



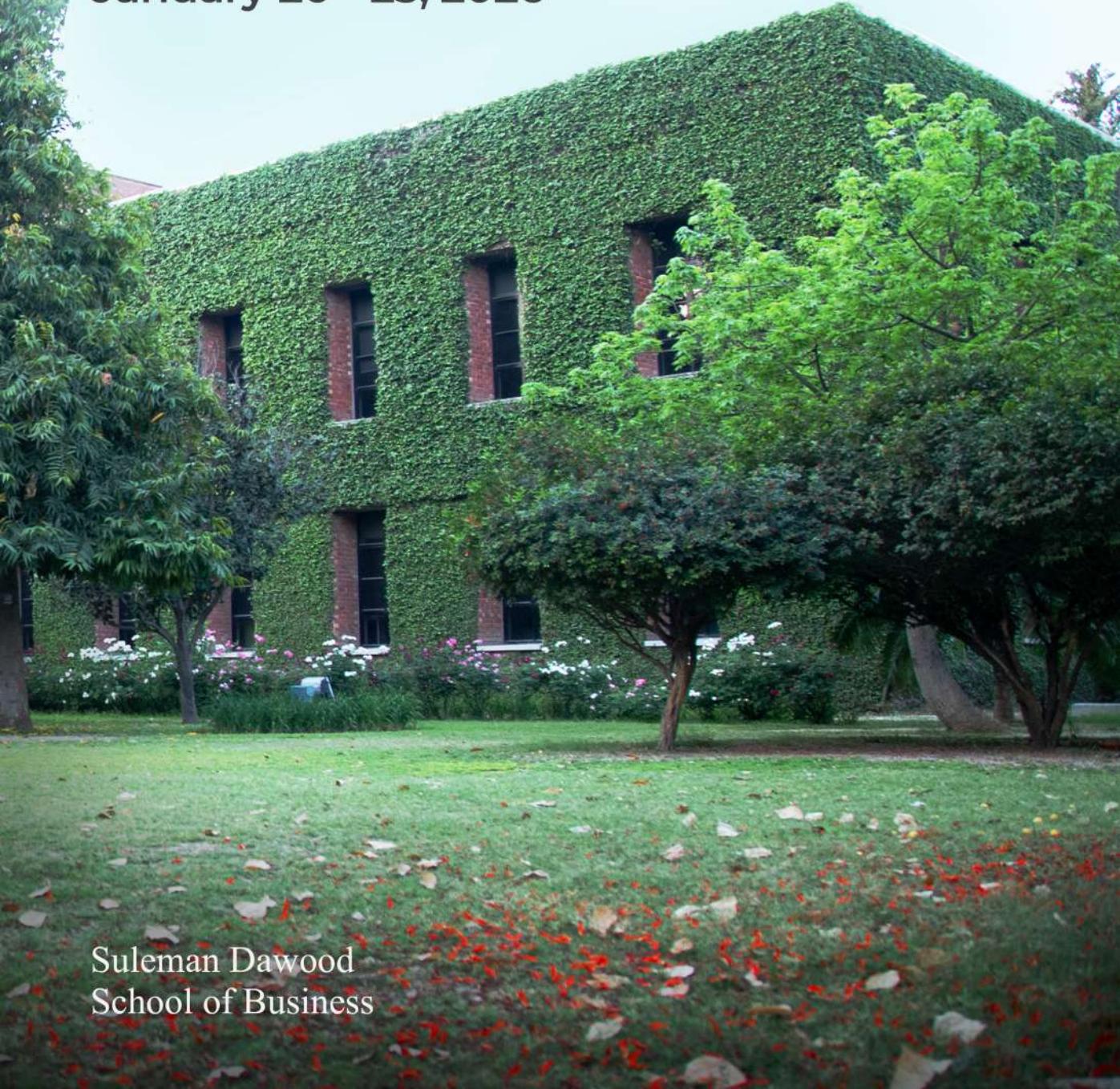
**LUMS**

Rausing Executive  
Development Centre

# **SUSTAINABILITY INSPIRING INNOVATION**

Develop Initiatives to Transform Business

**January 20 - 23, 2026**



Suleiman Dawood  
School of 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 innovation 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.



## 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 opportunity, making value chains sustainable, designing sustainable products and services, developing new business models, creating next-practice platforms.
- 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).

## WHO SHOULD ATTEND

The programme aims to empower middle and senior-level executives with the knowledge and tools to embed sustainability into their core business strategy. This programme is ideal for professionals and leaders who are:

- Driving Business Strategies: Executives responsible for shaping strategies at the business unit or organisational level, focusing on maintaining and enhancing competitive advantage.
- Leading Sustainability Initiatives: Visionaries committed to advancing environmental and social sustainability or transitioning legacy business models to more innovative and responsible approaches.
- Building Sustainable Strategies: Changemakers dedicated to crafting impactful strategies that embed sustainability at the core of their organisation or industry.
- Communicating Vision and Value: Professionals tasked with developing and communicating the vision and value of a sustainable business future with internal and external stakeholders.

## PROGRAMME DIRECTOR



**SHAKEEL SADIQ JAJJA**

*Professor*

*Post-Doctorate, Stanford University*

*PhD, Lahore University of Management Sciences*

**Research Interests:**

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

## CO-PROGRAMME DIRECTOR



**ZEHRA WAHEED**

*Assistant Professor*

*PhD, Heriot-Watt University, Edinburgh*

**Research Interests:**

**Project Management, Facilities Management, Public Sector Procurement, Public-Private-Partnerships, Urban Waste, Sustainable Water, Knowledge Management**



## APPLICATION 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>

## PROGRAMME & RESIDENTIAL FEE

The programme fee of PKR 300,000 includes tuition cost, reading materials, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 100,000. It includes accommodation, breakfast, and dinner for the duration of the programme. However, any extra charges such as telephones, laundry, 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.

## 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.

## 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

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

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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