

On-Line Short Course: Corporate Energy Strategies to Thrive in a Decarbonized World

George Washington University



Environmental & Energy Management Institute
SCHOOL OF ENGINEERING & APPLIED SCIENCE

Corporate Energy Strategies to Thrive in a Decarbonized World

Ten hours of recordings and three optional webinars with the instructor
Take three+ months to complete

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Cost \$550

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Professional Education Certificate
[Course counts toward the SEAS Energy Resilience Certificate](#)

Instructional materials and references

- 24 pre-recorded webinars (~20-30 minutes each) and
- Three synchronous webinars (~ 90 minutes each)
- Instructor: [Jimmy Y. Jia](#)
- Text: [Corporate Energy Strategist's Handbook: Frameworks to Achieve Environmental Sustainability and Competitive Advantage](#). Palgrave Macmillan, 2020



Overview

The realities of climate change are already affecting the corporate bottom lines, forcing C-suite executive to seek ways to de-risk their business operations. However, companies often implement a myriad of well-meaning but ad-hoc green and sustainability initiatives across the organization.

This short course turns random acts of greenness into a metrics driven strategy. We introduce strategies, practices, and tools available to leaders at various levels of management that can reduce energy use, improve carbon footprints, and increase competitive advantage. Through over 20 case studies, the class examines strategies that have worked with small businesses, Fortune 500 companies, governments, and non-profits.

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How do the environmental, social and governance (ESG) issues that corporate boards face connect to everyday operational concerns? How do individual corporate functions contribute to a company's Paris Alignment or UN Sustainable Development Goals? By the end of the course, attendees will see how *Energy-as-Strategy* is an organizational change framework that helps a company increase value, productivity, and competitive advantage through decarbonizing their footprint.

Topics covered will include:

- *Strategy frameworks*, such as the Energy Strategy Maturity Cycle™.
- *Energy and carbon frameworks*, such as the energy balance and the carbon cycle.
- *Risk Management frameworks*, such as scenario planning and risk prioritization.
- *Innovation frameworks*, such as emergent innovations and scaling innovations.
- *Productivity frameworks*, such as continuous improvement and communications.

Who will benefit?

- **Business leaders** will be able to operationalize their environmental strategy into leading and lagging indicators, reducing environmental impact, and maximizing profitability.
- **Sustainability professionals** will increase their knowledge of the multiple stakeholder groups they need to convene.
- **Academics** will be introduced to the current issues that corporate executives are grappling with to achieve sustainable future.
- **Government officials** will explore policies and regulations that directly or indirectly affect climate resiliency.

Syllabus

Module 1: Context: The Strategy, Energy, and Carbon Nexus

- 1) Introduction: Energy-as-Strategy
- 2) How energy constraints work
- 3) How carbon constraints work
- 4) Strategic leadership: Navigating ambiguity

Module 2: Set a Vision: Aligning Corporate and Environmental Strategies

- 5) Optimizing for business outcomes
- 6) Optimizing for energy outcomes
- 7) Optimizing for societal outcomes
- 8) Decision making to balance priorities

Module 3: Gain Certainty: Tracking Progress

- 9) Classifying energy assets
- 10) Categorizing energy initiatives
- 11) The energy management organization
- 12) Setting the right metrics

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Module 4: Reduce Risk: Growing Value Through Risk Management

- 13) How energy and corporate risks are coupled
- 14) Mitigating persistent risks
- 15) Minimizing catastrophes
- 16) Identifying risks through scenario planning

Module 5: Initiate Innovations: New Opportunities

- 17) Creating an environment for innovation
- 18) Process innovations: Do more with less
- 19) Emergent innovations: Uncover delightful surprises
- 20) Scaling innovations: Turn a new idea into a standard practice

Module 6: Increase Productivity: Systematizing Random Acts of Greenness

- 21) The importance of ESG reporting
- 22) Communications: The messaging of initiatives
- 23) Continuous improvement as a culture
- 24) Persisting behavioral change and course review

Case studies include

- **Corporate:** Iron Mountain, Patagonia, Scandic
- **Small Business:** Chocmo Chocolate Bistro, RiceFergusMiller Architects
- **State and Municipal Governments:** State of Washington, City of Bremerton, Whitefish School District
- **Non-Profits:** Seattle Children's Theater, Green River College Foundation

About the EEMI Professional Development Program

The Environmental and Energy Management Institute offers online professional development courses that help business and technical professionals refine their skills and knowledge and help to advance their careers. Students receive EEMI certificates of completion and documentation for continuing education credits. ***The courses are designed for consultants, educators, corporate advisors and decision makers, engineers, architects, and marketing professionals to learn the fundamentals of renewable energy technologies, energy markets and market trends.***

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Specific Learning Objectives

Business Leaders

- Adopt industry best practices of reducing climate risks for increased sustainability and resiliency.
- Enhance strategic alignment across corporate, environmental and climate outcomes.
- Increase leadership capacity to lead through climate uncertainty.
- Improve investor relations with actionable environmental strategies and targets.

Sustainability professionals

- Aligning sustainability outcomes with corporate strategy.
- Improve stakeholder engagement with practical tools and case studies.
- Develop sustainability insights with risk and innovation management functions.
- Be able to do a cursory evaluation of new energy ideas for technical and economic feasibility.

Academics

- Identify multidisciplinary opportunities to support engagements with industry.
- Apply principles of Energy-as-Strategy to a university setting.
- Examine current boundaries of knowledge in sustainability research and practice.
- Educate students to meet the sustainability needs of businesses and organizations.

Government Officials

- Identify opportunities to develop public-private partnerships.
- Explore policies and regulations that directly or indirectly affect climate targets.
- Analyze case studies of multi-sectoral sustainability practices for development of future policies.
- Apply principles of de-carbonization to governmental operations.

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