



THE UNIVERSITY OF
WINNIPEG

Professional, Applied and
Continuing Education



SUSTAINABILITY AND CORPORATE RESPONSIBILITY CERTIFICATE

Be a leader in sustainability, not a follower!

HOW CAN THIS BENEFIT MY ORGANIZATION?

Organizations, whether in the public or private sector, recognize that being sustainable, positive corporate citizens is part of doing business. This program provides the framework and knowledge needed to be successful and fulfill or develop your organization's sustainability strategy.

Whether the entry point into becoming sustainable is reducing greenhouse gas emissions, operating in a manner that maximizes benefits to local communities, or augmenting health and wellness efforts, a holistic sustainability and corporate responsibility framework can help focus efforts and ensure success.

HOW CAN THIS CERTIFICATE HELP?

You will develop several key skills needed to understand the importance of balancing the needs of the present while being aware of the future. This program will prepare you to respond to the ever-changing and complex nature of our environmental landscape. Key concepts include:

- › Aligning your organization with practices for the 21st century
- › Determining, measuring, and reporting on sustainability/corporate responsibility performance indicators
- › Developing a climate action plan and climate-proofing investments
- › Communicating and fostering an institutional culture of corporate responsibility

With only five courses, which can be completed in a little over one year, you will develop knowledge related to sustainability, corporate responsibility, reporting systems, best practices in communications and engagement strategies in the field, and strategies for building organizations equipped to respond to climate change.

WHO SHOULD TAKE THIS PROGRAM?

This program is for those who have an interest in the environment and those who are tasked with supporting or introducing sustainability and corporate responsibility reporting frameworks into their work and organizations.

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The program consists of four core courses that will enable students to develop their skills. Students will also choose one of the five elective courses aimed at developing a professional competency that is generally associated with individuals who have success in this growing professional field.

Total Hours: 180 | **Cost:** \$2,350 – \$2,480

CORE COURSES— ALL ARE TAKEN

- › Fundamentals of Sustainability and Corporate Responsibility
- › Systems and Reporting for Sustainability and Corporate Responsibility
- › Communications, Marketing and Programming for Sustainability and Corporate Responsibility
- › Conducting Business in a Changing Climate

ELECTIVE COURSES— SELECT ONE

- › Organizational Behaviour*
- › Leadership Development*
- › Systems Analysis and Design
- › Project Management Fundamentals*
- › Managing Organizational Change

**Available online*

This program was developed in consultation with:

The University of Winnipeg
CanSustain Management Solutions Inc.
Winnipeg Airports Authority
Royal Canadian Mint
Integrated Design Inc. (IDI)
National Defense

Northwest Company
Green Manitoba
Government of Manitoba
Economic Development Council for Manitoba Bilingual
Municipalities (CDEM)

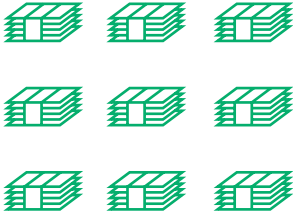
ENVIRONMENTAL STATS



92% of students and entry-level hires seek an environmentally friendly company.



35% of consumers worldwide are willing to spend more for green products.



CFOs are emerging as key players in sustainability. Many companies state that cost reductions and managing risks are two key drivers of their company's sustainability agenda.



Many businesses believe that natural resource shortages will affect their core business objectives over the next 3-5 years.

Source: MonsterTRAK.com Survey, Nov 07

FOR MORE INFORMATION, VISIT

PACE.UWINNIPEG.CA