



# Embedding Sustainability into Business

**Delivered by:**  
Pragmatica

**Sustainability:**  
Your Competitive Edge

**Contact  
Information**



**Phone Number**  
085-2541789



**Our Website**  
[www.loetb.ie](http://www.loetb.ie)

# Programme Overview



## Why This Programme?

Sustainability is no longer a "nice-to-have" - it is a critical driver of business resilience, innovation, and profitability. Yet, many professionals struggle to bridge the gap between high-level ambition and day-to-day implementation.

This course is designed to take you from the "Why" to the "How."

Whether you are an SME leader building a strategy from scratch, or someone looking to upskill to meet new demands, this curriculum provides a 360-degree view of the sustainable business landscape. We move beyond theory to cover practical tools: from measuring carbon footprints and designing circular systems to navigating the complex world of ESG reporting, strategy building and stakeholder communication.

## Who Is This For?

**This course is built for those with a keen interest in Sustainability who need practical skills and tools to drive change including:**

- Employees who are involved in collaborating ESG data, reporting current ESG activity, are receiving questionnaires from suppliers/customers and require a practical educational course to gain knowledge to ensure a robust and credible ESG system within their business.
- SME leaders and entrepreneurs looking to build a sustainability roadmap
- SME's seeking to begin their ESG journey with an outline and clear plan
- Operations and Supply Chain employees tasked with addressing operational sustainability from a KPI and lean lens.
- Employees seeking to upskill and move into the role of Sustainability Co-Ordinator/Manager.

# Programme Overview



## Laois and Offaly Education and Training Board

The Skills to Advance initiative, provided by Laois and Offaly Education and Training Board (LOETB), provides upskilling and reskilling opportunities to employees in Laois and Offaly. Working closely with local micro, small and medium-sized enterprises. LOETB's Enterprise Engagement Officers support employers in identifying specific skills needs, and to enable employers to invest in their workforce by providing worthwhile and valuable education and training programmes to staff at a heavily subsidised rate.

Education and training programmes may vary in duration and can take place during the day, evenings, or at weekends. The level and type of certification will depend on the employer's specific needs. Class groups may be made up of employees from one employer only, or from a range of employers.

## Pragmatica – Programme Tutors

Meet Pragmatica's expert team, passionate about living our values and enabling positive change. We are a diverse group of highly qualified and passionate people who flourish working in teams to solve the complex ESG, carbon and sustainability issues clients face.



**Gillian Peters**



**Pat Kane**



**Síle Casey**

# Training Modules

**Our modular approach guides you through three phases of learning, ensuring you leave with a holistic skillset.**



## **PHASE 1: Strategy and Foundations**

### **Building the business case and setting the direction.**

- The "Why" for Business: Understanding the risks (regulatory, physical, reputational) and the opportunities (innovation, efficiency) that drive the sustainability agenda.
- Measuring Sustainability: Moving beyond guesswork. How to establish baselines, set KPIs, and track progress using data.
- Implementing Sustainability Strategies: Practical change management. How to gain internal buy-in, overcome resistance, and embed sustainability into core business objectives.
- ESG Certifications: Navigating the alphabet soup of badges and standards (B Corp, EcoVadis, ISO etc.) to choose what is right for your organisation.

### **Reflect and Action: Apply core principles above to your organisation**

# Training Modules



## **PHASE 2: Operational Excellence and The Circular Economy**

**The technical tools to redesign how you operate.**

- **Circular Economy and Waste Prevention:** Shifting from "take-make-waste" to regenerative models. Strategies for reuse, repair, and designing out waste.
- **Carbon Footprint Measurement:** Demystifying scopes 1, 2, and 3 emissions. A step-by-step guide to calculating your organisation's climate impact.
- **Supply Chain Management:** Managing risks beyond your four walls. Ethical sourcing, green logistics, and supplier engagement.
- **Life Cycle Assessment (LCA):** An introduction to thinking in lifecycles – from raw material extraction to end-of-life disposal.

**Reflect and Action: Apply core principles above to your organisation**

# Training Modules



## **PHASE 3: Communication, Reporting and Innovation**

### **Telling the story and ensuring continuous improvement.**

- Stakeholder Communications: Mapping your audience and building trust. How to communicate progress transparently and honestly to investors, employees, and customers without "greenwashing."
- Environmental Management Systems (EMS): The structure of compliance. Understanding frameworks like ISO 14001 to systematise your efforts.
- Lean Thinking for Innovative Sustainability: Using Lean principles (efficiency, waste reduction) to drive sustainable innovation and cost savings simultaneously.
- ESG Reporting: Understanding the major frameworks such as CRSD, GRI, SASB, and how to prepare a non-financial report that meets stakeholder needs.

### **Reflect and Action: Apply core principles above to your organisation**



## Learning Outcomes

**On successful completion of this programme participants will have the tools and skills to:**

- Lead Change: champion sustainability initiatives that get buy-in from the boardroom to the breakroom.
- Articulate the business case for sustainability and its key risks and opportunities.
- Assess an organisation's baseline performance and set meaningful sustainability KPIs.
- Develop and implement a practical sustainability strategy using change-management principles.
- Identify and compare major ESG standards and certifications to choose the right fit.
- Apply circular economy thinking to reduce waste and redesign processes.
- Measure carbon emissions across Scopes 1, 2, and 3.
- Evaluate supply-chain sustainability risks and identify improvement opportunities.
- Use basic Life Cycle Assessment (LCA) concepts to understand product and process impacts.
- Communicate sustainability progress clearly and responsibly to avoid greenwashing.
- Understand and apply EMS frameworks such as ISO 14001.
- Use Lean principles to drive efficient, sustainable innovation.
- Prepare credible ESG or non-financial disclosures aligned with leading standards.
- Create a practical sustainability action plan tailored to their organisation.

# Training

## Schedule and Format



Phase 1	Strategy & Foundations	Date	Class
Module 1	The "Why" for Business	21 January	In Person
Module 2	Measuring Sustainability	28 January	Online
Module 3	Implementing Sustainability Strategies	4 February	Online
Module 4	ESG Certifications	11 February	Online
	Reflect & Action		
Phase 2	Operational Excellence & The Circular Economy	Date	Class
Module 5	Circular Economy & Waste Prevention	4 March	In Person
Module 6	Carbon Footprint Measurement	11 March	Online
Module 7	Life Cycle Assessment	18 March	Online
Module 8	Supply Chain Management	25 March	Online
	Reflect & Action		
Phase 3	Reporting Mechanisms - Stakeholder Communications	Date	Class
Module 9	Reporting Mechanisms - Stakeholder Communications	15 April	In Person
Module 10	Lean Thinking for Innovative Sustainability	22 April	Online
Module 11	Environmental Management Systems	29 April	Online
Module 12	ESG Reporting	6 May	Online
	Reflect & Action		

# How to Get Involved

## ▶ Register your expression of interest

- [Embedding Sustainability into Business - Training Course – Fill in form](#)
- Click the link and register your details.



# Contact Information

For any questions about the training programme, please contact us:



**Phone**  
085-2541789



**Website**  
[www.loetb.ie](http://www.loetb.ie)



**Email**  
[cspollen@loetb.ie](mailto:cspollen@loetb.ie)



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Government of Ireland



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