



# CATALYST Handbook

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



This document is licensed under Creative Common Attribution-NonCommercial-ShareAlike 4.0 International.

# Contents

About the Project	6
European Centre of Vocational Excellence CATALYST	7
CATALYST Network	8
CATALYST Platform	9
CATALYST Program	10
CATALYST Program	11
Specifics of the CATALYST Program	12
Inspire Component	13
Leading Sustainable Systems - Systemic Level	14
Introduction to Sustainable Development	15
Policy Framework for the Transition to Sustainability	16
Understanding the Relations Between Climate Change, Sustainable Development and Biodiversity	17
Implementing the Sustainable Development Goals: Challenges and Enablers	18
Implementation of the SDGs in the EU: measurement, planning and collaboration	19
SDGs and My Company	20
Sustainable Consumption and Production	21
Introduction to Social Economy	22
Introduction to Green Economy	23
Connecting the Dots for Circular Ecosystems: Collaboration, Networking and Partnerships	24
System and Design Thinking for Sustainable Transformations	25
Socio-Economic Pathways - Benefits and Application	26
Creating Sustainable Brands - Organisational Level	27
Corporate Sustainability Policies and Regulations in the EU	28
Introduction to Sustainable Brands	29
The Basics of Corporate Social Responsibility	30
Corporate Social Responsibility in Companies Course for Business Owners	31
The Environmental Dimension of Corporate Sustainability	32
ESG, Sustainability and Sustainable Development	33
Strategic Corporate Social Responsibility	34
Introduction to Sustainability Communication	35
Green Marketing	36
Sustainable Event Management	37

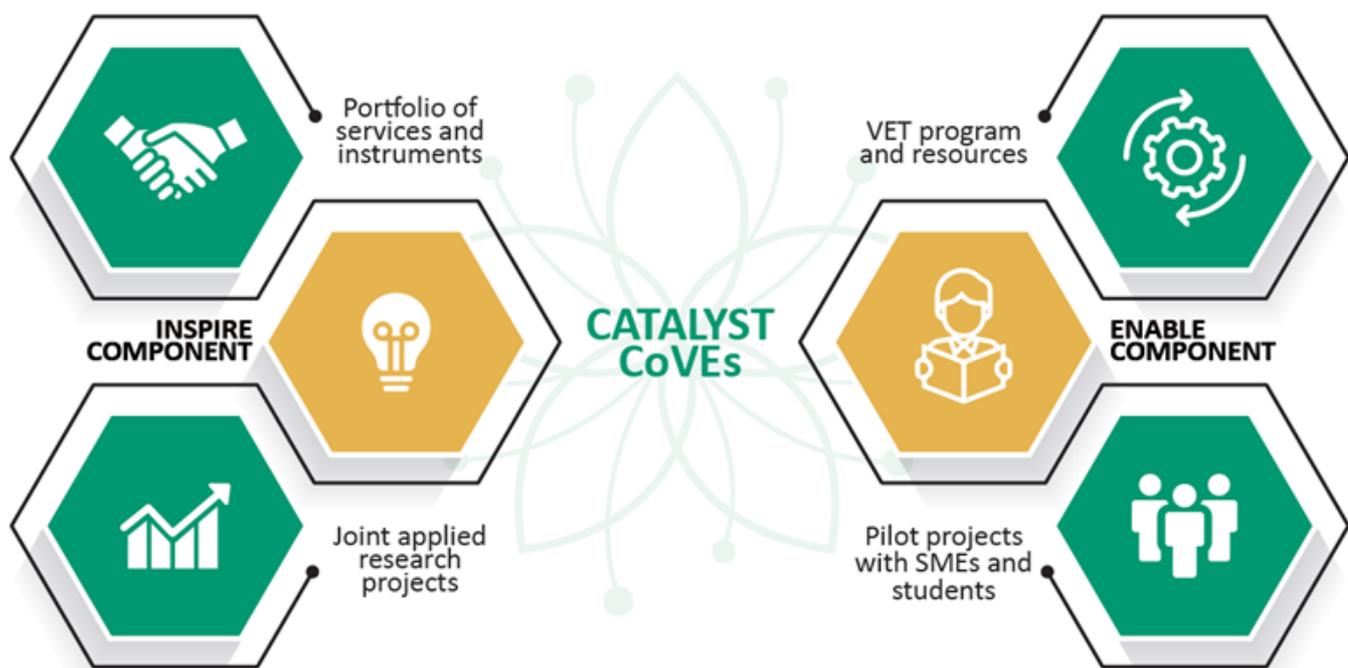
Quantitative Data Analysis with SPSS	38
Introduction to Business Transformation Towards Sustainability	39
Design Thinking and Experience to Approach for Sustainability Challenge	40
Digital Transformation and Sustainability	41
Integrating Sustainability	42
Creating Sustainable Business Models	43
Sustainability Strategy:	44
Green and Social Entrepreneurship Business Modeling	45
Sustainable Innovation:	46
Introduction to Sustainable Finance	47
Sustainable Finance:	48
Closing the Loop:	49
Circular Economy Regulations and Policy	50
Circular Economy KPIs	51
Circular Design & Eco- Design Basic Concepts	52
Slow Fashion: Eco-Design and Circular Design in TCLF Industries	53
Sustainable Materials Management - Recycling, Downcycling and Upcycling	54
Recycling, down-cycling, upcycling - differences and practice examples	55
Circular Production	56
Circular Business Models: Steps from Linear to Circular	57
Circular Business Strategies and Innovation	58
Impact Investing: Creating Value through Circular Transformation	59
Introduction to Intellectual Capital	60
Introduction to Learning Organisations	61
How to Audit and Measure Intellectual Capital	62
Building Human Capital Toward Sustainability	63
Relational Capital	64
Organisational Capital	65
Knowledge Management and Organisational Innovation	66
Driving Sustainable Growth with Innovation Capital	67
Intellectual Capital and Change Management for Digital Transformation and Sustainability	68
Embracing Sustainable Growth - Personal and Interpersonal Level	69
Green Up Our (Work) Life: An Introduction to Sustainable Behaviour	70
SustainAgility – How Agile Ways Help to Continuously Improve Sustainability in Business	71
Agile Working Helping Towards Decision Making	72

