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# Storyboard

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SAP Litmos Training Content Edition

## Finance and Sustainability - Sample

This template is for courses authored in Bluejay that meet SAP web accessibility standards. Please refer to the [Bluejay template](#) for more information about the layouts and interactions.

### Full course description:

In this course, we explore the connection between finance and sustainable development. As sustainability becomes a top priority across industries, it is essential to understand how financial resources can be leveraged to support environmentally responsible practices and decision-making. The course examines the principles of sustainable development, the ways in which various aspects of sustainability can be financed, and how small businesses can implement strategies to access sustainable investment opportunities.

### Target audience

- Professionals seeking to integrate environmental sustainability into core business strategies
- Individuals committed to advancing ethical, responsible, and impact-driven business practices

### Learning objectives

On completion of this course, you should be able to:

- Define sustainable development
- Define the different strata of sustainable finance
- Outline how a business can maintain a sustainable business agenda to secure financing

### Key points

- Sustainable development defined
- The sustainable finance and development framework
- The five pillars of sustainable finance
- Ways to enhance a creditworthiness for sustainable finance

## Screen

Duration 1.00

## Introduction

Screen type: Video

Video type: Motion graphic/stock footage with voiceover

### Main content:

Play the video to learn about the course.

### Transcript:

Sustainability. You've definitely heard of it.

It's a goal, right?

A goal that helps guide us toward making more responsible decisions about our impact on the environment and society.

Sustainability is about meeting our current needs without compromising the ability of future generations to live and thrive.

Sounds great. But how do we actually make that happen?

How do we ensure that what we do today doesn't hinder tomorrow's prosperity?

It's going to take money, isn't it? Yep, thought so...

Of course it does. These things always do.

But where does the financing for sustainable living actually come from?

Well, why don't we find out?

## Screen

Duration 1.00

## Sustainable development

Screen type: Video

Video type: Stock footage/B-roll/simple motion graphics

### Main content:

Sustainable development is essentially a way to bridge the ideological gap between environmentalists and capitalists — once presumed to be sworn enemies in the sustainability debate.

The *sustainable* part — that's for the environmentalists (among other invested parties). It means that all progress — whether financial, societal, or industrial — must proceed in a way that doesn't harm the environment or society.

And the *development* bit — that's for the capitalists.

It suggests that growth and innovation should still be encouraged, but in a thoughtful, responsible way. Businesses can develop new products and services, open new revenue streams, and international economies — especially in developing countries — can grow stronger. Money can still be made, just in a way that either limits harm or helps reduce the negative impact of human activity.

Sustainable development is how we bridge these two ideologies.

We need both protection and progress; that is sustainable development.

And we need to act now.

## Screen

### Duration 2.00

## The Pillars of Sustainable Finance

Screen type: Interactive image with pop-ups

### Main content:

By channeling investment into sustainability-linked projects, even small and medium-sized businesses — and the public — can play a role in supporting responsible economic growth while reducing harmful environmental impacts and addressing social and ethical governance concerns.

The sustainable finance process is built around five distinct pillars. These pillars represent the core principles or actions that an organization must follow to demonstrate a genuine commitment to sustainable operations.

*Interact with the image to explore the five pillars of sustainable finance.*

### Pillar 1 – Definition

As with any investment, it is essential for businesses seeking sustainable finance to clearly define how the proceeds will be used. This includes not only identifying where the funds will go — e.g., *“investing in alternative fuel vehicles for commercial use”* — but also explaining why — e.g., *“to reduce emissions and lower the company’s carbon footprint.”*

### Pillar 2 – Selection

Project evaluation plays a key role in any sustainability-linked activity. Each initiative must be thoroughly researched, with both short- and long-term outcomes forecasted and aligned with specific sustainability goals and objectives.

### Pillar 3 – Traceability

Maintaining a sustainable agenda throughout a project requires strict record-keeping. Respect for people and the environment must be embedded across the supply chain. Tracing the sustainability of all resources used is essential to ensure ethical and efficient resource management.

### Pillar 4 – Transparency

Issuers of sustainable finance must be fully transparent with investors, providing regular updates on how funds are managed and how responsible business practices are maintained. Traceability is the cornerstone of the sustainable finance market—it enables verification of sustainability claims and ensures that environmentally responsible decisions are being made.

### Pillar 5 – Verification

External review is a vital part of the sustainable finance process. Independent assurance helps organizations remain accountable for their performance and decision-making during the investment period. It also ensures that all sustainability reporting is accurate, credible, and aligned with best practices.