

CALLING ALL ENVIRONMENTAL, SOCIAL, AND GOVERNANCE SUBJECT EXPERTS!

SUMMARY

The **Chartered Insurance Institute (CII)** is looking to develop learning content on ESG (environmental, social and governance) and its impact on the insurance and personal finance sectors.

The scope of the content is still high level but we are looking to produce the following:

- Introductory online course, covering the principles of ESG (which can be used by both insurance and PF sectors) – 2/3 hours of study. This course will likely involve multiple types of learning, such as text (online), video, audio, knowledge check questions and recorded tutorials.
- Level 4/intermediary blended learning course that builds on the above and is specific to insurance or PF – 40/60 hours of study. This course also involves multiple types of learning but we are looking to include more assessment options.

Here are some proposed high-level learning objectives but they will need expanding/revising – using the correct expertise – and will need to be agreed by the target audience:

1. Understand the concept of ESG.
2. Understand the role and purpose of ESG.
3. Understand the core elements of ESG.
4. Understand how ESG is applied to insurance/personal finance.
6. Understand the growing role and future of ESG.

To make sure we get this right we need help from experts on ESG, whether at a general level (for the introductory course) or specific to insurance or the PF markets and their needs. Please note that we are looking for different experts for each course, to be either the main content creator or technical reviewer.

WHAT ARE WE LOOKING FOR AND HOW THIS MAY BENEFIT YOU?

It doesn't matter if you work within insurance or PF or what your role is. We are looking for expertise in ESG and someone who can be involved in the following types of learning:

- Text-based content, pitched at the correct level in terms of tone.
- Interactive features, such as graphics, videos and audios.
- Virtual training sessions.

If you want to be involved in projects that we really hope will make a difference to everyone working in your sector, then we'd love to hear from you. Most importantly, we need people who know their stuff and want to share it with others in an engaging and interactive way.

Previous experience in blended learning isn't necessary as you'd be working with a team of learning professionals. We would, however, prefer someone who is willing to write the content using a conversational style suited to international, online learners. Even with this task – we have professional editors to help you get across your point so don't let lack of writing confidence put you off.

For you, it's an opportunity to develop your skillset and even use your work as an expert practitioner to form part of a personal development plan perhaps?

SCOPE OF WORK AND TIMESCALES

We've got lots to do and we're looking for experts who can help us finalise the learning objectives and develop content. We are looking to start straight away and here are the proposed steps (not all steps are relevant to everyone, depending on how you would like to work with us):

<p>Develop learning objectives for the introductory online course and agree a course structure</p>	<p>As the introductory course is the priority, we would like to establish the learning objectives and high-level structure of what the course would look like. As a reminder, this should be 2/3 hours in length and broadly cover ESG, rather than specifically relating to insurance or PF. The content creator will draft this and it will be reviewed by the technical reviewer.</p>
<p>Develop learning objectives for the level 4 blended learning course and a programme structure</p>	<p>As with the above, we would like to establish the learning objectives and high-level structure of what a more detailed programme would look like for 40–60 study hours. This would need to reflect the impact of ESG in either the insurance or PF sector. Again, the content creator will draft this and it will be reviewed by the technical reviewer.</p>
<p>Work with the CII Learning team to create content for the relevant course</p>	<p>After the learning objectives have been agreed, the main content creator will work with the relevant CII teams to produce the required text and digital assets, as well as any training content.</p> <p>Technical and editorial feedback will also be provided to the content creator from the external reviewer and CII team on an ongoing basis. So, this is where the reviewer's role is key.</p>

As the scope of the content is yet to be agreed, we will be liaising with the relevant markets to gain a better understanding of the learner needs. Although not finalised, this is likely to mean that any draft learning objectives and course structure will need to be shared with identified organisations for their feedback. Therefore, we fully expect the objectives and structure to be revised where needed.



WHAT TO DO NEXT?

If you're excited by the project, then please get in touch as soon as possible.

You can contact us by clicking on the [Register your interest in being a CII expert practitioner](#) link on the 'Become an expert practitioner page' (link is at the end of the page if you cannot access it directly here) and following the instructions. We will get back to you with any further queries or requests.

We can then talk through the detail and, if you're still interested, we can start to work with you. As mentioned before, the objectives are still high level and need fleshing out, so we welcome any ideas that you have. The timescales will also need to be agreed and this is definitely where your flexibility is appreciated!

We look forward to hearing from you!

CII Learning Solutions