



ESG Academy



ESG Starter Kit

Your First Step to a Green & Blue Career
Powered by ESG Academy

From the Founder

Hi, I'm Francine Carron aka FranESG;
ESG strategist, speaker, and founder of ESG
Academy.

I created this Starter Kit to help you unlock
opportunities in sustainability; whether you're new to
ESG or ready to take the next step.

This is your launchpad. 

What is ESG?

ESG stands for **Environmental, Social, and Governance**. These are the pillars of sustainability; how we care for the planet, people, and ethical leadership.

ESG is shaping jobs across all industries—from aviation to logistics, finance, and beyond.

Why ESG Skills Matter

Companies are hiring ESG-ready talent. Whether it's CSRD compliance, supply chain audits, or climate strategy; **green skills are in demand**.



With ESG Academy, you can upskill at your pace and stand out.

- ✓ Bite-sized trainings (10–15 min)
- ✓ Free & premium certifications
- ✓ Beginner-friendly, career-focused
- ✓ CSRD, Green Jobs, ESG in Aviation & more

Mini Quiz: Are You ESG-Ready?

Do you know the difference between ESG and CSR?

Can you name 3 ESG reporting frameworks?

Do you understand what CSRD requires from companies?

Have you taken an ESG course before?

Results:

- ✓ 1–2 YES → You're on the right track—ESG Academy will boost your skills
- ✓ 3–4 YES → You're almost there—time to become a certified leader!

💡 ESG Tip from FranESG

“The most in-demand ESG skill in 2025 is **CSRD literacy**. Start with our *free basic course* and stay ahead.”

🚀 Ready to Begin?

📁 Claim your **FREE training** now and start your ESG career with confidence.

✉️ www.esgacademy.education to unlock access.

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<https://esg-consultancy.be/sustainability-report-2024-2>