

# IASE CERTIFICATIONS 2020



**IASE**

INTERNATIONAL ASSOCIATION  
FOR SUSTAINABLE ECONOMY



**ISB**

INTERNATIONAL SUSTAINABLE  
BUSINESS



## IASE CERTIFICATIONS

### Introduction

We are witnessing an era characterized by enormous changes that affect and transform the lives of people and businesses.

It is essential to face these challenges in an intelligent, flexible and appropriate manner so that both people and organizations of all kinds can achieve their awareness, development and profitability objectives.

Today's business landscape is characterized by an unprecedented, accelerating and complex mix of risks and opportunities. Generally speaking, the world market can be disrupted in a short time by innumerable factors, be it a new technology or a sudden lack of natural resources. New markets are emerging rapidly due to megatrends such as population growth, resource scarcity or global health risks. Meanwhile, consumers and investors are better informed than ever before – and they want businesses and their institutions to take responsibility for the pressure our planet and its population are under.

There is a general growing understanding – especially by business leaders and investors ahead of the curve – that it is not enough for companies and countries to concern themselves only with short-term profits because natural disasters, social unrest or economic disparity can damage long-term prosperity. The businesses and institutions that understand this challenge and take action will be a step ahead.

It is also clear that the United Nations SDGs not only identify where we have to be in 2030 to create a sustainable world, they also outline new markets and opportunities for companies all over the world. To succeed, we must turn the global goals into local business.

This requires "lifelong learning" processes that permanently adapt the values and skills of people and companies to the current and future demands of markets and society, in order to maintain and increase your global competitiveness.

Changes in the environmental, social and governance are occurring at an unstoppable pace. Climate change, demographic evolution and the technological revolution are transforming our world as we know it. ESG and technology are the main drivers of this change, but their relevance is even greater because of the interaction with other sectors. The significant impact of climate change has generated an urgent need to create content that encompasses sustainability, the circular economy and international regulatory implications.

All these changes require the financial sector and all other industries to be prepared and respond to the innumerable challenges posed to institutions in this 21st century, among which we highlight: providing added value to its clients and citizens through scalability and technology, interacting appropriately with the different stakeholders working in different sectors, allowing for a better work-life balance, applying more egalitarian gender policies, etc.





## IASE is born

For all these reasons, a very significant number of International Associations have promoted the creation of an international organization in ESG, the "International Association for Sustainable Economy" (IASE). In this context, the IASE's role is more relevant than ever, being the first and only association worldwide that aspires to certify the entire population pyramid in terms of ESG with a global approach, and with three levels of certification, both for the financial sector, International Sustainable Finance ISF® and a second for the rest of the sectors, International Sustainable Business ISB®.

The methodology will be based on 100% on-line training through accredited academic partners and all the certification processes are using cutting-edge technologies for efficient, flexible and constantly updated learning. "We strongly believe that a better, more egalitarian education based on ESG criteria will help to reduce social differences, facilitate the equalization of salaries and close the gender gap. The use of technology will help to scale up this process, making it sustainable and accessible to all on a global level. Democratize knowledge".

The IASE Association aims to be the main international certification body for all professionals in the field of ESG and thus promote the confidence of professionals and consumers in knowledge, skills, lifelong learning, behaviour and ethics.

[www.iase-certifications.com](http://www.iase-certifications.com)

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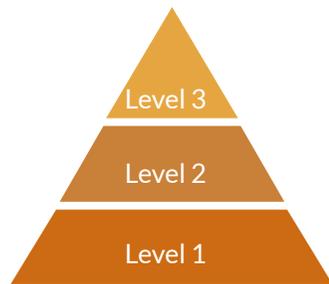




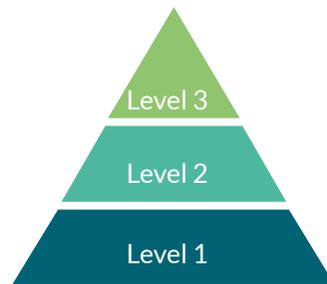
## IASE's professional designations, types and levels.

