



HÆDLINKS PROGRAM™
INTERNATIONAL
EXPERIENTIAL LEARNING



SUSTAINABLE STRATEGIES IN LUXURY BRANDING AND MARKETING

5 DAYS | 4 NIGHTS



LONDON | MONACO



ENGLISH | SPANISH

WHAT IS THE HÆDLINKS PROGRAM?

The Hædlinks Program "Sustainable Strategies in Luxury Brands and Marketing" is an international training experience designed for professionals seeking to lead change in the luxury industry through innovation, sustainability and corporate responsibility.

Organised by The FuturED Institute, with the support of the International Green Trade & Commerce Association (IGTCA), the programme combines academic training, professional practice and direct access to industry leaders. This initiative proposes a comprehensive approach to understanding how luxury brands can evolve towards more ethical, conscious and resilient business models.

PROGRAMME OBJECTIVES

The programme provides participants with practical tools, up-to-date knowledge and valuable connections to make a positive impact in their professional and community environments.

Through a dynamic and interdisciplinary methodology, the Hædlinks Program aims to:

- Understand sustainable business models
- Master green marketing strategies
- Develop expertise in ethical sourcing
- Navigate trade policies and global regulations
- Leverage digital transformation for sustainable growth
- Foster innovation in luxury branding

Each experience is designed to drive deep transformation, connecting excellence, prestige and sustainability.

WHO IS IT AIMED AT THE HÆDLINKS PROGRAM?

- LUXURY BRAND LEADERS & EXECUTIVES
- ENTREPRENEURS & BUSINESS INNOVATORS
- MARKETING & COMMUNICATIONS EXPERTS
- POLICYMAKERS & TRADE STRATEGISTS
- ACADEMICS & INDUSTRY RESEARCHERS
- FINANCE & INVESTMENT PROFESSIONALS

METHODOLOGY

This Hædlinks Program leverages the distinct strengths of London and Monaco to provide a comprehensive exploration of sustainable luxury branding and marketing. These two global hubs offer unique perspectives on entrepreneurship, corporate responsibility, and ethical business innovation, shaping leadership in green commerce. These include:

LUXURY CONSUMER BEHAVIOR & SUSTAINABILITY PERCEPTION

Understanding how consumer expectations, brand storytelling, and green marketing strategies influence purchasing decisions.

SUSTAINABLE SUPPLY CHAIN & RESPONSIBLE SOURCING

Investigating fair trade practices, carbon-neutral logistics, and regenerative business models for luxury brands.

DIGITAL TRANSFORMATION & SUSTAINABLE BRAND STRATEGY

Leveraging AI, blockchain, and digital platforms to enhance transparency, traceability, and sustainability in luxury commerce.

The program is highly interactive and participatory, offering direct exposure to industry leaders, policymakers, and professionals to equip participants with practical insights and strategic thinking skills.

All activities will be conducted in English, ensuring accessibility to a broad spectrum of participants.

STRUCTURE OF THE PROGRAM

- **CONFERENCES AND INTENSIVE WORKSHOPS WITH EXPERTS**
- **PROFESSIONAL DEVELOPMENT SESSIONS**
- **EXCLUSIVE VISITS IN LONDON AND MONACO**
- **NETWORKING AND SPECIAL EVENTS**

CONFERENCES WITH EXPERTS

Sessions led by leading figures in diplomacy, business, development and sustainability. These talks offer a privileged insight into the trends, challenges and opportunities of the current international context.





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TRAINING WORKSHOPS

Delivered by experts, including diplomats and retired ambassadors, including the following workshops:

- Strategic Planning & Negotiation Skills
- Commercial Diplomacy
- Branding & Public Speaking Skills
- Sustainable Entrepreneurship

PROFESSIONAL DEVELOPMENT

Activities designed to improve employability and international projection:

- Internship & entry-level opportunities
- Application & interview workshops
- Personalized applications review, including advice on CV and LinkedIn profile





VISITS AND KEY CONTACTS IN LONDON AND MONACO

The programme takes place in two global centres that represent the present and future of eco-conscious luxury. Participants explore strategies that balance exclusivity and responsibility through visits to incubators, leading organisations and applied research spaces.

- London: Global epicentre of responsible luxury, combining high-end retail, technological innovation and environmental awareness. London is a global centre with 1.1 million companies and a presence in 170 countries. With 150 billion in exports, it offers a strategic environment for international leadership.
- Monte-Carlo: Monaco exemplifies responsible luxury, integrating green urban development, marine conservation and renewable energy into its economic landscape.



What does the Hædlinks Program include?

- Access to all programme activities
- Training materials and resources
- Dinner and welcome pack
- Official certificate of participation
- Annual membership to The FuturED Institute and IGTC

Not included

- Air tickets
- Accommodation (*however we do make recommendations*)
- Visa and personal insurance



Requirements

- Valid passport
- Valid visa to enter the UK (*if applicable*)
- Intermediate level of English (*for main sessions*)

Remember that we can assist you with the necessary paperwork to facilitate this process.



How to register?

Send an email to events@futures.org.uk with:

- A clear copy of your passport
- Full address: postcode, town, city, and country
- Email address and contact number
(including country and city code)

The booking will only be considered confirmed once full payment has been received per person; please **note that this is non-refundable**.



LONDON | MONACO



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VALUES AND METHODS OF PAYMENT ACCEPTED

5 DAYS | 4 NIGHTS

(3 DAYS IN LONDON, 2 DAYS IN MONACO)

U\$S 1975

Bank transfer

PayPal

(via a debit or credit card payment link)

Limited places available

REGISTRATION OPEN



ABOUT US



The FuturED Institute is an international educational organisation focused on higher education for sustainable development. Founded in Monaco and developed in the UK, it aims to inspire innovative solutions, train future leaders and foster global progress through education that addresses contemporary challenges. With a presence in over 20 countries, a community of over 200 students and a growing network of strategic partnerships, FuturED offers programmes designed to respond to the challenges of the 21st century.



Founded in 2023 in response to public calls made at the United Nations Climate Change Conference COP26 in Glasgow 2021, it has established itself as a leading organisation with members from both the public and private sectors. Its mission is to create a global movement that integrates sustainability into business practices, in collaboration with strategic partners and in alignment with the United Nations Sustainable Development Goals.



events@futuresd.org.uk



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MORE INFORMATION



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The Futuresd Institute

