



the
ESG
institute
BANGLADESH

Accredited by

Central Board of
Education Canada



Conseil Central de
l'Éducation Canada

ESG Leadership in HR: Beyond Greenwashing

A Canadian Program Certified by CBEC & Offered by ESG Institute Bangladesh

This Program is certified by the **Central Board of Education Canada (CBEC)**, a globally recognized certification body specializing in sustainability, carbon accounting, and ESG assurance. CBEC's accreditation ensures that the Program meets high standards of quality and relevance in the field of ESG and sustainability reporting. Participants of this program receive a certification that is acknowledged both in Canada and internationally, enhancing their professional credibility and career prospects in the global market.

Who Should Enroll?

This workshop is for HR and business professionals looking to lead authentic ESG transformation, including:

- **HR Managers & Leaders:** Integrate ESG into talent management and workplace culture.
- **Sustainability & Compliance Officers:** Align HR policies with ESG standards.
- **Diversity, Equity & Inclusion (DEI) Practitioners:** Strengthen social and governance aspects of ESG.
- **Executives & Decision-Makers:** Embed ESG strategies for long-term success.
- **Talent Acquisition & L&D Specialists:** Develop ESG-aligned engagement and training programs.

This globally recognized certification equips professionals with the **practical tools, strategies, and credentials** to become leaders in ESG-driven HR transformation.

Why Enroll in the Program?

In today's corporate landscape, HR professionals play a pivotal role in driving ESG initiatives beyond compliance. To lead this transformation, they must:

- Integrate ESG principles into HR policies, talent management, and leadership development.
- Shift from greenwashing to authentic ESG implementation.
- Develop a strategic roadmap for HR-driven ESG transformation.
- Leverage practical tools to embed ESG into HR practices effectively.

By mastering these skills, HR leaders can position themselves as key drivers of sustainability, ensuring long-term business success and positive social impact.



Classes Start on: Mar 22, 2025 (Sat)

Register by Clicking the Link here:
or Scan the QR Code above

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Training Sessions & Program Agenda

This Program is divided into the following Modules for better understanding, which will be all covered within the speculated Program duration.

Session 1: Understanding ESG in the HR Context

- Explore the fundamental concepts of ESG (Environmental, Social, and Governance) and their role in corporate sustainability.
- Learn the difference between greenwashing and a genuine green culture, and why it matters for long-term success.
- Review a real-world case study on ESG challenges and successes in Bangladesh, offering valuable local insights.

Session 3: Moving Beyond PR – Strategies for Authentic ESG Leadership

- Learn how to identify and address gaps between your organization's ESG promises and actions.
- Discover how to cultivate ESG champions within your workforce who will advocate for sustainable practices.
- Gain insights into measuring and reporting ESG impact through HR-specific metrics.

Session 5: Practical Application and Assessment (Exam)

- Take an online exam to assess your understanding of the workshop content and ESG principles in HR practice.
- Certification will be awarded based on a 100-mark exam

Session 2: The Role of HR in Building a Green Culture

- Discover how to embed ESG principles into HR policies, including recruitment, performance management, and leadership development.
- Understand the importance of workplace sustainability initiatives and ethical labor practices in shaping an ESG-aligned culture.
- Build an ESG strategy with other participants for feedback and discussion.

Session 4: Action Planning & Next Steps

- Learn how to create a 30-day actionable ESG plan tailored to your HR team's needs.
- Set KPIs (Key Performance Indicators) and measurable goals to ensure ongoing ESG success.
- Share key takeaways and personal commitment statements to foster accountability within your organization.





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Program Structure

- **LIVE Workshop:** 5-hour interactive online session via Zoom.
- **Online Examination:** Graded assessment at the end of the session.
- **Learning Materials:** Digital handouts and slides.
- **Language of Instruction:** Bilingual – Bengali & English.

Grading Structure

The total marks for this Program are **100**, graded as follows:

Grade	Percentage	Description
A+	90-100%	Exceptional understanding, innovative approaches, comprehensive insights.
A	80-89%	Strong grasp of concepts, practical application, clear communication.
B	70-79%	Satisfactory understanding, some room for improvement in application.
C	60-69%	Basic understanding, lacks depth or practical relevance.
F	Below 60%	Inadequate understanding or incomplete submission.

Feedback and Resubmission Policy

- **Retake Option:** Participants who fail the final exam can retake it at a discounted rate (up to **50% of the Session cost**).
- **Exams and Awarded Certification:** A Program will not be awarded unless the required passing marks are achieved.

Class & Exam Schedule

- **Date:** Saturday, March 22, 2025
- **Time:** 9:30 AM – 2:30 PM (Bangladesh Time)
- **Format:** Online OR Offline Class, Workshop & Examination

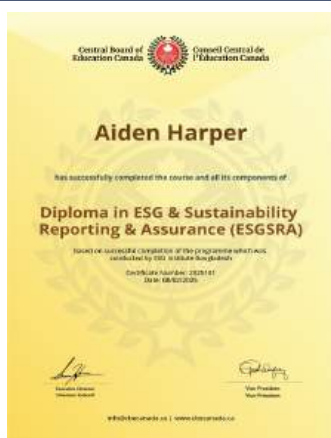
Participants who successfully complete the Program and pass the exam will receive a **graded international certificate** in Sustainable HR Practices from the **Central Board of Education Canada (CBEC)**.



