

ESG strategy and Value Drivers in relationship with your customers

GOALS

In today's financial sector, the importance of ESG (Environmental, Social, Governance) is increasingly recognised. ESG strategies are not only crucial for sustainable operations, but also play an important role in building valuable customer relationships. Our half-day awareness training is designed to give you an understanding of the fundamentals of ESG and how to integrate these principles into your daily business. This session will provide you with the knowledge and tools to understand and effectively communicate ESG efforts to your customers, strengthening both your business and your customer relations.

The objectives of this training are:

- comprehend what ESG (Environmental, Social, Governance) means and its importance;
- learn how ESG principles can be integrated into business strategy;
- understand how ESG can create value for both the company and your customer;
- learn how a strong ESG strategy can contribute to better customer relationships.

SUMMARY

Category:

- Retail banking
- Risk, finance & treasury
- Compliance & audit
- Durability

Difficulty level:

Advanced

Certification type:

In class training

Price:

- Member: € 330.00
- Non member: € 360.00
- Partner BZB: € 330.00
- Incompany: custom tailored, prices on demand

CPD hours:

- Bank: **3h** general
- Insurances: **3h** general
- Consumer loans: **3h** general
- Mortgages: **3h** general
- Compliance: **3h**

INTENDED AUDIENCE

The training course can be followed by professionals involved in strategic planning and relationship managers within the financial sector.

FOREKNOWLEDGE

Advanced level training: this training requires a general basic knowledge of the subject.

CONTENT

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- **Introduction to ESG**
 - Definition of ESG, historical context and evolution
 - Why ESG is more important than ever
 - ESG and regulations
- **ESG as a strategic lever**
 - Identifying ESG issues relevant to your business and customers
 - From compliance to competitive advantage
 - Examples of successful ESG strategies
- **ESG value drivers**
 - What are value drivers?
 - Integrating ESG value drivers into the business strategy
 - Case studies: how companies can create value through ESG
- **Relationship with the customer**
 - The impact of ESG on client perception and loyalty
 - Communication strategies to share ESG efforts with clients
 - Examples and best practices
- **Interactive discussion and experience sharing**

PRACTICAL INFORMATION

- **Duration:** ½ day of training (3 class hours)
- **Hours:** 13:30 to 17:00
- **Location:** Febelfin Academy: Phoenix building, Koning Albert II-laan/Boulevard du Roi Albert II 19, 1210 Brussels
- **Language:** This training will be given in English

METHODOLOGY

You follow a ‘**Classroom training**’ in a group. You, the other participants and the teacher are all present in the same classroom at an agreed time. There is an opportunity for interaction and feedback, both from the participants to the teacher and vice versa. The teaching material consists as a basis of a presentation via the MyFA learning platform, supplemented with various other items (such as digital syllabus, presentation, audiovisual fragments, etc.).

Training material: PowerPoint presentation