# Communication for Sustainable Finance Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | General Training | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Communication for Sustainable Finance is a high-impact, future-focused training course designed to equip professionals with the strategic communication skills required in the rapidly evolving world of ESG (Environmental, Social & Governance), climate finance, and sustainable investment reporting. As global markets shift toward net-zero transition goals, organizations must effectively communicate sustainability performance, manage stakeholder expectations, and align messaging with frameworks such as TCFD, ISSB standards, and SDG-linked finance goals. Communication for Sustainable Finance Training Course bridges the gap between technical sustainable finance knowledge and powerful, transparent communication strategies that build trust, attract green capital, and enhance corporate reputation.

In an era defined by greenwashing scrutiny, impact investing growth, and regulatory ESG disclosure requirements, financial institutions, corporations, and development organizations must master clear, credible, and data-driven communication. This training empowers participants to translate complex sustainability data into compelling narratives, investor-ready reports, and stakeholder-focused messaging. It emphasizes storytelling for green bonds, climate risk disclosure, and sustainable development impact reporting, ensuring organizations remain competitive, compliant, and credible in the global sustainable finance ecosystem

## Programme Curriculum

**Communication for Sustainable Finance Training Course**

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**Course Duration**

5 days

**Course Objectives**

1. Understand fundamentals of Sustainable Finance Communication and ESG storytelling
2. Apply ESG reporting frameworks effectively
3. Develop strategies for greenwashing risk mitigation and transparency communication
4. Communicate climate risk disclosure for investors and stakeholders
5. Design impactful messaging for green bonds and sustainability-linked finance instruments
6. Strengthen stakeholder engagement strategies in sustainable investment ecosystems
7. Translate impact investing metrics into clear communication narratives
8. Build expertise in net-zero transition communication strategies
9. Enhance corporate reporting using sustainability KPIs and ESG dashboards
10. Use digital tools for ESG storytelling and data visualization
11. Improve investor relations through sustainable capital market communication
12. Align communication strategies with SDGs (Sustainable Development Goals)
13. Strengthen crisis communication skills in ESG controversies and reputational risk management

**Target Audience**

1. ESG and sustainability managers
2. Corporate communication professionals
3. Investment analysts and fund managers
4. Banking and financial services professionals
5. CSR and corporate responsibility officers
6. Policy makers and regulatory officers
7. Development finance institution staff
8. Consultants in sustainability and climate finance

**Course Modules**

**Module 1: Foundations of Sustainable Finance Communication**

- Principles of ESG communication and sustainability messaging
- Role of communication in sustainable finance ecosystems
- Understanding stakeholder expectations in ESG reporting

- Linking finance, sustainability, and corporate reputation
- **Case Study:** BlackRock ESG communication evolution and investor trust building

**Module 2: ESG Frameworks & Global Reporting Standards**

- Overview of TCFD, ISSB, GRI, and EU SFDR frameworks
- Translating ESG metrics into communication outputs
- Regulatory compliance in sustainability disclosures
- Standardized reporting vs narrative storytelling balance
- **Case Study:** EU Sustainable Finance Disclosure Regulation (SFDR) implementation in asset management

**Module 3: Green Bonds and Sustainable Investment Communication**

- Structuring communication for green bonds and social bonds
- Investor messaging for sustainable finance instruments
- Transparency in use-of-proceeds reporting
- Building credibility in capital markets
- **Case Study:** Apple Green Bond investor communication strategy

**Module 4: Climate Risk Disclosure & Net-Zero Communication**

- Communicating physical and transition climate risks
- Net-zero targets and corporate messaging alignment
- Scenario-based communication strategies
- Climate accountability and transparency tools
- **Case Study:** HSBC climate risk disclosure and portfolio transition messaging

**Module 5: Stakeholder Engagement & ESG Narrative Building**

- Mapping ESG stakeholders and communication needs
- Designing inclusive sustainability narratives
- Community and investor engagement strategies
- Managing expectations in sustainability transitions
- **Case Study:** Unilever sustainable living plan stakeholder communication

**Module 6: Digital ESG Storytelling & Data Visualization**

- Using dashboards for sustainability reporting
- Visual storytelling for ESG performance data
- AI and digital tools in sustainability communication
- Enhancing engagement through interactive reporting
- **Case Study:** Microsoft sustainability reporting dashboard innovation

**Module 7: Sustainable Finance Crisis Communication**

- Managing greenwashing allegations and reputational risk
- ESG controversy response strategies
- Real-time communication in financial crises
- Building trust recovery frameworks
- **Case Study:** Volkswagen emissions scandal communication response

**Module 8: SDGs & Impact Communication Strategy**

- Aligning corporate messaging with SDGs
- Communicating social and environmental impact metrics
- Impact investing storytelling techniques
- Long-term sustainability branding strategies
- **Case Study:** IKEA circular economy and SDG-aligned communication strategy

### Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|

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| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com