Sustainable Development Communication Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Sustainable Development Communication is a strategic approach that integrates climate action messaging, ESG reporting, green advocacy, and behavior change communication to accelerate progress toward the Sustainable Development Goals (SDGs). In an era defined by climate crisis, digital transformation, and sustainability accountability, effective communication has become a powerful driver for influencing policy, mobilizing communities, and shaping corporate responsibility.

Sustainable Development Communication Training Course equips participants with advanced skills in strategic communication, sustainability storytelling, stakeholder engagement, and digital advocacy campaigns. It bridges the gap between technical sustainability knowledge and impactful public communication, enabling professionals to design messages that inspire environmental stewardship, social inclusion, and economic resilience across diverse audiences.

Programme Curriculum

Sustainable Development Communication Training Course

Introduction

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the gap between technical sustainability knowledge and impactful public communication, enabling professionals to design messages that inspire environmental stewardship, social inclusion, and economic resilience across diverse audiences.

Course Duration

5 days

Course Objectives

1. Develop expertise in Sustainable Development Goals (SDGs) communication strategies
2. Strengthen climate change communication and awareness campaigns
3. Master ESG reporting and sustainability branding
4. Design effective behavior change communication (BCC) programs
5. Enhance skills in digital advocacy and social media activism
6. Build capacity in green marketing and eco-brand storytelling
7. Understand stakeholder engagement and participatory communication
8. Apply data-driven communication for sustainability impact
9. Promote circular economy messaging and awareness
10. Strengthen risk communication for environmental and climate disasters
11. Develop media relations for sustainability initiatives
12. Integrate AI and digital tools in sustainability communication
13. Foster community-driven development communication models

Target Audience

1. Sustainability officers and ESG professionals
2. Government communication officers and policy advocates
3. NGO and nonprofit program managers
4. Corporate social responsibility (CSR) teams
5. Environmental journalists and media practitioners
6. Development agency staff (UN, NGOs, donors)
7. Marketing and branding professionals
8. Youth leaders and climate activists

Course Modules

Module 1: Foundations of Sustainable Development Communication

- SDGs communication frameworks
- Principles of development communication
- Role of media in sustainability
- Communication ethics in climate reporting
- Stakeholder mapping for sustainability projects
- **Case Study:** UN SDG awareness campaigns and global climate messaging strategies

Module 2: Climate Change Communication & Advocacy

- Climate science simplification techniques
- Risk perception and messaging
- Climate justice narratives
- Public engagement strategies

- Policy advocacy communication
- **Case Study:** Greta Thunberg's climate activism and global youth movements

Module 3: ESG & Corporate Sustainability Communication

- ESG reporting frameworks
- Corporate transparency communication
- Sustainability branding and reputation management
- Investor communication strategies
- Greenwashing vs authentic storytelling
- **Case Study:** Patagonia's sustainability branding strategy

Module 4: Digital Media & Social Change Campaigns

- Social media strategy for sustainability
- Viral campaign design techniques
- Influencer advocacy for climate action
- Content creation for digital platforms
- Analytics for engagement tracking
- **Case Study:** #FridaysForFuture digital mobilization campaign

Module 5: Behavior Change Communication (BCC)

- Psychology of behavior change
- Nudging sustainable habits
- Community mobilization techniques
- Public health and environmental links
- Communication for social norms shift
- **Case Study:** Plastic reduction campaigns in Rwanda

Module 6: Risk & Disaster Communication

- Early warning systems communication
- Crisis messaging frameworks
- Emergency communication planning
- Community resilience messaging
- Media coordination during disasters
- **Case Study:** Cyclone preparedness communication in Bangladesh

Module 7: Green Marketing & Sustainable Branding

- Eco-labeling and certification communication
- Sustainable consumer engagement
- Brand storytelling for sustainability
- Ethical advertising practices
- Market positioning for green products
- **Case Study:** IKEA sustainable product transformation campaign

Module 8: Data, AI & Future of Sustainability Communication

- Data visualization for sustainability reports
- AI tools in communication strategy

- Predictive analytics for campaigns
- Misinformation management
- Future trends in green communication
- **Case Study:** NASA climate data storytelling platforms

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com