IASE's prestigious professional designations - INTERNATIONAL SUSTAINABLE FINANCE® (ISF®) and/or INTERNATIONAL SUSTAINABLE BUSINESS® (ISB®) - are universally recognised as evidence of the highest standards of knowledge, technical expertise, and professionalism the world over.

Whilst the ISF® designation is suited for ESG and Sustainability practitioners who work in the field of finance (eg banking, insurance, micro finance, wealth management, accounting, treasury management), the ISB® designation is suited for ESG and Sustainability practitioners who work in all other non-finance related fields of business.



ISB Designation Levels



ISF Designation Levels

Each IASE designation recognizes 3 levels of proficiency. Thus, the levels represent a career progression path for ESG and sustainability practitioners with Level1 representing Foundational Level, Level2 representing Intermediate Level and Level3 representing the Expert Level.

This brochure focuses on the Level1 certification requirements to obtain IASE's ISF® and ISB® professional designations. To learn more about requirements for the ISF® and ISB® professional designations levels, [click here](#).

IASE's goal is excellence in the segments **B2B** and **B2C** with a technology platform LMS.

The Association will have two types of certifications, the first for the financial sector and the second for other sectors.





## Common minimum requirements for obtaining ISF® and ISB® Level I certification:

- To have a high school diploma.
- To have no criminal record for intentional crimes, not to have been expelled from a professional association and not to have had a final sanction imposed on it by the regulator for a serious offence.
- To register for the corresponding official examination.

The final syllabus has been designed by the IASE Academic Committee after the Invitation to Comment and the Consultations made to more than 40 ESG expert institutions worldwide.

More info: <https://iase-certifications.com/invitation-to-comment/>

IASE's qualifications are dynamic, fully up to date, allowing it to create a learning path that is adapted to the needs of corporations. The ISF® and ISB® certifications have a global focus and have the highest prestige and recognition for those who seek to demonstrate their commitment to a competent ESG practice and to comply with a code of ethics.

IASE expects its accredited members to meet the professional standards detailed in the Code of Ethics. This sets out the principles that all members must adhere to in the course of their professional duties:

- Compliance with the code of ethics and all relevant rules and regulations.
- Acting with the highest ethical and integrity standards.
- Acting in the best interests of the client.
- Provide a high level of service.
- Treat people fairly regardless of age, disability, gender, race, religion and belief, or sexual orientation.

IASE works with financial institutions and corporations around the world to support their professionals in their development through continuous online training solutions for the whole company. [Click here](#)





## These are the countries that make up the IASE community for 2020:

1. **IASE** Albania
2. **IASE** Bosnia and Herzegovina
3. **IASE** Canada
4. **IASE** China
5. **IASE** Croatia
6. **IASE** Cyprus
7. **IASE** East Africa
8. **IASE** France
9. **IASE** GCC
10. **IASE** Germany
11. **IASE** Ghana
12. **IASE** Hong Kong
13. **IASE** Hungary
14. **IASE** India
15. **IASE** Israel
16. **IASE** Italy
17. **IASE** Kenya
18. **IASE** Kosovo
19. **IASE** Luxembourg
20. **IASE** Malta
21. **IASE** Mexico
22. **IASE** Montenegro
23. **IASE** Nigeria
24. **IASE** North Macedonia
25. **IASE** Peru
26. **IASE** Poland
27. **IASE** Portugal
28. **IASE** Romania
29. **IASE** Serbia
30. **IASE** Slovenia
31. **IASE** South Africa
32. **IASE** South Korea
33. **IASE** Spain
34. **IASE** Switzerland
35. **IASE** UK
36. **IASE** United States



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## ESG Certifications

**IASE (International Association for Sustainable Economy)**, the first Association worldwide to certify ESG professionals, lists of ten strategic points in which summarizes the reasons why corporations should work to promote ESG policies in the Covid-19 era.

**1.** Provides for a corporate strategy that is fully compatible and responsible with the reality facing our planet: having a sustainable strategy that incorporates ESG criteria allows the company to comply with the United Nations' sustainable development principles and positions it as an institution that bets on and defends ethical values that are fully shared by the main organisations worldwide.

