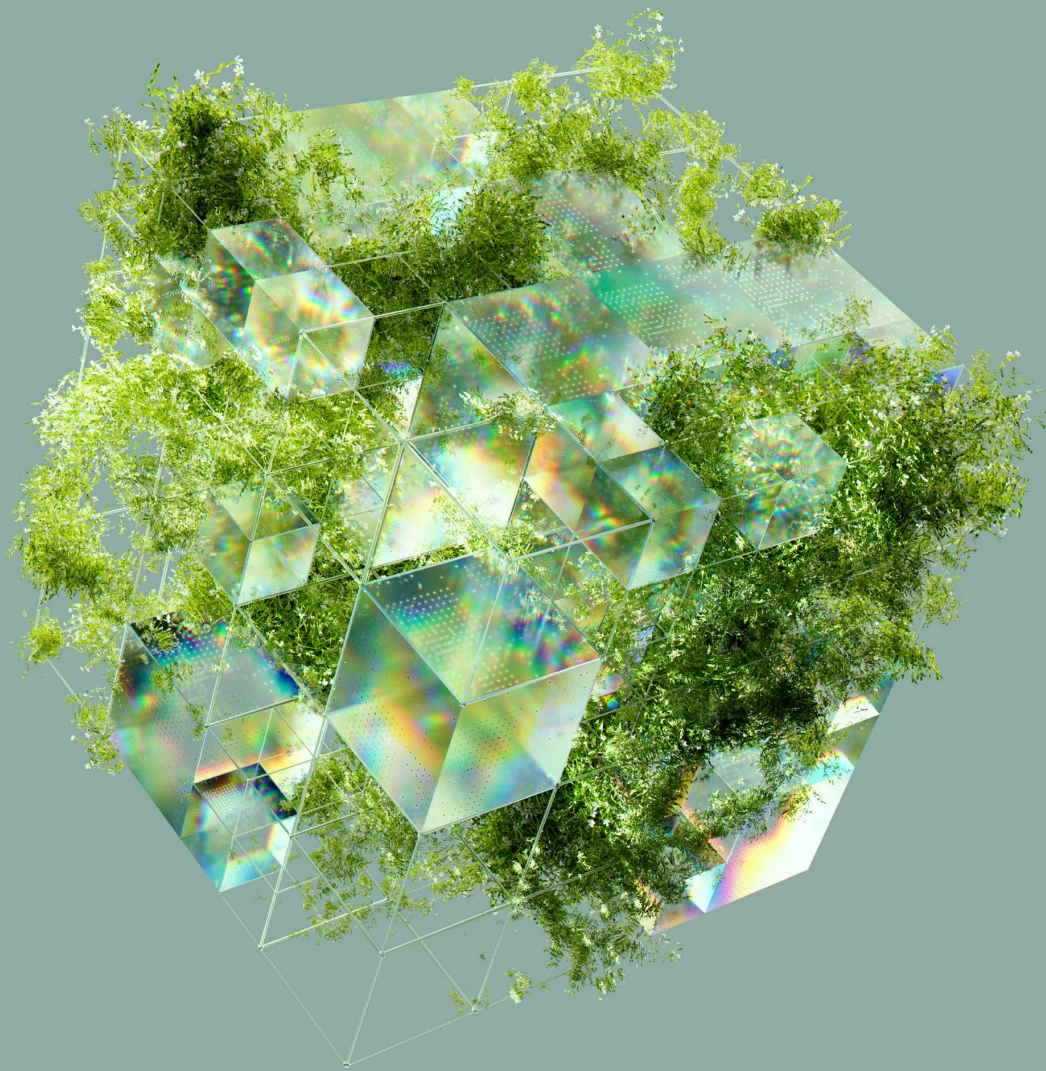




winmark

ESG
Leadership
Certificate

Contents

- **ESG Leadership Certificate**
- **Masterclasses**
 - Sustainability Drivers & Communication
 - Sustainability Management & Implementation
 - Governance & Leadership
 - Unlocking Social Mobility
- **Faculty, Timings & Certification**

ESG Leadership Certificate

The ESG Leadership Certificate is designed to equip Business Leaders and Executives with critical ESG expertise, empowering their organisations to drive sustainable growth, enhance accountability and create meaningful stakeholder value.