Building an Effective Team, Empowering Collaboration and Synergy	73
Beyond Boundaries: Navigating Team Dynamics and Development	74
Transformation & Change Leadership – How to Navigate Through the Transition	75
Sustainable Communication - Strengthen Your Relations Through Communication	76
Creating a New Narrative – How to Boost Your Internal Communication Effectively	77
Green Nudges – Bridging the Intention-Action-Gap and Shaping Sustainable Futures	78
How to Achieve a Sustainable Lifestyle	79
Sustainable Professional Growth	80
Unlock Your Potential as a Sustainability Leader	81
Personal and Organisational Values	82
Practising Mindfulness for Personal Energy Efficiency	83
Efficient Stress Management With Special Regard to the Competent Handling	84
Boost Your Resilience Mitigating Techno Stress	85
Happiness at Work	86

# About the Project

The swift transition towards a carbon-neutral Europe and the process of digitization are altering our job methods, educational approaches, social engagement, and daily routines. Acquiring new vocational education and training (VET) skills is crucial for achieving the goal of making European economies and societies more sustainable, resilient, and well-equipped to handle the challenges and possibilities presented by green and digital transitions.

The **CATALYST project, titled "European VET Excellence Centre for Leading Sustainable Systems and Business Transformation"** has been specifically developed with a clear vision and strong determination to actively support the implementation of the European Green Deal and the new Industrial and SME Strategies. The CATALYST project focuses on sustainability, including the organisational, social, and economic aspects.



The **primary objective of CATALYST** is to provide assistance, develop an educational programme to address personal and organisational growth, and facilitate the transformation of SMEs. This will empower and motivate them to reconsider and redesign their business models, fostering collaboration and knowledge exchange between educational and business entities.

The **"Enable" component** is essential in the CATALYST project, and its activities will result in a CATALYST VET Program. The project also assists small and medium-sized enterprises in establishing sustainable businesses through the **"Inspire component"**.

