



COURSE

BRIEF COURSE OVERVIEW

COURSE CONTEXT

COURSE OBJECTIVES

COURSE CONTENT

Sustainable Organizations Beyond ESG

Nowadays that the business environment is extremely competitive, more and more businesses from strong leaders to SMEs recognize that the management of environmental, social, and governance issues (ESG) provides benefits, like attracting customers, enhancing corporate/brand image and facilitating the business to become resilient in the current and possible future scenarios.

This specially designed course aims to provide overall insight and awareness regarding ESG fields and their today evolution into a holistic Sustainability Approach. It also explains the requirements that a company needs to implement or upgrade its existing initiatives for Sustainable Development, but also to evolve its performance on ESG criteria.

The course covers topics that will help you to have the necessary understanding of today's global environment to incorporate the right decisions in business strategy. It focuses on the key challenges faced by professionals in the fields of Sustainable Development (ESG), Circular Economy, Supply Chain, Corporate Responsibility, and Corporate Communication.

The course will provide attendants with an overview of the fundamental topics and necessary knowledge needed to understand the ESG and Sustainability issues and realize the benefits that arise for companies to integrate the "concept" into their culture, strategy, and operation.

You will acquire a solid understanding of how you will add value to your organization by creating effective and meaningful strategies. You will be empowered to assess your current position and prospects and make the right decisions toward sustainable overcome.

- **The Path:** How we get here. From social Marketing to CSR, to ESG, to Sustainability (overview understanding and history)
- **The ESG pillars:** Introduction, Fundamentals. What the E, S, and G stand for, how they introduced, and how Climate change forced their adoption. We will provide an overview of the three pillars' main topics (corporate and marine related), the relation to the United Nations Sustainable Development Goals (UN SDGs), and their integration into the Sustainable Development Plan.
- **ESG, a mess or a process?**
- **Today:** Sustainability Corporate Holistic approach. A new 360 business strategy and corporate culture. A great Competitive advantage. An organization affects and is being affected. Business benefits from its integration (risk management) (ref to the circular economy)
- **Why investors and financial institutions drive the trend.** Customer's role. Shipping, a member of the sustainable supply chain

ENTRANCE REQUIREMENTS/ PREREQUISITES

CERTIFICATION

WHO SHOULD ATTEND

METHOD OF DELIVERY

DATE/TIME

PRICE

YOUR INSTRUCTORS

■ **ESG and Sustainability trends in 2023**

■ **Green and Blue Washing.** Responsible/sustainable communication

■ **EU regulations.** From the NFRD (non-financial reporting directive) Of 2014 to CSRD (Corporate Sustainability Reporting Directive in 2022-2023. Overview and key issues

■ **Disclosure and ratings.** Examples of GRI and SASB, MSCI, Sustain analytics, etc. Marine samples

N/A

Participants will be granted a Certificate of Attendance upon completion of the course

The course has been developed for:

- Board Members
- Senior Management
- Middle Management

In-person classroom course at Margetis Maritime HQ, 67 Akti Miaouli Str., Piraeus

Wednesday 10 May 2023, 10:00-14:30

Early bird 300€ + VAT (24%), until 3 May 2023

Standard price 350€ + VAT (24%)

TINA TZAKA

Senior Marketing, Communication, and ESG Advisor

Mathematics B.Sc.

Marketing M.Sc.



Tina Tzaka is a Senior Marketing, Communication, and ESG Advisor with more than 30 years of experience in analyzing markets and environments, identifying trends and opportunities, and building marketing, customer experience, communication, and CSR strategies for business success.

She has performed as CMO and Marketing- Corporate Communication & CSR Director within the Banking/Financial Services sector in XIOSBANK, PIRAEUS BANK GROUP, and Bank of Cyprus, within the FMCG sector in Delta Dairy –VIVARTIA S.A. and within the healthcare sector in BIOIATRIKI S.A. With the ability to manage complex Strategic, Marketing, and Communication functions, Customer Experience, and Sustainability Strategy Development, she acted as a member of several Corporate and Market Sector Steering and Decision-Making Committees.

In recent years she has been active as a Business Advisor and committee member for several companies of various industries including e-commerce, retail, vitamins-supplements, technology, hospitality, and marine services, regarding Business Strategy, Marketing & Corporate Communication, and ESG matters.

She holds an MSc degree in Marketing from Strathclyde University, and she is a graduate of the Mathematics Department of the National and Kapodistrian University of Athens.

YOUR INSTRUCTORS

ATHINA CHRYSOMALLI

Operations & Sustainability Manager

Psychology B.Sc.

Member of the Institute of Chartered Shipbrokers

Associate Member of the Association
of Average Adjusters



Athina is our company's Sustainability Manager and a member of Margetis Maritime since 2017. From 2017 until the end of 2021, she was heavily involved with insurance and claims matters, reaching the Operations Manager position.

In 2021 she contributed to the development of Margetis' Maritime ESG services and department, and since January 2022, she is acting as the company's Sustainability Manager. Along with our sustainability team, they are working on ways for the company to identify all key factors and practices which will lead us toward the development of a more sustainable future. Having also completed the Said Business School - University of Oxford "Leading Sustainable Corporations" course, Athina is cooperating with clients, analyzing their needs and opportunities, and developing ESG plans during their sustainability journey.

In August 2021, Athina also completed the annual Professional Maritime Program of the Institute of Chartered Shipbrokers, becoming a member of the institute (MICS). In 2019 she became an Associate Member of the Association of Average Association Adjusters.

Athina earned her Bachelor of Science in Psychology from the National & Kapodistrian University of Athens.

For
registration
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HERE**



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