This will enable them to:

- Identify, mitigate and plan for risks
- Build trust with customers, employees, and communities
- Be better positioned to respond to growing expectations
- Be prepared to future-proof their organisations against evolving market and regulatory expectations

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Sustainability Drivers & Communication



Agenda & Contents

Scene Setting

Why are we doing this?
Legal Drivers
Demand and Reputation
Cost
Recruitment and Retention

Policy & Legal Drivers

Board Expectations
Financial links
Legal requirements
EU / US / Singapore
Link to CEO remuneration
How things may evolve

Sustainable Operations

Sustainability glossary
The bottom line
Cost efficiencies
Examples in practice

Communications

Green Claims Code/Directive
Greenwashing
Positive communication
Case studies

Georgina Penfold – Your Trainer



Georgina Penfold

MSc, EMBA, FRSA

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E georgina@spraga.org

Education:

- INSEAD (Global Executive MBA)
- University of Leeds (MSc, Energy and the Environment)
- University of Sheffield (BEng Hons, Materials Science and Engineering)

Career:

- Founder and Director, Spraga t/a Elephant Intelligence 2016 - Present
- Group Strategy & Comms Director, Inspired PLC 2023 - 2024
- Director for Regulated Services, Inspired Energy Solns Ltd 2019 - 2023
- Chief Executive (Interim), Electricity Storage Network 2017 - 2018

Other roles:

- Non-Executive Director and Audit, Finance & Risk Committee Member - BSRIA
- Trustee – Solihull Care Housing Association
- Strategic Communications Advisor *pro-bono* – Climate Minds Coalition



Love and Profit: a guide to Good Business

Profits with principles. Passion with purpose.

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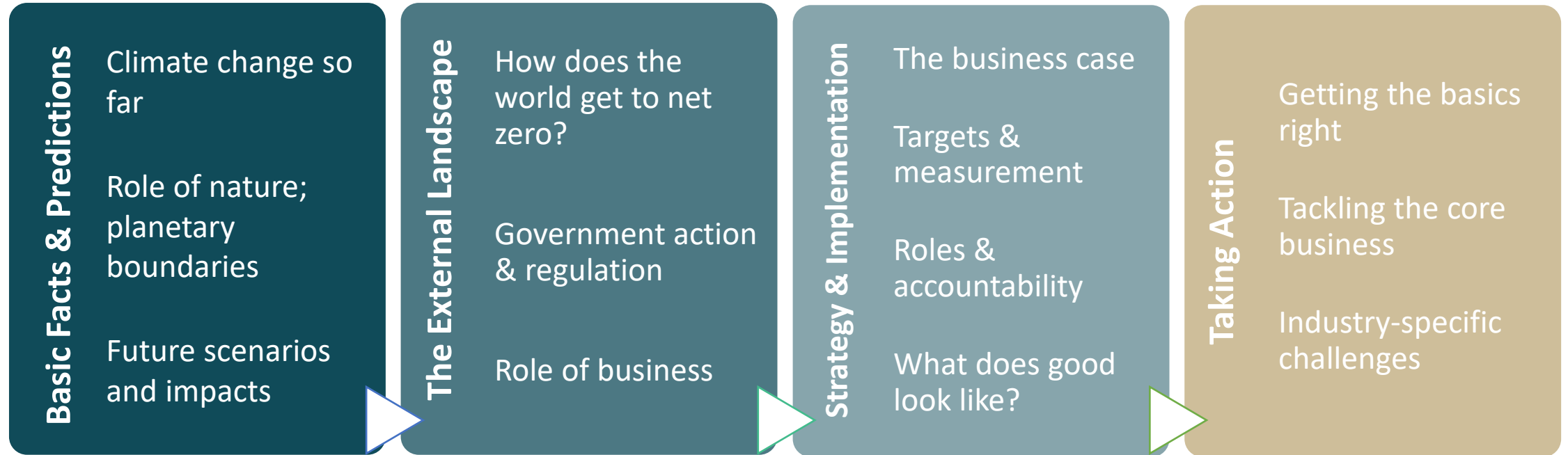
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Keep in touch and enjoy my free tips on business ethics and sustainability at:
<https://goodbusiness.beehiiv.com>

