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i n s t i t u t e

MULTINATIONAL CORPORATIONS AND LOCAL BUSINESS PROGRAM

EMBEDDING UNSDG'S IN CORPORATE STRATEGY

185 Nations including USA, China, Brazil and Vietnam have made a commitment to the Paris agreement (December 2015) to keep global warming under 2 degrees Celsius and achieve the 17 UN Sustainable Development goals (2016-2030).

Many Corporate and business entities including the 8,000+ UNGlobal compact members have signed up to achieving them. In order to do so every CEO and C-Suite leader must understand the new global sustainability agenda and Embed the UNSDGs in corporate strategy

Course Content

Blue Ocean Strategy - Creating New Market Spaces

Blue Ocean
Strategy & Global
impact

Blue Ocean
Strategy concept
and tools

Red Ocean traps

Understand the 6
paths to creating
New market spaces

Based on 'TIME' to
Create New Sustainable
Market Spaces -
Practical Exercise

Does your business
have a BOS
opportunity ?

Strategic Corporate Sustainability

The Reality

Global Sustainability Challenges
Corporate Sustainability Leadership?

The Challenge

Triple bottom line mind set Leaders
Strategic National Sustainability
Strategic Corporate Sustainability

The Opportunity

7 Imperatives for Sustainable Business – Group exercise 1
Creating “New” Green Market spaces – Cases
Embedding the UN Sustainable Development Goals 2016 – 2030 in
corporate strategy.
Prioritization of Relevant Goals for your business
UN SDG Business Engagement Matrix – Group exercise 2
Company specific strategy to embed UN SDG in corporate strategy
Developing ‘ONE’ Corporate Strategy



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RESOURCE PERSONS



Dr. RAVI FERNADO

Senior Fellow of the Green Ocean Institute HCM, Vietnam

Chairman and CEO of Strategic Corporate Sustainability (Pty) Ltd, Sri Lanka.

Held CEO, MD, Business Development & Regional Marketing director positions with many multinational corporations such as Unilever, SmithKline Beecham International, Sterling Health International in Africa, Asia and the Middle East

Doctor of Business Administration, European University, Switzerland

Master of Studies (Cambridge University)

Executive in Residence, INSEAD business school (Social Innovation centre) France

INSEAD /cedep faculty in China for the Mastering business Excellence program

Author of Strategic Corporate Sustainability -7 Imperatives for Sustainable business (2015 Partridge Penguin Random house)

Former Operations Director of The Blue Ocean Strategy Institute.

President of the Global Leadership Academy, Malaysia.

International Trainer and Consultant for leadership, management, innovation and Blue Ocean Strategy programs in Malaysia, Vietnam, Philippines and the Middle East.

Professor of Management, European University, Malaysia campus.

Visiting Professor of the University of Nguyen Tat Thanh, Ho Chi Minh City.

Senior Fellow of the Green Ocean Institute, HCM, Vietnam

PhD in Management, Palawan State University, Philippines.



Prof. TS. PETE OOI

SPECIFIC OBJECTIVES

Blue Ocean Strategy

Participants will be made aware of the concept of Blue Ocean Strategy and tools to “**Create New Sustainable Market Spaces**” for their businesses.

The concept of **Blue Ocean Strategy** is “Go where there is no competition and create a high value, low cost approach” to achieve this goal”

How to **avoid Red Ocean traps** and Build Continuous Blue Ocean Market spaces

Strategic Corporate Sustainability

For all participants to be made aware of the New Global Agenda for sustainable development launched in December 2015 in Paris and **the New 17 UN Sustainable Development Goals(UNSDG)** which will impact the environment of Viet Nam.

Understand the concept of **Triple Bottom Line**

Identify and Prioritize from the 17 UN Sustainable Development Goals which 3-4 GOALS each business needs to focus on and engage with for their businesses.

Understand **Strategic Corporate Sustainability- 7 Imperatives for Sustainable Business** and how to mobilize them in the organization

Develop a company specific strategy to “**Embed the UN Sustainable Development Goals to their corporate strategies**”



VISION

The Nguyen Tat Thanh University is committed to becoming the leading Institute in Vietnam to 'BUILD SUSTAINABLE MIND SET BUSINESS LEADERS FOR TOMORROW' by organizing training programs for business leaders and entrepreneurs.

The Green Ocean Institute will be the specialist who makes plans for training entrepreneurs to approach global business integration, give them strategic skills to be able to "creating new sustainable market spaces" by adopting "creative strategies".

MISSION

To business leaders, entrepreneurs and business students: The Green Ocean Institute will play a strategic role to create a new generation of Vietnamese business leaders and entrepreneurs who have global mind sets which respond to the global sustainability challenges.

To society: GOI will contribute to the achievement of the UN Sustainable Development goals 2016-2030 in Vietnam by engaging business to impact them through Strategic Corporate Sustainability and Blue Ocean Strategy.



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BUILDING —————
**Sustainable mind set
business leaders
for Tomorrow** —————



green ocean
institute

Is your business **SUSTAINABLE**
in the long term or is your focus
delivering short term results?

Did you know that you can embed
sustainability strategy in corporate
strategy to **Create 'ONE' Strategy** ?

Did you know that
sustainable businesses can be
PROFITABLE BUSINESSES?

Are you in a competitive
Red Ocean Strategy?

Would you like to know how to
Create NEW Blue Ocean Market
spaces which are **Sustainable?**