

CERTIFIED ESG & SOCIAL IMPACT PROFESSIONAL

About the Programme

The Certified ESG & Social Impact Professional programme empowers professionals to integrate Environmental, Social and Governance (ESG) principles into organisational strategy and decision-making. Through practical frameworks, real-world case studies, and hands-on applications, participants will learn to design, implement, and evaluate ESG and social impact initiatives that enhance organisational performance, strengthen stakeholder trust, and create sustainable value for businesses, communities, and society.

Aligned with the United Nations Sustainable Development Goals (SDGs), the programme combines ESG strategy, Corporate Social Responsibility (CSR), stakeholder engagement, social impact measurement, responsible governance, and sustainability reporting through practical case studies and industry best practices. Participants will be equipped to lead ESG initiatives that deliver sustainable business growth while creating positive outcomes for communities and society.

About Institut MaYang

Institut MaYang is a professional learning, leadership, and innovation institute committed to empowering individuals, organisations, and communities through transformative education, workforce capability development, and sustainable impact.

The courses on sustainability are delivered in collaboration with 'CSR Malaysia' and Pertubuhan Amal Tanggungjawab Kemapanan dan Korporat Malaysia, a national organization for Corporate Sustainability and Social Responsibility

As industries continue to evolve through digital transformation, artificial intelligence, and sustainability, Institut Mayang serves as a strategic learning partner that equips professionals with the knowledge, skills, and mindset needed to thrive in the future.

Our programmes combine practical learning, industry expertise, leadership development, innovation, and responsible business practices to help individuals and organisations achieve meaningful growth and long-term success.

At Institut MaYang, we believe learning is not merely about acquiring knowledge; it is about creating transformation.

We don't just conduct training. We develop people. We transform organisations. We create sustainable impact.

Contact us

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✉ support@im.edu.my

📍 29-2 Jalan Maharajalela,
50150 Kuala Lumpur

www.im.edu.my

**Empowering People
Transforming Organisations
Creating Sustainable Impact**



**Institut MaYang is registered with
Ministry of Education**



In collaboration with

CSR Malaysia

www.csrmalaysia.org

Endorsed by

**WORLD
SUSTAINABILITY
COMMUNITY**

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia
(PPM-011-14-20062019)

www.sustainabilitycommunity.org

Why Choose This Programme?

ESG implementation beyond compliance and reporting

Integrates ESG + CSR + SDGs into one practical programme

Learn to design high-impact community and sustainability initiatives

Hands-on case studies and real-world implementation

Develop stakeholder engagement and partnership strategies

Measure and communicate ESG and social impact effectively

Suitable for both corporate and public sector organisations

Gain practical tools that can be immediately applied in the workplace

Learning Outcomes

-  Understand the principles, concepts, and importance of ESG and the roles in organisational success..
-  Apply the four pillars of ESG to create sustainable business practices and develop and implement effective CSR strategies aligned with organisational objectives.
-  Integrate stakeholder engagement, volunteerism, and human rights into ESG initiatives.
-  Measure and evaluate the effectiveness of social impact programmes using recognised best practices.
-  Design and present a practical ESG project that creates positive social impact.

Programme Highlights

-  Gain a Comprehensive Understanding of ESG & Social Impact
-  Develop Practical ESG Strategies
-  Enhance Business Sustainability
-  Promote Ethical Leadership
-  Strengthen Stakeholder Engagement
-  Drive Meaningful Community Impact
Explore how volunteerism and CSR programs
-  Learn from Real-World Case Studies
-  Apply Learning to Your Workplace
-  Earn a Professional Certification

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Our Trainers

Our programmes are delivered by a distinguished panel of HRD Corp Accredited Trainers, certified professionals, and experienced industry practitioners who bring extensive expertise from both academia and industry.

With diverse professional backgrounds and practical experience across corporate, government, and community sectors, our trainers are committed to delivering high-quality, learner-centred training that bridges theory with real-world application.

Participants benefit from an engaging and interactive learning experience through practical case studies, group discussions, hands-on activities, and project-based learning.

At Institut Mayang, we believe that effective learning goes beyond knowledge transfer; it is about inspiring participants to lead change, drive innovation, and create sustainable organisational impact.



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Course Outline

ESG Fundamentals

- Global ESG trends and regulatory landscape
- ESG frameworks and standards
- Materiality assessment

Core Principles & Strategic Value of Social Impact through CSR

- The Four Pillars of CSR
- Sustainability, Accountability & Transparency
- Benefits and Risks of CSR for Organisations
- CSR as a Driver of Business Sustainability

ESG Leadership & Strategic Team Development

- Leadership in Corporate Social Responsibility
- Ethical Leadership & Responsible Decision-Making
- Strategic Structure of a ESG Team
- Cross-Functional Collaboration & Stakeholder Engagement
- Building a High-Performance ESG Culture
- Leading Organisational Change through ESG

Empowering People Transforming Organisations Creating Sustainable Impact



CSR Strategy Development & Implementation

- Developing a CSR Strategy
- Aligning CSR with Corporate Vision, Mission & Business Goals
- Strategic CSR Planning & Programme Design
- Community Engagement & Partnership Development
- Implementing and Managing CSR Initiatives
- Managing Challenges, Risks & Resources

Ethics, Human Rights & Corporate Volunteerism

- Business Ethics & Corporate Governance
- Human Rights in ESG
- Employee Engagement through Volunteerism
- Workplace Leadership Skills through Volunteerism
- Social Impact & Community Development

Measuring ESG Performance & Organisational Impact

- Key Performance Indicators (KPIs)
- Monitoring & Evaluation
- Measuring Social, Environmental & Economic Impact
- Sustainability reporting fundamentals
- Impact measurement and evaluation
- Continuous Improvement & Best Practices

CSR Best Practices & Organisational Excellence

- Positioning Organisations through CSR
- Malaysian & International CSR Case Studies
- Lessons from Leading CSR Organisations
- Workplace CSR Assessment
- Developing a CSR Action Plan

Capstone Project & Professional Assessment

- Workplace ESG Action Plan
- Project Presentation
- Professional Assessment & Feedback

 **Date: 8-9 October 2026**

 **Duration: 2 Days**

 **Time: 9:00 AM – 5:00 PM**

 **Venue: Berjaya Times Square Hotel, Kuala Lumpur**
Programme Fee: RM 1,750

Who Should Attend

ESG/CSR Champions, Coordinators and Sustainability Advocates
Business Leaders & Entrepreneurs
Managers & Executives
Business Development & Marketing Professionals
Consultants & Industry Practitioners
Government & Public Sector Officers
NGO, Foundation & Community Leaders
SME Owners & Business Owners
Academics, Researchers & Educators
Fresh graduates aspiring to build a career in CSR and Sustainability
All professionals interested in corporate sustainability and sustainable business practices