Sustainability Management & Implementation



Agenda & Contents



Julie Richards – Your Trainer

Introduction



Education:

- King's College London (BA)
- Sciences Po Paris
- Cambridge Institute for Sustainability leadership

Career:

- Director of Sustainability & Operational Transformation, The Guardian 2021 - Present
- Delivery Director, The Guardian 2016 - 2021
- Strategy Consultant, Deloitte 2011 - 2016
- Market Intelligence Analyst, Business Monitor International 2006 - 2010

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Governance & Leadership



Agenda & Contents

Governance & Leadership

A context in flux
The ESG rollercoaster
Purpose:
Focus on value/impact creation
Evolving roles

Governance/ Leadership Frameworks

Governance structures for ESG
Reporting and disclosure standards
Embedding ESG values in organisational culture

Role of the Board/Exec Leadership

Board/Exec responsibilities for ESG Matters
ESG committees and roles
Emerging ESG risks and opportunities
Taking positions

ESG Governance & Leadership Dilemmas

Real dilemmas to resolve

Use of Technology/AI in enhancing ESG Governance and Leadership

Patrick Dunne – Your Trainer

Introduction



Patrick Dunne OBE

Chair Boardelta, Royal Voluntary Service] &
ESSA – Education Sub Saharan Africa
<https://www.linkedin.com/in/patrickdunne2/>

- Chair with extensive experience of working with boards in Europe, Africa, Asia and North America
- Executive experience Air Products and FTSE 100 3i Group plc where he was Communications Director, a member of its Operating committee and Chair of its Operational Risk forum.
- Visiting Professor Cranfield University and Author of award winning “Boards”, co-author of “Five generations at work – How We Win Together for Good as well as member of Higgs Review
- Former Chair D3O, EY Foundation, Leap Confronting Conflict and board member of University of Warwick, Chartered Management Institute

Unlocking Social Mobility



Agenda & Contents



Caz King – Your Trainer



Caz King
Head of People – Superdrug Stores

20+ years in HR/People in Retail and Hospitality

Career:

- Sainsburys 2002 – 2013
- LOCOG 2011-2012 (secondment)
- wagamama 2013-2017
- Superdrug 2017-Present

Other roles:

- Board director for Croydon BID

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The ESG Leadership Certificate Faculty



Georgina Penfold
Sustainability Drivers &
Communication



Julie Richards
Sustainability
Management &
Implementation



Patrick Dunne
Governance & Leadership



Caz King
Unlocking Social Mobility

Time & Dates

ESG Leadership Certificate Masterclasses are scheduled as 3.5hr half-day sessions, running from 09:00-12:30 GMT

- | | |
|---|--|
| Wednesday, 19 th March 2025 | - Sustainability Drivers & Communication |
| Wednesday, 21 st May 2025 | - Sustainability Management & Implementation |
| Friday, 12 th September 2025 | - Governance & Leadership |
| Friday, 5 th December 2025 | - Unlocking Social Mobility |

Pricing (per delegate)

Masterclasses	Members	Non-Members
One	Free of charge	£300
Two	Free of charge	£550
Three (Certificate)	Free of charge	£800
Four (Adv Certificate)	Free of charge	£1,000

“Team pricing and in-company courses are available”

The Overall Offering

Certificate

Awarded on completion of 3 of any of the 4 Masterclasses

Complimentary for Members

All ESGC Masterclasses are free to full Winmark members.

CPD

Each Masterclass is 3.5 CPD points, all four being 14 points

CV

Enhance your CV and LinkedIn profile with the Certificate

Your Academies Contacts

Delivery

John Jeffcock, Chief Executive Officer

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