# ESG Communication Strategy 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

In today’s rapidly evolving corporate landscape, ESG (Environmental, Social, and Governance) communication strategy has become a critical driver of corporate reputation, investor confidence, regulatory compliance, and sustainable business growth. Organizations are under increasing pressure to deliver transparent, credible, and data-driven disclosures aligned with global frameworks such as GRI Standards, SASB, ISSB, CSRD, and TCFD reporting requirements. ESG Communication Strategy Training Course is designed to equip professionals with the strategic tools to design, implement, and manage high-impact ESG communication systems that prevent greenwashing risks, strengthen stakeholder trust, and enhance measurable sustainability performance narratives.

The course integrates advanced principles of sustainability storytelling, climate risk communication, net-zero transition messaging, impact reporting, and stakeholder engagement strategy. Participants will learn how to translate complex ESG data into compelling narratives that resonate with investors, regulators, customers, and employees. With a strong focus on ESG transparency, ethical reporting, ESG branding, and digital sustainability communication, this program builds the capacity to align corporate messaging with global sustainability goals and emerging regulatory frameworks while driving long-term value creation.

## Programme Curriculum

**ESG Communication Strategy Training Course**

Introduction

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**Course Duration**

5 days

**Course Objectives**

1. Master ESG communication frameworks and global reporting standards (GRI, ISSB, CSRD)
2. Develop high-impact sustainability storytelling and corporate narrative design
3. Understand and prevent greenwashing risks in ESG disclosures
4. Build effective stakeholder engagement and ESG trust-building strategies
5. Translate climate risk data into actionable communication insights
6. Design net zero and carbon neutrality communication strategies
7. Strengthen corporate sustainability branding and reputation management
8. Apply double materiality assessment in ESG messaging
9. Create investor-ready ESG reports and disclosures
10. Integrate ESG metrics into digital communication channels
11. Enhance social impact and governance communication transparency
12. Align ESG messaging with SDGs (Sustainable Development Goals)
13. Use data-driven ESG dashboards and visualization tools

**Target Audience**

1. Corporate sustainability managers and ESG officers
2. Public relations and corporate communication professionals
3. Investor relations and financial reporting teams
4. Compliance and risk management officers
5. CSR and sustainability consultants
6. Policy makers and regulatory professionals
7. NGO and development sector communication specialists
8. Business leaders, executives, and board members

**Course Modules**

**Module 1: Foundations of ESG Communication Strategy**

- ESG fundamentals and corporate sustainability evolution
- Global reporting frameworks overview
- ESG communication lifecycle and governance structures
- Key principles of transparency and accountability
- Aligning ESG strategy with business objectives

- **Case Study:** Unilever’s sustainability communication transformation

**Module 2: Sustainability Storytelling & Narrative Building**

- Crafting compelling ESG narratives
- Emotional vs data-driven sustainability messaging
- Brand alignment with ESG values
- Storytelling for stakeholders and investors
- Avoiding misinformation and greenwashing
- **Case Study:** Patagonia’s climate activism storytelling model

**Module 3: ESG Reporting & Disclosure Standards**

- Understanding mandatory vs voluntary disclosures
- TCFD climate risk reporting integration
- Double materiality reporting approach
- Data collection and verification systems
- Audit readiness and compliance communication
- **Case Study:** Microsoft sustainability disclosure framework

**Module 4: Stakeholder Engagement Strategy**

- Mapping ESG stakeholders and influence groups
- Designing engagement communication plans
- Community, investor, and employee communication strategies
- Feedback loops and ESG reporting responsiveness
- Trust-building through transparency
- **Case Study:** Shell stakeholder engagement transformation efforts

**Module 5: Climate Risk & Net Zero Communication**

- Communicating climate risks effectively
- Net zero transition messaging strategies
- Carbon footprint transparency communication
- Science-based targets communication
- Crisis communication in climate-related events
- **Case Study:** Ørsted’s renewable energy transition narrative

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

- ESG dashboards and KPI visualization
- Social media sustainability communication strategies
- Interactive ESG reporting tools
- AI and analytics in ESG messaging
- Multi-channel ESG content distribution
- **Case Study:** Google sustainability data transparency platform

**Module 7: ESG Branding & Reputation Management**

- Building ESG-driven corporate identity
- Reputation risk management in sustainability claims
- ESG marketing ethics and compliance

- Investor perception and ESG ratings influence
- Crisis recovery communication strategies
- **Case Study:** IKEA circular economy branding strategy

**Module 8: ESG Crisis Communication & Greenwashing Prevention**

- Identifying and mitigating greenwashing risks
- Crisis communication frameworks for ESG failures
- Regulatory scrutiny and reputational risk control
- Rapid response ESG communication protocols
- Ethical governance in sustainability messaging
- **Case Study:** Volkswagen emissions scandal communication failure

### 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 |
|---|---|---|---|
| **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