# European Centre of Vocational Excellence CATALYST

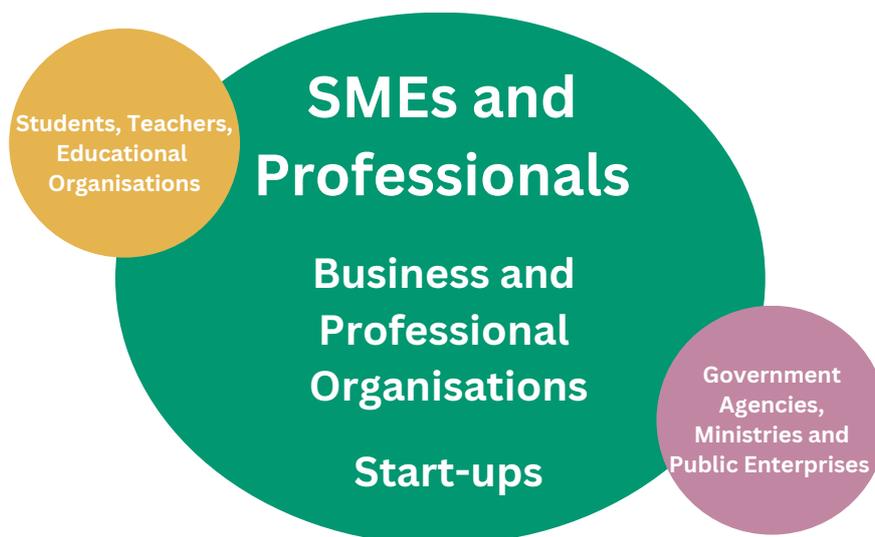
The CATALYST Centre of Vocational Excellence for Leading Sustainable Systems and Business Transformation provides tailor-made courses, resources, services, and research initiatives that are put into practical use, as well as a leading network supporting sustainable business transformation to equip organisations and individuals with the knowledge and skills necessary to create lasting change towards a more sustainable society.

The vision is to build a collaborative business community to drive the transformation towards a more sustainable, resilient and equitable future for all, summarised as **“Inspire and enable businesses sustainably”**.

CATALYST aims to encourage and assist small and medium-sized enterprises (SMEs) in rethinking and redesigning their business models through the collaborative efforts of educational and business institutions in five countries: **North Macedonia, Greece, Austria, Germany, and Portugal** through the establishment of a unified CATALYST Centre of Vocational Excellence.

The CATALYST Centre of Vocational Excellence (CoVE) has set forth three long-term goals to drive sustainable transformation in the business world:

- providing support for professionals and students in personal and organisational development,
- encouraging SMEs to embrace sustainability in their business models, and
- playing an advisory role in policy creation.



In the short term, the CATALYST CoVE aims to offer high-quality knowledge and skills, relevant and applicable for professionals, SMEs, and students, as well as to facilitate collaboration between key stakeholders through the CATALYST Network to enhance the visibility of upskilling best practices.

# CATALYST Network

**CATALYST Network is a network of professionals and students** where fresh ideas, new knowledge and best practices are exchanged to benefit all its members in the field of sustainability and management.

The CATALYST Network was created so that like-minded professionals from all around Europe could interact, learn from one another, and discuss novel approaches to achieving sustainable business transformation.

Connecting with individuals and organisations from all around Europe and the world is what the CATALYST Network is all about. Whether you work for a small or medium-sized enterprise (SME), a VET provider, an academic institution, or a government agency, the CATALYST Network will help you connect with your colleagues, stay abreast of the latest developments in the CATALYST project, and gain access to the CATALYST Centre of Vocational Excellence offer through the Platform.



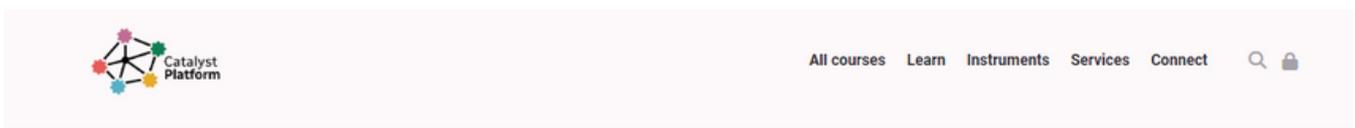
Scan me



The CATALYST platform offers an engaging and dynamic learning environment that aptly addresses the evolving needs of learners. It is highly adaptable, allowing users to learn at their own pace and in a manner that best suits them.

