

PUBLIC RELATIONS

ESG Communication, Sustainability PR & Corporate Trust

A two-day programme in esg & sustainability communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed to help organizations communicate their Environmental, Social, and Governance (ESG) commitments authentically, this course teaches how to highlight sustainability achievements while avoiding greenwashing traps.

What participants will learn

- 01** Authentic Sustainability Comms: Translate technical ESG initiatives into clear narrative stories.
- 02** Greenwashing Risk Mitigation: Audit sustainability copy to ensure full regulatory and stakeholder compliance.
- 03** Investor & Consumer Trust: Build trust among ESG-focused investors, eco-conscious consumers, and employees.
- 04** Crisis Prevention: Prevent reputational damage stemming from unmet sustainability goals or regulatory scrutiny.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Interactive lab: Evaluating and refining a corporate ESG campaign to ensure impact and compliance.

Detailed programme

Day 1: Understanding ESG & Sustainability Storytelling

01 The ESG Landscape for Communicators

- Understanding ESG frameworks (GRI, SASB, TCFD) and shifting stakeholder transparency expectations.

02 Translating Technical ESG Data into Compelling Narratives

- Turning complex carbon metrics, supply chain audits, and diversity stats into human stories.

03 The Greenwashing, Bluewashing & Pinkwashing Spectrum

- Identifying language, imagery, and unverified claims that invite public backlash and regulatory fines.

04 Materiality Audits for PR Teams

- Identifying which sustainability issues actually matter most to core stakeholders and business strategy.

Detailed programme

Day 2: Execution, Compliance & Stakeholder Engagement

05 Annual Sustainability & Impact Report Communications

- Launching ESG reports using interactive digital formats, press campaigns, and social breakdowns.

06 Communicating ESG Misses & Challenges

- Frameworks for transparently disclosing unmet environmental targets or setback metrics without destroying trust.

07 Engaging ESG Rating Agencies, Investors & Media

- Tailoring sustainability messaging specifically for financial media, analysts, and rating platforms.

08 ESG Campaign Strategy Workshop

- Interactive lab: Evaluating and refining a corporate ESG campaign to ensure impact and compliance.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Interactive lab: Evaluating and refining a corporate ESG campaign to ensure impact and compliance.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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