

# SUSTAINABILITY 101 WITH SDG GAMES

26 JANUARY 2026 | 9.00AM-5.30PM  
SECURITIES COMMISSION MALAYSIA



## WHAT'S THE PROGRAMME ABOUT?

Participants will gain a comprehensive understanding of Environmental, Social, and Governance (ESG) principles and their integration into sustainable business and investment practices. The programme begins by exploring the foundations and evolution of ESG, highlighting its growing importance in shaping responsible corporate and financial decisions.

Building on this knowledge, participants will explore the concepts in embedding ESG into organisational operations and decision-making processes. A key highlight includes an interactive business simulation where participants make real-time decisions guided by sustainability goals and stakeholder considerations, followed by reflection and analysis of outcomes.

## PROGRAMME OBJECTIVE

This programme aims to equip participants with a comprehensive understanding of Environmental, Social and Governance (ESG) principles and their connection to sustainable business practices. Through experiential simulations, participants will learn to apply best practices in integrating ESG and Sustainable Development Goals (SDGs) into organisational strategies.

## ICF COMPETENCY LEVEL

- Foundational (Product) – Sustainable and Responsible Investment Products (Proficiency Level 3)
- Functional (Technical) – Sustainability / SRI Analysis (Proficiency Level 3)
- Behavioural (People Management) – Teamwork (Proficiency Level 3)

## LEARNING OUTCOMES

By the end of this programme, participants will be able to:

- recognise the importance of ESG, its value, concept, evolution and its relevance to business organisations
- describe the principles, concepts, drivers and objectives applied in sustainable finance and investments
- explain the factors driving the demand for sustainable finance and investments
- explain the SDG objectives and integration process in business operations via simulation
- analyse the outcomes and root causes of the actions resulted from the SDG business simulation game
- recognise the importance of SDG goals and initiatives to ensure business remains relevant in the longer term

## TARGET AUDIENCE

### Individuals

Research analysts, corporate finance advisers, investment product structurers, fund managers, compliance officers, aspiring sustainability analysts, risk managers, other professionals in the capital markets and financial services industry involved in investment and including aspiring new entrants

### Organisations

Public Listed Companies, Investment Banks, Asset Management Companies, Stockbroking Firms, Financial Advisory Companies, Legal Firms, Consultancy Firms, Government Agencies and organisations pursuing sustainability objectives

## PROGRAMME OUTLINE

9.00 am	<b>Overview of Environment, Social and Governance (ESG) and Sustainability</b> <ul style="list-style-type: none"> <li>Why ESG and sustainability matters in business organisations?</li> <li>The context and concept of ESG and sustainability</li> <li>Value of embedding ESG and sustainability in business strategy and value chain</li> <li>Historical perspective and evolution of ESG</li> <li>Introduction to ESG in Investing</li> </ul>
10.30 am	Break
10.45 am	<b>Introduction to Sustainable Finance and Investment</b> <ul style="list-style-type: none"> <li>Definition, principles and components – Green, social, investment objectives and strategies</li> <li>Key drivers of the global development in sustainable finance/investment <ul style="list-style-type: none"> <li>Climate change agenda – Paris Agreement, commitments to net zero, transition to low carbon and financing required</li> <li>Sustainable Development Goals (SDGs) and the financing required</li> <li>Increase in awareness of the social dimension following Covid-19 pandemic - Health, unemployment, workers' treatments, etc.)</li> </ul> </li> </ul> <p><b>Factors Driving the Demand for Sustainable Finance/ Investment</b></p> <ul style="list-style-type: none"> <li>The role of institutional investors and rising interest from retail investors (Next Gen)</li> <li>Institutional investors activism towards ESG – Examples from Blackrock and EPF on their investee companies</li> <li>Corporate pressures &amp; stakeholder expectations</li> </ul>
12.30 pm	Lunch
2.00 pm	<b>2030 SDG Business Gamification</b> <ul style="list-style-type: none"> <li>Introduction to SDG objectives and how it's integrated into organisation's sustainability commitments</li> </ul> <p>Simulation Game Activity: <b>Making sustainable business decisions based on SDG objectives</b></p> <ul style="list-style-type: none"> <li>Participants role-play as business leaders facing real-world scenarios</li> <li>Decision-making process considering SDGs, profitability and stakeholder impact</li> </ul>
3.45 pm	Break
4.00 pm	<b>2030 SDG Business Gamification – Reflect and Review</b> <ul style="list-style-type: none"> <li>Debriefing of activity and discussions <ul style="list-style-type: none"> <li>Analysis of decisions and outcomes</li> <li>Reflection on challenges encountered and lessons learned</li> </ul> </li> </ul> <p><b>SDG Recalibration– What It Is and What It Is Not</b></p> <ul style="list-style-type: none"> <li>Processes required in achieving SDG goals - Alignment of SDGs and KPIs <ul style="list-style-type: none"> <li>Prioritising relevant SDGs driving organisation's success</li> <li>Discussions on the importance of sustainable practices and their impact on societal and environmental goals</li> </ul> </li> </ul> <p><b>Key take aways from SDG games and how the initiative aligns in promoting good practices and empowering the community</b></p>
5.30 pm	End of Programme

## SPEAKER



**NOORYUSAZLI YUSOFF**  
Managing Director of NY Consulting & Advisory

Yus is a senior sustainability, risk and strategy executive leader with over two decades of experience driving transformation across the government, energy, and investment sectors in Southeast Asia and the Middle East. He currently serves as Managing Director of NY Consulting, advising the boards, regulators, sovereign wealth funds, financial institutions and corporations on climate governance, strategy, risk management, metrics/KPIs, net-zero, energy transition and sustainability reporting.



**RAJA ATIKAH**  
Trainer, Coach 2 Success

Atikah is a Certified Training Professional (CTP) from ITD International and has an Accelerated Learning - Starter Certificate endorsed by International Alliance of Learning (IAL) by Delphin International. She is also a Certified 2030 SDG Business Simulation Facilitator by Imacocolabo, Japan. At Coach 2 Success Consultancy, Atikah drives the creation and implementation of innovative strategies, that includes personal leadership, business innovation and team training. She collaborates closely with client's HR and leadership team to identify, design and proactively address needs to achieve organisational goals.

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