

HEC PARIS
EXECUTIVE EDUCATION

SUSTAINABILITY

EXECUTIVE SHORT PROGRAM - 100% ONLINE

SUSTAINABLE TRANSITION MANAGEMENT

The multiple economic, environmental, and social challenges we are currently facing means that companies need to rethink their strategy, their business model, and their relationship with society.
The transition to a sustainable and responsible approach to business is more than just an imperative. It is an opportunity, which enables organizations to create new forms of competitive advantage, to invent new business models, to control their risks, to stimulate innovation, and to develop more inclusive management styles.
Everyone, at his or her level of the organization, has an important role to play.

The objective of the Sustainable Transition Management program is to help managers and executives drive the sustainable transition of their company, and thereby define and implement an harmonious approach to strategy, which focuses on economic performance and takes into account the major challenges of today and tomorrow.

ACADEMIC DIRECTOR
Benedicte Faivre-Tavignot
Associate Professor, HEC Paris

LANGUAGE
Videos and pedagogical material in English (videos sub-titled in English & French).

DURATION
40 hours / 100% Online

DATES
Intake: March 2027

TUITION FEES*
€ 3,300

CONTACT
For more information:
exed@hec.fr

OBJECTIVES

- Deploy a **sustainable transition approach**
- Identify, evaluate, and connect the opportunities and challenges presented to the **organization to lead the transition**
- Revisite one's role and practice through **new tools and operational methods**

LEARNING METHODS

The learning approach capitalizes on the best online content and activities, developed by the HEC Paris faculty, to ensure:

- **Flexible and self-paced learning**: videos, including concepts, real-life case studies and testimonials, quizzes, questions for reflection, and articles.
- **Participation in an active learning community**: virtual classes with HEC Professors and peer-to-peer exchanges on forums.

A workload of 8 hours per module. Throughout the modules, participants benefit from the support of the program team.

PARTICIPANT PROFILE

The program is aimed at a wide range of general and functional managers and executives. There are no prerequisites for the program.



Program leading to an Executive Certificate: Stratégie et Développement durable

This program is eligible for the CPF

* Net price, HEC Paris is not subject to VAT. Including lunch but excluding dinners and accommodation
Prices, dates, faculty and program content are subject to change. For the latest updates go to: **www.hec.edu/en/executive-education**



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PROGRAM

FOCUS 1- *STM Essentials*

- *The Earth-Human System (Our planet's history)*
- *A systemic analysis of the Earth-Human system (The planetary boundaries and the Doughnut economy, The UN SDGs)*
- *Anthropological Impacts*
- *A Prospective Outlook*
- *A new paradigm*

FOCUS 2 - *Sustainable Strategy*

Planetary Boundaries, Megatrends and Societal Grand Challenges

- *Rethinking Strategy Analysis (Adjusting the "Five Forces Model")*
- *Retooling Business and Corporate Level Strategies*
- *Redefining Strategy (Stakeholder salience, Stakeholder Engagement and Materiality, Measuring Stakeholder Value)*
- *Strategy for Purpose (What corporate purpose is and why it matters, Build a purpose-based culture)*

FOCUS 3 - *Sustainable Finance*

- *Understanding the rising expectations of Sustainable Finance*
- *Research: Putting the materiality framework at work from the perspective of a capital provider*
- *Analysis: Taking account of ESG factors*
- *Investment: Integrating ESG factors into decision making as an investor*
- *Drawing consequences for companies*

FOCUS 4 - *Sustainable Marketing*

- *The drivers of "sustainable consumption" by consumers*
- *Frameworks to develop sustainable products and services, with purpose*
- *Sustainable brand strategy and brand portfolio*
- *Sustainability in the BtoB relationships*

FOCUS 5 - *Operations*

- *When are firms sustainable?*
- *What are operations?*
- *Measuring sustainability: ESG ratings, life cycle analysis and carbon footprint*
- *Achieving sustainable operations*
- *Circular economy*
- *Decarbonization*

Certification:

It is based on passing the tests associated with each course. Participants who have met these requirements will receive a «Certificate of Completion».

PROGRAM AT A GLANCE

- **Kick-off** will be held on March 2nd, 2027.
- **Live virtual classes** with teachers will be held at the end of each module.

SUSTAINABLE TRANSITION MANAGEMENT ESSENTIALS
From March 1st to 29th 2027

SUSTAINABLE STRATEGY
From March 30th to April 25th 2027

SUSTAINABLE FINANCE
From April 26th to May 23rd 2027

SUSTAINABLE MARKETING
From May 24th to June 20th 2027

OPERATIONS
From June 21st to July 18th 2027

These dates are provided to ensure structured monitoring of the program and a gradual acquisition of the course content. However, all content is available from the start of the program on October 20th. You are therefore free to progress through the modules at your own pace without waiting for the indicated dates.