The CATALYST platform is an open-access platform that enables easy access to the CATALYST results:

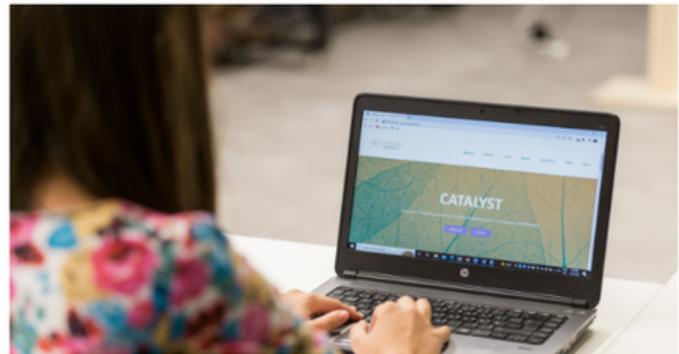
- educational offer,
- portfolio of resources and services,
- CATALYST Journal,
- access to the CATALYST Network and activities.



## How does it work?

CATALYST Platform - Place to learn, explore, exchange, explore and grow.

Students, professionals and SMEs are invited to join the online courses in the "Leading Sustainable, Systems and Business Transformation" program, attuned to virtual up-skilling and online knowledge sharing with experienced experts and professionals.



## Benefits

### Enhanced Learning Opportunities via our Educational offer:

Access a wide range of open-source resources and training materials to expand your knowledge and skills effortlessly.

### Professional and Personal Growth and Development via our Instruments and Services:

Harness the platform's resources and support to nurture your growth, gain new insights, and enhance your overall career trajectory.

### Networking and Collaboration via the CATALYST Network:

Connect and collaborate with like-minded professionals and experts, fostering valuable relationships and unlocking new opportunities.

### Customize your learning path

Harness the platform's resources and support to nurture your growth, gain new insights, and enhance your overall career trajectory.

Knowledge transfer, training for both students and working professionals, practice sharing, and community building are all possible thanks to the CATALYST platform. By facilitating participation in the Platform and forums for its members, we hope to facilitate communication, collaboration, and networking among the relevant stakeholders.

# CATALYST Program

Through in-depth mapping and analysis using surveys, interviews, round tables, and focus groups, we gleaned essential recommendations that served as the compass for developing the CATALYST programme. From the investigation, several difficulties were found from the key stakeholders: high costs, resistance to change, shortage of skilled people and demand for new skills, rigid structures, digitalisation, lack of understanding about options for financing, return on investment (ROI) and greenwashing.

Some of the proposed potential solutions to support professionals and organisations in the green transformation: create a new narrative within the organisation, educate for sustainable development, collaborate, invest in training, adopt green energy sources, effectively manage intellectual capital, increase dialogue between the academic and business communities, raise public awareness about sustainable practices, and implement digital transformation to support the organisation's green transition. The results of this analysis were used to determine which CATALYST courses to design.

## Organisation of the CATALYST Program

The CATALYST VET Program “Leading Sustainable, Systems and Business Transformation” plays an essential role in the CATALYST project. **The CATALYST Program consists of 70 courses** EQF levels 4 – 8.

There are 3 level of courses:

- **Beginner Level Courses**

At this level, courses focus on foundational understanding and knowledge acquisition. Learners engage in basic comprehension, recall of facts, and fundamental concepts associated with the subject matter.

- **Intermediate Level Courses**

Intermediate level courses delve into a deeper understanding of the subject matter. Learners are encouraged to analyze, apply, and synthesize information, fostering critical thinking, problem-solving, and the ability to draw connections.

- **Advanced Level Courses**

These courses challenge learners to evaluate, create, and innovate within the domain. At this level, learners demonstrate higher-order thinking skills such as synthesising complex ideas, evaluating theories, and generating novel concepts and solutions.

