

PUBLIC RELATIONS | COURSE BROCHURE

Writing Sustainability Reports

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Sustainability reports communicate environmental, social and governance performance to investors, regulators and the public. This course covers reporting frameworks, materiality assessment, data collection, writing balanced and credible narratives, presenting data, assurance and avoiding greenwashing.

Stakeholders increasingly scrutinise sustainability claims. You will learn to produce reports that are credible and readable.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Framework walkthroughs, materiality exercises, writing workshops and report reviews.

Course objectives

By the end of this course, participants will be able to:

- Explain major sustainability reporting frameworks
- Conduct a materiality assessment
- Plan data collection for reporting
- Write balanced, credible narratives
- Present sustainability data clearly
- Prepare for assurance and avoid greenwashing

Target audience

This course is suitable for:

- Sustainability managers
- Corporate communication staff
- Investor relations professionals
- CSR officers
- Report writers



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Target competencies

Participants will develop competencies in:

- Framework knowledge
- Materiality
- Data planning
- Report writing
- Data presentation

Course outline

Day 1: Reporting Landscape

09:00–10:08	Why report
10:08–11:00	Frameworks
11:00–11:30	**Coffee break**
11:30–11:45	Frameworks (continued)
11:45–12:53	Regulation
12:53–14:00	Exercise

Day 2: Materiality

09:00–10:08	Materiality assessment
10:08–11:00	Stakeholder input
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholder input (continued)
11:45–12:53	Priorities
12:53–14:00	Workshop

Day 3: Data

09:00–10:08	Data collection
10:08–11:00	Indicators
11:00–11:30	**Coffee break**



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11:30–11:45	Indicators (continued)
11:45–12:53	Quality
12:53–14:00	Exercise

Day 4: Writing

09:00–10:08	Narrative
10:08–11:00	Balance
11:00–11:30	**Coffee break**
11:30–11:45	Balance (continued)
11:45–12:53	Case stories
12:53–14:00	Writing practice

Day 5: Presentation and Assurance

09:00–10:08	Charts and tables
10:08–11:00	Assurance
11:00–11:30	**Coffee break**
11:30–11:45	Assurance (continued)
11:45–12:53	Greenwashing risks
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**£3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,890.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Dubai Confirmed dates	22 Mar 2027	26 Mar 2027	**£3,150.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,540.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Barcelona Confirmed dates	17 May 2027	21 May 2027	**£2,840.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
London Confirmed dates	28 Jun 2027	2 Jul 2027	**£2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Frankfurt Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,650.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.–**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online