**2.** Increased return on investment: in the last 12 months, the return on funds invested in companies that have an ESG component have performed better than those that do not have a sustainable investment policy associated with them. This gap is expected to increase over time towards companies that have fully embedded ESG policies. This reality has also been shown empirically through more than 2,000 academic studies which show that, in more than 70% of the cases, there is a high correlation between companies with ESG criteria and the best financial results obtained. Investors are shifting their portfolio towards more sustainable companies, and those without a clear ESG long term policy are suffering a decrease in their price value and their liquidity, because private and public institutional investors are not interested in maintaining those companies when readjusting their asset allocation scheme.

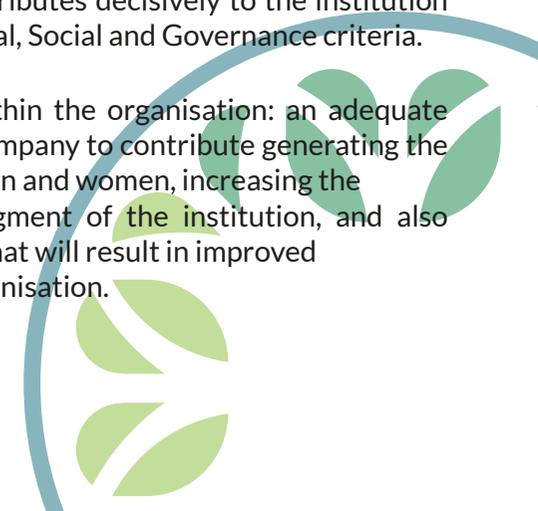
**3.** More efficient financing cost structure: those institutions that have incorporated ESG metrics in the management of their processes, and specially in the reduction of their carbon footprint, can access better and cheaper sources of financing than those companies that continue with a policy of managing their resources in a traditional way.

**4.** Reduction of operational and production costs: having a long-term business strategy that incorporates ESG criteria contributes to a potential reduction in operational and production costs such as energy costs, water treatment costs, waste treatment costs, pollution costs, etc., which clearly results in an improvement in the organisation's operating margins.

**5.** A governance system based on good professional practices and ethical principles in organisations introduce ESG governance systems, incorporate decision processes that take into account all of their stakeholders (shareholders, customers, employees, suppliers, etc.) and aim to ensure that the interaction of all of them is carried out in an optimum manner and always respecting criteria that guarantee maximum professionalism and compliance with deontological codes.

**6.** It allows a much more responsible organisational culture: those organisations that introduce awareness policies through training projects on the importance of ESG begin to find that they have better corporate performance than those that do not. In fact, they constitute a whole change of mentality that contributes decisively to the institution being fully aligned with Environmental, Social and Governance criteria.

**7.** Improved work opportunities within the organisation: an adequate internal equality policy allows the company to contribute generating the same work opportunities for both men and women, increasing the motivation of a very important segment of the institution, and also making available much more talent that will result in improved decision-making throughout the organisation.