# CATALYST Program

The CATALYST Program has 3 fields:



## Leading Sustainable Systems - Systemic Level

This field encompasses two categories: Sustainable Development and Resilient Transition. A range of courses introducing the concept of sustainable development, sustainable development policies and their implications for companies, as well as courses focused on personal and professional development in the context of sustainability, strategic planning and different economies.



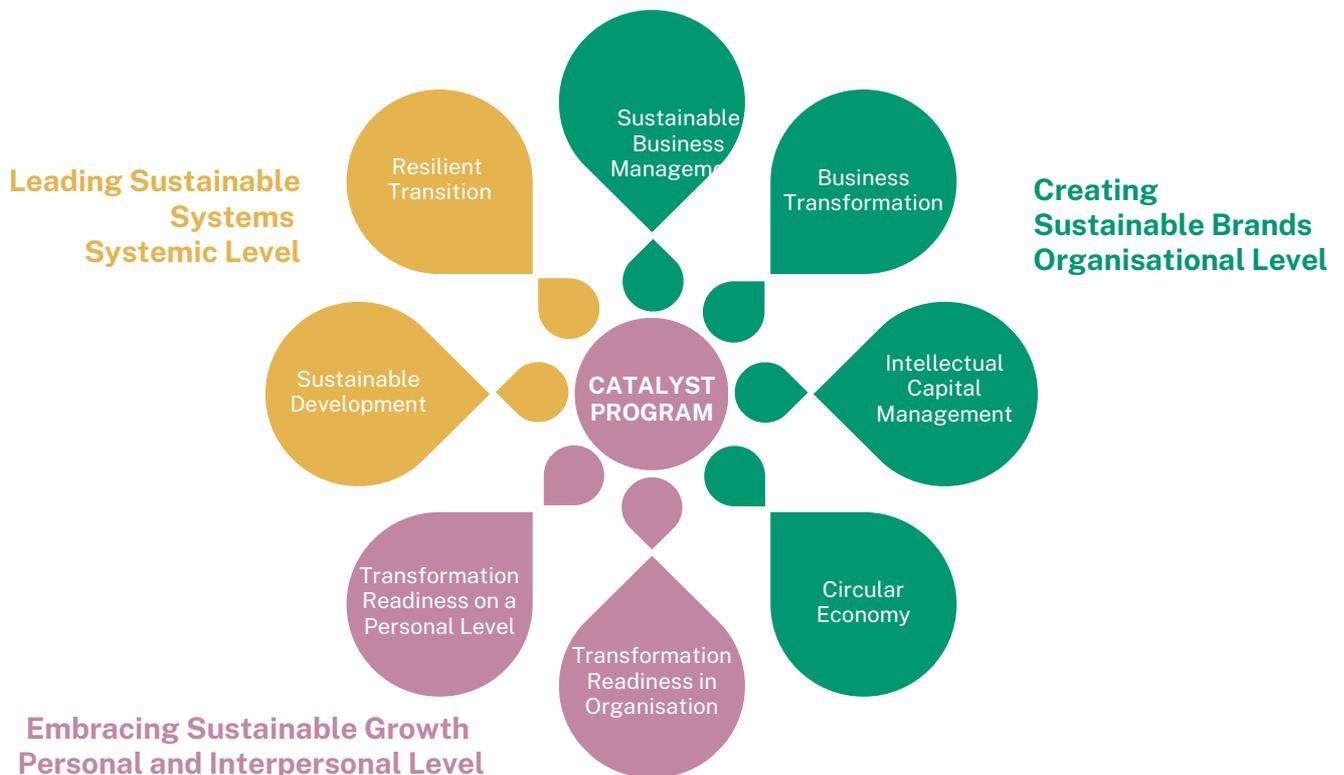
## Creating Sustainable Brands - Organisational Level

In this field there are four categories with number of courses tackling the aspects of business transformation, sustainable business management, strategic and operational side of managing intellectual capital and the key aspects of circular economy.



