



**LUMS**

Rausing Executive  
Development Centre

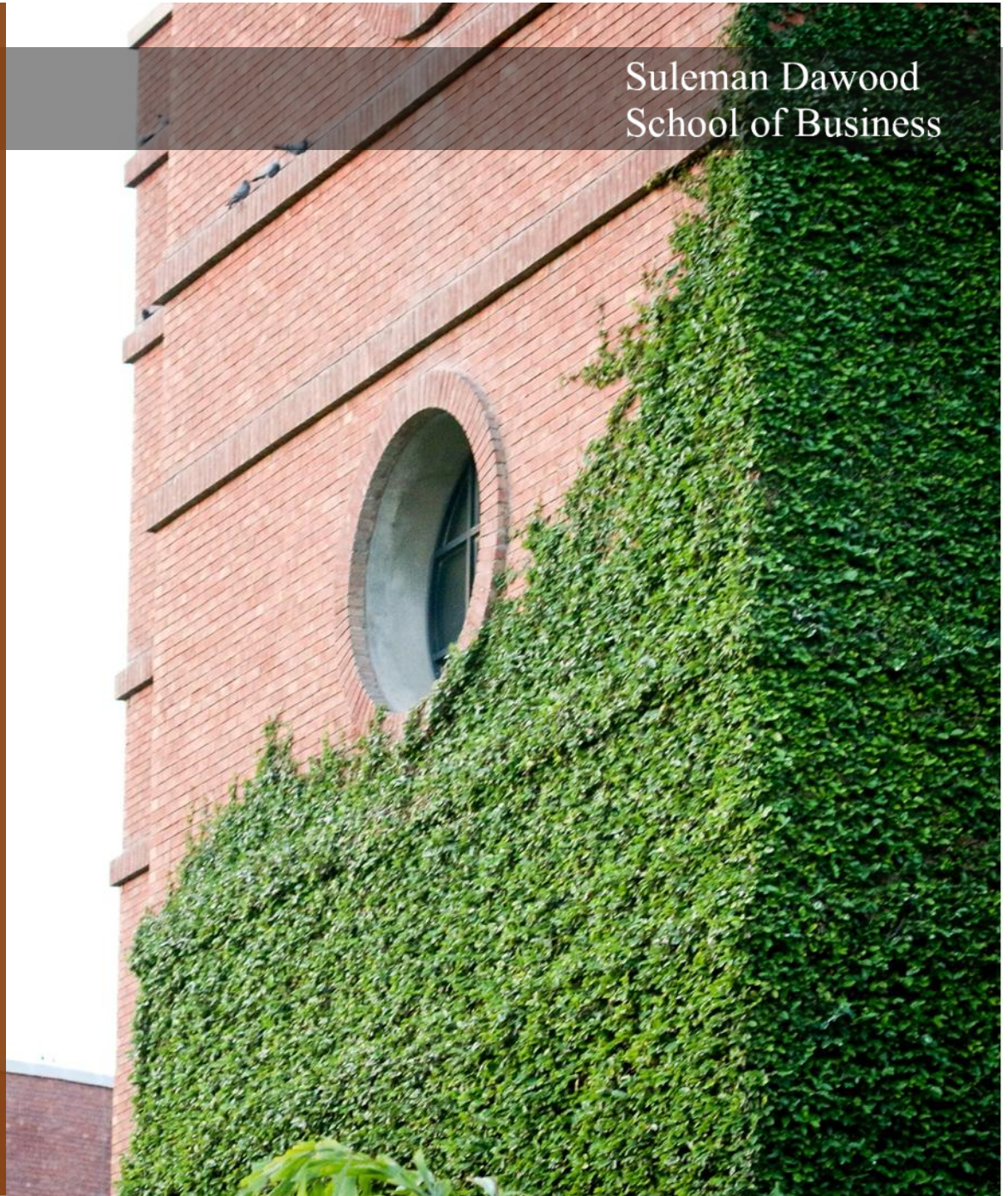
Suleman Dawood  
School of Business

# SUSTAINABILITY INSPIRING INNOVATION

*Develop Initiatives to Transform Business*

**UPCOMING OFFERING**

June 23 - 26, 2025



# SUSTAINABILITY INSPIRING INNOVATION

## *Develop Initiatives to Transform Business*

Sustainability is not the financial burden that many executives assume it to be. On the contrary, adopting eco-friendly practices can reduce costs and boost revenues. Therefore, sustainability should be a fundamental aspect of all innovative efforts. In the future, only companies prioritising sustainability will gain a competitive edge. This requires reevaluating business models, products, technologies, and processes.