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Program Certification

- **Validated Certification:** Certificates will be issued by **CBEC (Central Board of Education Canada)** and can be verified for authenticity at their official website.
- **Program Certificate & Transcript:** Participants will receive an official certificate and transcript from the Central Board of Education Canada (CBEC), recognizing their expertise in Sustainable HR Practices.

Program Fees & What You Get

Total Cost: BDT 4,500

What's Included:

- **Internationally Recognized Certification:** Official e-Certificate from the Central Board of Education Canada (CBEC).
- **Live, Expert-Led Training:** 5 hours of intensive, interactive online sessions.
- **Exclusive Program Materials:** Digital handouts and learning resources.

What's Included:

- **Real-World Case Studies:** Insights from Bangladesh's ESG landscape.
- **Interactive Group Activities:** Hands-on exercises and discussions.
- **Actionable ESG Implementation Plan:** A structured roadmap tailored for HR teams.
- **Online Examination & Grading:** Earn a graded certification upon successful completion.

How to Apply

Step 1: Register online at <https://esginstitutebd.com/register-for-Program-in-esg-sustainability-reporting-assurance-esgsra/>

Step 2: Make Payment over bKash Merchant Gateway: <https://shorturl.at/eNTIY>.

Or

Make a Bank Transfer at:

Account Name: ESG Hub Bangladesh Ltd

Bank Name: The Premier Bank PLC

Account Number: 0104 11100083133

Branch: Banani Branch

Routing no: 235260431





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Payment Terms

Segmented Payment Option:

- **Upfront Registration Fee:** BDT 4,500 (Before starting the Program)
- Make Payment over bKash Merchant Gateway: <https://shorturl.at/eNTIY>.

Module Payment Schedule & Access

- Payment must be completed **before enrolling in each module**.
- **Failure to pay on time will restrict access** to the respective module.

Withdrawal & Penalty Policy

- **No Refunds** for payments already made.

Transfer & Substitutions

- **Enrollment is non-transferable** to another individual.
- Deferrals to the next available batch are possible, **subject to approval**.

Code of Conduct & Compliance

- Participants must adhere to the **institution's professional and ethical standards**.
- **Misconduct or plagiarism** may result in **disqualification without refund**.

Institutional Rights

- **ESG Institute Bangladesh & CBEC** reserve the right to modify schedules, fees, and policies with prior notice.



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MEET YOUR FACILITATOR



Juliana Awo Quist Lawson

Sustainability Advocate | Program
Manager | Stakeholder Engagement
Specialist

- Dedicated professional with **10+ years of experience in corporate sustainability, stakeholder engagement, and education program development.** Currently coordinating stakeholder engagements at **UN Global Compact Bangladesh**, fostering partnerships between businesses, civil society, and government.
- As **Head of Program Management at Edupro Concepts Organization**, she has designed dynamic educational programs integrating sustainability principles. Served as a **Grand Jury member for the SDG Brand Champion Awards**, evaluating innovative sustainability initiatives.
- A **BBA graduate from the University of Professional Studies, Accra**, Juliana is committed to driving **impactful, community-driven sustainability solutions** through education and collaboration.





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MEET YOUR FACILITATOR



Israt Jahan

Training & Development
Professional | HR &
Organizational Growth Specialist

- Seasoned HR professional with 20+ years of expertise in **learning & talent management, leadership development, and employee engagement**. Skilled in designing talent strategies, implementing impactful training programs, and aligning L&D initiatives with business goals.
- Currently leading training and personnel development at **Expeditors (Bangladesh) Limited**, overseeing **succession planning, AI-based learning systems, and workforce optimization**. Previously managed **health & safety, security, and vendor compliance**, ensuring 100% audit success.
- Holds an **MBA in Marketing**, a **Diploma in HRM**, and multiple certifications in **logistics, transport, and leadership development**. Enrolled in **SHRM-SCP (certifying by July 2025)**. Dedicated to fostering leadership excellence and driving organizational success.



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MEET YOUR FACILITATOR



Rifah Nanzibah

Stakeholder Engagement &
Training Coordinator | ESG &
Sustainability Professional |
Compliance & Impact Specialist

- Hands-on experience in ESG reporting, health & safety compliance, and sustainability project coordination. Currently leading stakeholder engagement and training initiatives at **ESG Institute Bangladesh**, supporting organizations in achieving sustainability goals.
- Contributed to ESG and social compliance reports, green skills training for 400+ workers, and supported 20+ certifications in 25+ factories. Skilled in hazard identification, risk assessment, and FSC documentation.
- Certified in **ISO 14001 Environmental Management Systems** and **GRI Standards**, with expertise in sustainability frameworks. Research contributions include work published in *Groundwater for Sustainable Development (Elsevier, 2024)*.
- Strong communicator with an analytical mindset and adaptability, committed to driving positive environmental and social impact through collaboration and continuous learning.

