



ESG in Action Africa

Welcome to an ESG in Action course!

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A programme designed specifically for board members and executives in Nigeria and across Africa who are looking to start or optimise their ESG journey.

Course Overview

ESG, or Environmental, Social, and Governance, has become a critical requirement for doing business in today's world. Investors, customers, employees, and other stakeholders are placing greater emphasis on ESG considerations when evaluating companies. Companies that fail to consider ESG factors risk losing the trust and support of their stakeholders, which can have significant negative impacts on their reputation and bottom line. As a result, organisations need to take a proactive approach to ESG and develop strategies and policies aligned with their mission, values, and long-term goals.



This course is specifically tailored to the African context, with a focus on ESG and its integration into an organisation's brand strategy.

Its aim is to equip participants with a comprehensive understanding of ESG and its growing importance in today's business landscape. The course comprises of five modules, covering the fundamentals of ESG, the benefits of developing an ESG strategy, and the practical steps involved in creating and embedding such a strategy into an overall business strategy.

Participants will learn how to create a stakeholder map and plan, as well as how to develop a brand position that aligns with their organisation's values and ESG goals. Additionally, they will be taught how to track progress and report on their ESG performance, ensuring effective execution of their strategy.

By the end of the course, participants will have a solid foundation in ESG and the skills needed to successfully integrate it into their organisation's brand strategy within the African context.



It is an absolute necessity for executives and board members to understand ESG and its importance to the organisations they lead for several reasons.

Business Sustainability and Improved Financial Performance

Companies that adopt ESG practices tend to be better positioned to manage risks and take advantage of opportunities in a rapidly changing business landscape. Research also proves that they achieve improved financial performance over the long term, potentially leading to increased profitability, better access to capital, and reduced cost of capital.



Meeting Stakeholder Expectations

ESG adoption demonstrates a commitment to sustainable and responsible business practices, differentiating the organisation from its competitors, as well as attracting and retaining stakeholders who value social and environmental responsibility. Companies that fail to consider ESG factors risk losing the trust and support of their stakeholders, which can have significant negative impacts on their reputation and bottom line.



Enhancing Your Brand

A strong ESG proposition enhances a brand, creating and communicating brand value. ESG forces a brand to assess itself across structure, operations and culture, to transition into a commercially viable and purpose-driven brand with strong value propositions to its stakeholders. The stakeholder relationships based on trust and an aligned purpose ultimately boost brand recognition and loyalty to build a strong and resilient brand.



Legal and Regulatory Compliance

Many countries and regions have introduced or are in the process of introducing ESG-related regulations and standards that companies must comply with. Failing to comply with these regulations can result in legal penalties and damage to the company's reputation.

Therefore, it is essential for executives and board members to understand ESG and its importance to their organisations to ensure their long-term sustainability, comply with regulations, meet stakeholder expectations, and above all improve financial performance.



Course Structure

The course consists of five modules, each of which covers different aspects of ESG (Environmental, Social, and Governance) practices and principles. This course is designed to cater to the needs of individuals who are at different stages of their ESG journey. For those who are just starting out and want a comprehensive understanding of ESG, it is the recommendation to take all five modules. However, for those who are already familiar with some aspects of ESG, they may choose to take individual modules based on their interests and expertise. The complete course is delivered in person over a 2-day period and will equip participants with the knowledge and skills to enhance their organisation's ESG journey.

With interactive formats and African and global case examples, the course provides practical insights and tools that can be applied immediately in real-world scenarios. The course also includes a workbook that provides concrete next steps and recommendations, enabling participants to apply their learning to their organisation's specific needs. The course will cover the following modules:

Full 2 - Day Course

For those who want a comprehensive understanding of ESG, we recommend taking all five modules. The complete course is delivered in person over a 2-day period and will equip participants with the knowledge and skills to enhance their organisation's ESG journey.

Day 1 Only (Understanding ESG)

Participants who are already familiar with some aspects of ESG may choose to enroll in day 1, which covers Modules 1 to 3. This option provides a deep dive into understanding ESG, aligning goals and objectives with ESG principles, and conducting stakeholder mapping.

Day 2 Only (Integrating ESG)

For those specifically interested in creating a brand position aligned with ESG goals, as well as tracking progress and reporting ESG performance, enrolling in day 2 is the ideal choice. Day 2 covers Modules 4 and 5, focusing on strategic brand positioning, effective communication of ESG performance, and measuring and reporting ESG outcomes.

Day 1

Module 1: What Is ESG - An Introduction

Module 2: Developing your ESG Strategy

Module 3: Stakeholder Mapping & Their Expectations

Day 2

Module 4: Developing a Framework for Strategic Brand Positioning & Communications

Module 5: Tracking Progress & Reporting



Module 1: What Is ESG - An Introduction

Participants will gain an understanding of ESG and its importance in today's business landscape. They will explore the different dimensions of ESG, including environmental impact and climate change, social and cultural issues with regard to how organisations operate to improve results for all stakeholders, as well as ethical governance. We will clarify how ESG fits into Sustainability and the nexus of the two.

By the end of this module, participants will be able to recognise the relevance and benefits of ESG integration and understand the challenges and opportunities associated with it.

Module 2: Developing your ESG Strategy

To develop an ESG strategy, participants will learn how to align their organisation's goals and objectives with ESG principles. It will cover how to identify ESG risks and opportunities, assess the materiality of ESG issues, and develop a strategy that aligns with the company's mission and values.