## Embracing Sustainable Growth - Personal and Interpersonal Level

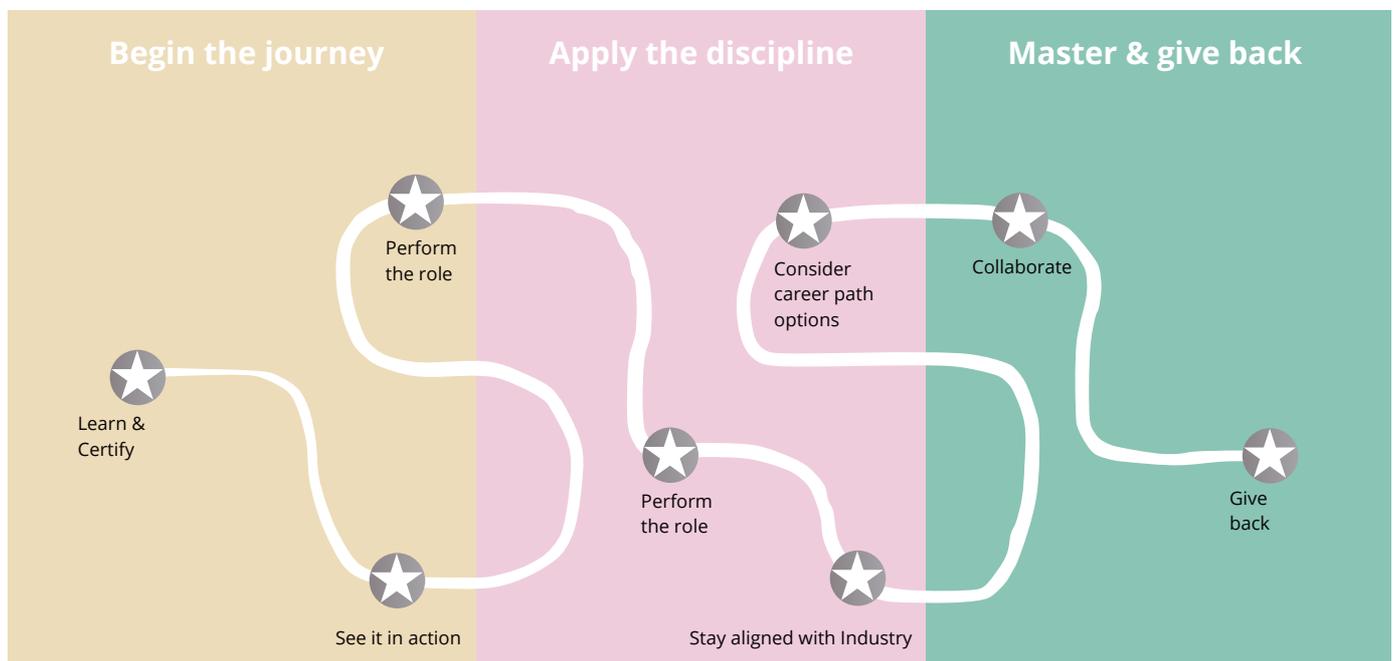
In order to support individuals and organisations in the transformation processes, this field offers courses on personal level, for individuals who want to acquire new habits and upgrade their behavior, as well as courses which tackle the preparation process on interpersonal level in the frame of one organisation.



# Specifics of the CATALYST Program

- **Learning pathways**

The heart of this personalised approach lies in the learning pathways, strategically designed to provide learners with tailored suggestions regarding suitable courses and programs based on their self-assessment. This dynamic guidance facilitates informed decisions and a more enriching learning experience. Participants who will enrol on the Catalyst program are empowered with a personalised learning approach, tailoring their educational journey to their unique needs and aspirations. This customisation is guided by a self-assessment test, illuminating individual learning needs and preferences.



- **Specialisation Programs**

Learners can select from a variety of specialisation programs finely attuned to specific skills and career progression goals in sustainability and management. These specialisation programs are comprehensive educational offerings designed to equip learners with a specialisation in a particular topic. Furthermore, the platform offers invaluable insights into career prospects, guiding learners on potential professional paths and how to navigate them effectively.