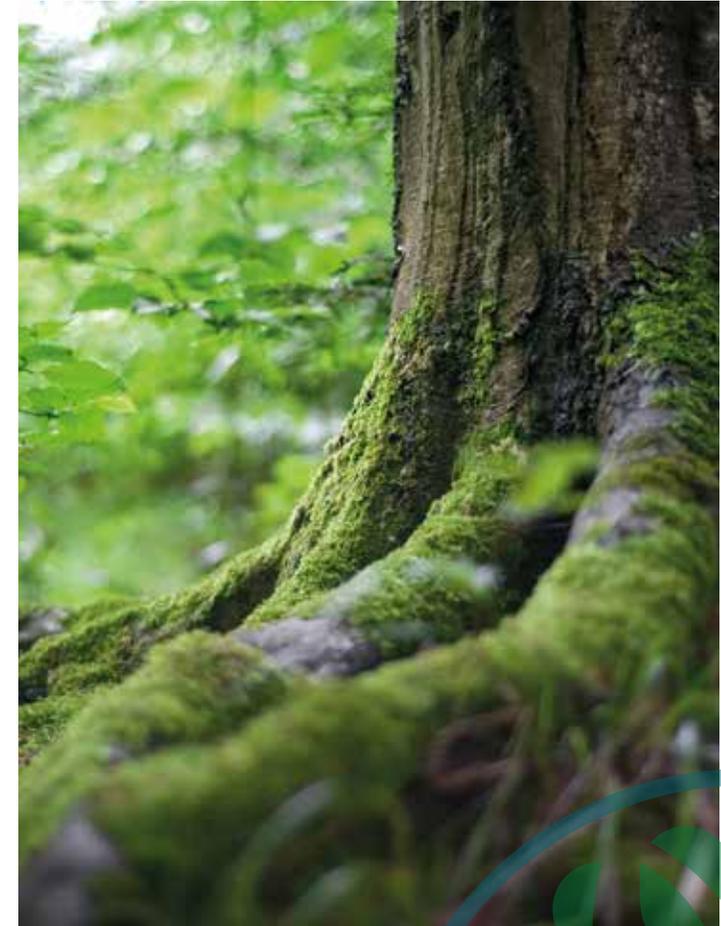




**8.** It allows for a better work-life balance among employees: those organisations which incorporate ESG criteria allow for a better balance between work and family life demands through more compatible schedules and/or the incorporation of teleworking. All of this results in a better working environment for the entire organisation and contributes to a higher level of motivation than in organisations which do not incorporate this type of personnel policy.

**9.** Prepares the organisation to be able to comply with regulatory requirements: worldwide, regulatory pressure is increasing. And in the case of ESG requirements, there are several international initiatives that will clearly and demonstrably require organisations to incorporate sustainability, social and governance criteria both in their corporate strategy and in their own daily operations. Those institutions that do not comply with the new regulations may be penalised with the consequent impact on reputational risk, among others.

**10.** It contributes to the organisation's customers having a good perception of the company's corporate image: currently, there is a trend of consumers demanding products and services from companies that comply with ESG criteria. This trend will increase in the coming years and therefore, only organisations that have such criteria incorporated into their DNA will have a competitive advantage in an increasingly competitive global market.





## ESG Certifications

Below are some of the advantages of obtaining the IASE ESG Certification for both professionals and their companies.

### For Individuals

- Prestige: as a sign of professional distinction for clients, employers, regulators, etc.
- Visibility
- Adaptability
- Increase business opportunities.
- Commitment to the best outcome for customers.
- Adoption of professional and ethical standards.
- Increasing technical knowledge.
- Be part of a professional register at ESG International.
- CPD: Commitment to continuing education.
- Be able to demonstrate a level of knowledge and skills based on recognised standards.
- Advantages derived from the training and education process itself.

### For companies:

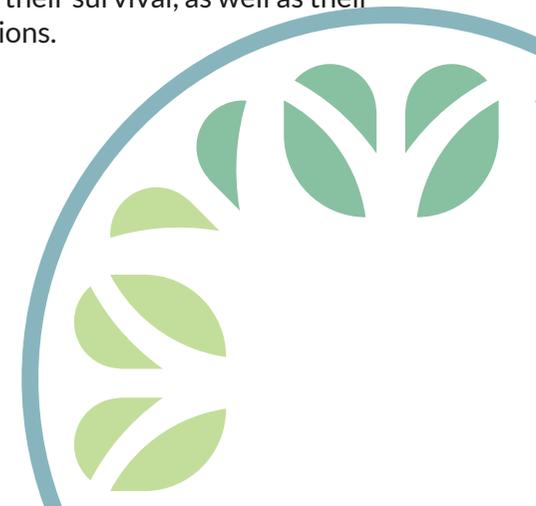
- To increase the loyalty of the organization's employees.
- Optimising training.
- Improving the results of investment in education.
- Competitive advantages over competitors not committed to qualification and certification.
- Be part of an international group of professionals in ESG.
- Encourage continuous training to expand and update knowledge regularly.
- To actively help strengthen the education of professionals and their clients on ESG issues.
- Create greater consumer awareness of the values of certification standards, as well as the benefits of being advised by a certified ESG professional.
- Support all regulatory and market practices aimed at increasing transparency of ESG services.
- To train, help and accompany companies (customers and suppliers) in their process of transformation towards a more sustainable model.
- To make employees aware of the need to transform their business model, guarantee their future growth and even their survival, as well as their adaptation to new international regulations.

IASE Secretariat  
October 2020

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