



RESPONSIBLE INVESTING MARKETING CERTIFICATE

The industry standard in sustainability
and Responsible Investing (RI)

Certificate overview

Certification of completion of a modular course specifically for investment marketers in North America. Building a proficient understanding of the dynamics and drivers in responsible investing and sustainability.

The course is designed for marketers of all levels. It leads participants through the fundamentals of the Responsible Investing landscape, as well as the role that marketing can play in the transition to more sustainable practices at all levels.



Online modules



Extra online or in person workshops for group bookings



Shortlisted for the Best Sustainable Investment Education Initiative at the Investment Week Sustainability Awards 2022



Key features

1. Responsible Investment landscape – Deeper understanding of the Responsible Investment/ ESG landscape in the US and Europe
2. Marketing tools to build a business case, gain stakeholders' consent, and lead in driving a sustainable and commercially successful marketing strategy specific to the investment management industry
3. Theory and practical resources – ongoing access to curated resources, case studies and discussion forums
4. Develop understanding of the concepts of Sustainability Leadership and the confidence and skills to help lead the movement to a more sustainable way of doing business
5. Community network – build a peer group of like-minded professionals through online and in-person forums and events



Learning outcomes

Solid foundational understanding of the Responsible Investing landscape, the key players, product types, challenges and opportunities.

Increased confidence and skills to engage with key internal stakeholders to ensure that sustainability positioning is authentic and differentiated in an increasingly crowded space.

New perspectives on the role that marketers can play – within a business, at an industry level and more broadly – to advance sustainability.

or get in touch with the Sustainability team on
sustainability@whitemarbleconsulting.com