By the end of this module, participants will be able to identify and prioritise ESG risks and opportunities, assess the materiality of ESG issues, and integrate ESG into the company's decision-making processes and operations.

Module 3: Stakeholder Mapping & Their Expectations

Participants will learn how to conduct stakeholder mapping focused on identifying and prioritising stakeholders, engaging with them effectively to understand their needs and expectations, and incorporating their feedback into the ESG strategy.

By the end of this module, participants will be able to identify and prioritise key stakeholders, engage with them effectively, incorporate their feedback into the ESG strategy, and manage stakeholder relationships and conflicts.

Module 4: Developing a Framework for Strategic Brand Positioning & Communications

This module will cover strategies for creating a brand position that aligns with the company's values and ESG goals. It will focus on frameworks for strategic brand positioning and communication. Participants will learn how to communicate their organisation's ESG performance and initiatives to various stakeholders, including customers, investors, employees, community and supply chain, as well as how to nudge behavioural change across these stakeholder segments.

By the end of this module, participants will have the knowledge of how to develop a brand position that aligns and integrates with their organisational/ESG values and goals - while effectively communicating ESG performance and initiatives to different stakeholders.

Module 5: Tracking Progress & Reporting

This will cover tracking progress and reporting. Participants will learn how to measure and report their organisation's ESG performance using different metrics and tools. They will also explore the role of ESG reporting in improving transparency, accountability, and trust among stakeholders. By the end of this module, participants will gain knowledge of how to measure and report their organisation's ESG performance using different metrics and tools, understand the role of ESG reporting in improving transparency, accountability, and trust among stakeholders, and develop an ESG report that effectively communicates the organisation's ESG performance to different stakeholders.

Why ESG in Action?

What sets this course apart is its unique value proposition tailored to the Nigerian and African context. The course facilitators also bring extensive board-level experience and expertise in business strategy, brand strategy and ESG, providing participants with valuable insights and practical guidance towards building a sustainable, responsible, and successful organisation.

Meet the Facilitators

Ngozi Edozien is a highly experienced executive with over 30 years of experience in finance, strategy consulting, operational management, and board governance. As the Managing Director of InVivo Partners Ltd, a principal investment, consulting and advisory firm, she focuses on investments and support of venture, early-stage, and SME businesses with consulting. She also leads a healthcare startup she co-founded – Physio Centers of Africa (Nigeria).

Her deep knowledge of emerging markets, from serving on several boards across FMCG, Oil & Gas, Healthcare, Financial Services and Technology, and her experience as Managing Director of Actis LLP's West Africa business, and as a Vice President at Pfizer Pharmaceuticals, make her a trusted advisor to boards and senior executives about the benefits of ESG practices in enhancing corporate reputation, driving long-term value, and promoting sustainable growth.

Ngozi currently serves on the boards of Imperial Brands PLC (UK), Guinness/Diageo (Nigeria) and subsidiaries of the Nigerian Stock Exchange, where she brings valuable insights into ESG issues and sustainability practices.



Ngozi Edozien



Bella Ikeme

Bella Ikeme is an accomplished expert in brand strategy and growth with over 14 years of experience in designing and executing brand strategy, growth strategy, and market penetration projects for African and global brands. Her expertise has been focused on impact-driven entities seeking expansion into and across Africa, as they embark and optimise their ESG journeys.

As CEO of CRL Africa and Editor-in-Chief of ASPIRE Luxury Magazine, she has led and worked with cross-regional teams on multi-million dollar marketing projects across various industries, including professional services, not-for-profit, development, technology, FMCG, agro-processing, real estate, hospitality and leisure, luxury, and retail.

She is frequently invited to consult and provide expert contributions on market research, business and brand strategy, risk assessment, and stakeholder management for African and global brands. Bella also serves as an advisory board member and mentor for a number of Pan-African startups and not-for-profit organisations, leading to the high performance of these entities operating at the intersection of ESG and business growth.

Nkemdilim Uwaje Begho is a strategic and visionary CEO, Founder, and Non-Executive Director with over 15 years of experience in Nigeria's dynamic business environment. With a strong background in IT and a keen understanding of business transformation, change leadership, and risk oversight, she has successfully led digital technology and operational teams.

As the CEO of Future Software Resources Ltd. (Futuresoft), a leading digital and technology solutions company, she has designed and executed innovative brand strategies, digital marketing campaigns, and digital transformation projects across Africa, resulting in increased customer experiences, acquisitions, bottom-line growth, optimised and cost-effective operations, and a more digitally skilled workforce.

Nkemdilim sits on private, public sector, and listed company boards, including Stanbic IBTC Holdings PLC (Nigeria), Novare Investment Fund Ltd (Nigeria), Lagos State Research & Innovation Council (LASRIC), The BudgIT Foundation, and Global Leaders Today (USA). Her expertise in strategic planning, risk assessment and corporate governance has been instrumental in shaping sustainable business practices, and she is recognised as a thought leader in responsible business practices to build sustainable brands.



**Nkemdilim
Uwaje Begho**

Fees/Registration

The background of the slide features several stacks of silver coins. On the left, there are two tall stacks. In the center, there are two shorter stacks. On the right, there are two more stacks, one of which is slightly tilted. A single coin lies flat on the surface to the right of the central stacks. The coins have a textured, ridged edge.

Course Fees

Full Course: NGN 1,500,000 (In-person)

Day 1 Only: NGN 1,050,000

Day 2 Only: NGN 700,000

Group Price (Full course): 15% off

Learn More About Registration

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