective and inspiration to energize the progress on sustainability that we critically need. The quality of content and teaching is outstanding."

Group President, Procter & Gamble

Topics

Day 1: the changing context for business and society

- The sustainability decade for UAE and the GCC: *Opening Keynote*
- The world in 2020: *Exploring the technological, economic, social and environmental trends shaping the context for business and society*
- The end of business as usual: *Understanding the commercial implications and changing expectations and priorities for business, finance and policy makers*
- The case for a sustainable economy that delivers the SDGs: *Identifying risks and opportunities and creating the case for action*
- Syndicate groups: *Internalising insights and actions*

Day 2: Leading the change

- Business and sustainability models: *How leading companies leverage business strategy, innovation and collaboration for sustainability*
- Leading a sustainable business: *What business leaders need to do differently to lead their organisations*
- Business transformation: *Aligning purpose, culture, governance and strategy with long term success and resilience*
- Leading change: *How to support and influence people in the sustainability journey*
- Syndicate groups: *Action plan*

Faculty and Contributors



Aris Vrettos, Director, Centre for Business Transformation, CISL

Aris leads the strategy, development and delivery of executive education programmes in CISL's international markets and oversees regional projects and partnerships, including the Middle East, China & South East Asia and Australia. He speaks on global trends and business leadership and works with companies on the opportunity of the Sustainable Development Goals and Rewiring the Economy, CISL's 10 year plan to create the foundations for a sustainable economy.



Ibrahim Al-Zu'bi, Chief Sustainability Officer, Majid Al Futtaim Holding and Senior Associate, CISL

In his current role, Ibrahim oversees the group-wide Sustainability strategy of Majid Al Futtaim and is in charge of raising the company's Sustainability Profile in the Middle East and globally. One of Ibrahim's top priorities is to develop and drive 'Net positive' sustainability strategy across the company's different business units.



Zoë Arden, Fellow, CISL

Zoë had a career in communications before moving into sustainability and latterly focusing on sustainability storytelling and leadership. She supports change agents in business to build compelling narratives that drive action. Companies she has worked with include Accenture, AstraZeneca, Barclays, BBC, Google and Nestlé. She is convenor and head tutor of CISL's online High Impact Leadership Course and has contributed to CISL reports including Building Leaders for Long-term Business Performance and Rewiring Leadership.



Anna Easton, Global Head of Social Impact, Dentsu Aegis Network and Senior Associate, CISL

Anna works at the intersect of strategy, communications and sustainability helping organisations embed purpose at the heart of everything they do. Anna has a proven track record of identifying and driving the development of strategic business opportunities that match the capabilities of the business to society's global challenges. She is a passionate advocate of digital technologies and their role in delivering the global goals.



Philippe Joubert, Executive Chair of Global Electricity Initiative, Senior Advisor & Managing Director Energy & Climate, WBCSD and Advisory Board member, CISL

Philippe Joubert is Founder and CEO of Earth on Board, an ecosystem of sustainability actors dedicated to informing and helping Boards to put sustainability at the centre of the company's strategy, achieving an Earth Competent Board. Joubert is also Trustee of Client Earth, Senior Advisor and Special Envoy Energy and Climate for WBCSD – World Business Council for Sustainable Development, Advisor for International Development of World Energy Council (WEC), Chairman of HRH The Prince of Wales's Corporate Leaders Group on Climate Change, Chair of the Advisory Board of the Cambridge Institute for Sustainability Leadership and Fellow in this Institute. He is Advisor to several CEOs of leading global companies in the area of Sustainability and International Development.



Who is it for	For senior and mid-level executives, and especially those with responsibility for strategy, marketing, finance and investment, innovation, operations, communications, people and sustainability.	
Dates	Monday 24th to Tuesday 25th February 2020	
Duration	2 days	
Location	The Leadership Institute, Majid Al Futtaim Tower, Dubai	
Fees	The course fee is £1,900 per person inclusive of teaching and materials. Lower fees are available for early signup (early bird discount), multiple delegates and not-for-profits.	
Corporate/private sector	Corporate - 10% early bird discount until 20th December - 3 or more places 15% group discount	£1,900 per person £1,710 per person £1,615 per person
Not-for-profit (NGOs, public sector or academia)	Standard - 10% early bird discount until 20th December	£1,710 per person £1,539 per person

Selection Criteria

Approximately 30 delegates will be selected to attend. All applications will be reviewed by a selection panel but we encourage applications from executives with at least 7 years of management experience.

How to apply?

You apply by completing [our online application form](#)

Nominating a colleague

If you have a colleague who you feel would be suitable and interested in attending the Programme, please email us or telephone **+44 (0) 1223 768850** and we can share materials for you to pass on.

For more information contact

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<https://www.cisl.cam.ac.uk/education/executive-education/middle-east/executive-programme-on-sustainability-leadership>