The sustainability journey involves seeing compliance as an opportunity, creating sustainable value chains, designing eco-friendly products and services, developing new business models, and establishing next-practice platforms. The programme aims to transform the perception of sustainability from a regulatory burden to a strategic advantage. It seeks to equip participants with the knowledge and tools to lower costs, increase revenues, and achieve competitive advantage through sustainable practices. By integrating sustainability into all aspects of innovation, participants can rethink business models, products, technologies, and processes.

## WHO SHOULD ATTEND

The programme equips mid-to-senior-level professionals from private, public and development sectors executives with the tools to embed sustainability into business strategy and supply chain operations. Ideal for professionals who are:

- Driving strategy at the business unit or organisational level to build long-term advantage
- Leading sustainability transitions within legacy or growth-focused models
- Crafting impactful, future-ready strategies centred on sustainability
- Communicating purpose and value to internal and external stakeholders

**Programme Fee:**  
PKR 300,000

**Residential Fee:**  
PKR 100,000

**Venue:**  
Rausing Executive Development  
Centre, LUMS

## BENEFITS

The programme will:

- Equip participants with the knowledge to align business strategies with climate change mitigation efforts and achieve Net Zero commitments.
- Encourage participants to view sustainability as a core element of the business strategy, driving long-term growth and competitiveness
- Demonstrate how environmentally responsible practices can reduce costs and boost revenues, making sustainability a touchstone for all innovation.
- Guide participants through a **Holistic Sustainability Integration**:
  - **Viewing Compliance as an Opportunity:** Transform regulatory compliance into a strategic advantage.
  - **Making Value Chains Sustainable:** Optimise operations and supply chains for sustainability.
  - **Designing Sustainable Products and Services:** Innovate products and services that meet sustainability goals.
  - **Developing New Business Models:** Create business models that prioritise sustainability.
  - **Creating Next-Practice Platforms:** Establish platforms for continuous innovation and sustainability.
- Help understand the role of leadership skills to drive and inspire sustainability initiatives within the organisation (**Leadership in Innovation**).
- Provide insights and best practices from various industries where sustainability has driven innovation and competitive advantage (Cross-Industry Learning).
- Apply learned concepts through real-world case studies, simulations, and personalised action plans (Practical Applications).

## PROGRAMME DIRECTOR

**MUHAMMAD SHAKEEL SADIQ JAJJA**

Professor

PhD, Lahore University of Management Sciences

***Research Interests:***

Supply Chain Management; Technology and Innovation in Supply Chain Relationships; Sustainability; Social and Environmental Compliance in Supply Chain Relationships; Operations Management

## PROGRAMME FACULTY

**FAZILDA NABEEL**

Teaching Faculty, LUMS

Ph.D, Development Studies, University of Sussex (UK)

***Research Interests:***

Climate Change and Water Governance; Political Ecology of Climate and Environmental Governance; ESG; Water Security and Climate Resilience; Pakistan's Transboundary Water Strategy; Political Economy of Water Governance

**JAWAD SYED**

Professor

PhD, Macquarie University, Australia, Academic FCIPD

***Research Interests:***

Leadership, Teams and Organisational Development; Human Resource Management; Change Management and Strategy; Business Communications; Gender and Diversity in Organisations; Ethics and Human Rights



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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at

<https://redc.lums.edu.pk/programme-calendar>

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

### PROGRAMME FEE

The fee includes tuition costs, reading material, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee. It includes accommodation, breakfasts, and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals, etc., should be paid on departure. You may check in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

*\* Residential fee and accommodation clause above are not applicable for programme offerings in Karachi.*

### ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with an attached bathroom is equipped with a mini-fridge, writing desk, and a direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants

### PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.

- Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan  
(+92 42 3560 8243)

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, the course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.*

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