- **Co-creation of the Program with business and educational professionals**

To ensure a holistic and effective learning experience, the contents, duration, methodological approach, and learning objectives are meticulously crafted in collaboration with experienced business and educational professionals. This collaborative effort guarantees a well-rounded educational approach that aligns seamlessly with industry needs, nurturing learners' growth and ensuring their success.

# Inspire Component

## Inspire Component – set of resources and services

In addition to the courses and programs, 25 resources and support services are available to support the learning journey. These resources are carefully curated to enhance understanding, and application, of the course content. The “Inspire” component targets the dedication to implement the new skills in real-life scenarios, working closely in collaboration with SMEs. Providing mentorship and guidance for SMEs in applying new and sustainable concepts in their organisations. Very important aspect of the “Enable” component is co-creation of new knowledge by applying the CO-IN Model. Another important aspect of this component is the development of the “Inspire” Portfolio of resources and services, serving as a supporting mechanism and providing a rich set of tools, resources, and guidance for SMEs.



Resources will be supplementary materials or assets provided to learners to enhance their educational experience and help them achieve their learning objectives. Each of these materials has been selected because of its potential to improve learners' grasp of and success with the course material. Resources offer "passive" help in the sense that they don't necessitate any kind of active engagement on the part of the learner with service providers or teachers.

Services will comprise a variety of interactive and supportive offerings designed to improve students' academic outcomes by way of instruction, advice, and individualised attention. Services offer "active" support in the sense that they necessitate participation from teachers or platform administrators.

# Leading Sustainable Systems - Systemic Level

# Introduction to Sustainable Development

SUSTAINABLE  
DEVELOPMENT



Beginner level



Duration: 1 week



Workload: 6 hours

## About the Course

The course will provide participants with a basic overview and knowledge of the concepts of “sustainability” and “sustainable development”, including definitions, main concepts and strategies. During the course, participants will understand the main concepts, discuss and reflect on different concepts critically and get a basic understanding of sustainable business practice.

## Learning Objectives

Completing this course will equip you to:

- Explain various definitions and the evolutionary development of the terms “sustainability” and “sustainable development”
- Summarise the key concepts of sustainability
- Explain sustainability strategies
- Describe and explain sustainability dimensions
- Reflect and discuss sustainability concepts critically

## Target group

Professionals (from public and private institutions, NGOs)  
Teachers  
Students

## Institution

FH Joanneum University of Applied Sciences

FH | JOANNEUM  
University of Applied Sciences

# Policy Framework for the Transition to Sustainability

SUSTAINABLE  
DEVELOPMENT



Beginner level



Duration: 1 week



Workload: 4 hours

## About the Course

In this course, participants become familiar with selected basic EU policy frameworks, objectives, and implementation strategies that aim to increase sustainability in many areas. The insight into such frameworks is a first step to developing concrete individual implementation measures and strategies that build upon policy recommendations.

## Learning Objectives

Completing this course will equip you to:

- Know the SDGs in general and understand their overall goals
- Describe the main objectives, implementation strategies and advantages of the European Green Deal
- Understand fundamental considerations of the EU Action Plan for the Circular Economy
- Explain the objectives and actions of the Green Action Plan for SMEs

## Target group

Business/SME owners/Managers  
Entrepreneurs  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# Understanding the Relations Between Climate Change, Sustainable Development and Biodiversity

SUSTAINABLE  
DEVELOPMENT



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

This course examines essential issues pertaining to sustainable development, climate change, and biodiversity conservation. It offers an interdisciplinary perspective on the difficulties and opportunities associated with addressing these crucial global issues.

## Learning Objectives

Completing this course will equip you to:

- Understand the basics of sustainable development, climate change, and biodiversity protection and how they are connected
- Examine global, national, and local sustainable development, climate change, and biodiversity policies
- Learn to critically assess complex environmental concerns from scientific, ethical, and social perspectives
- Use critical thinking to develop climate change and biodiversity mitigation options

## Target group

Professionals (from public and private institutions, NGOs)  
Teachers  
Students

## Institution

Athens University of Economics and Business



ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Implementing the Sustainable Development Goals: Challenges and Enablers

SUSTAINABLE  
DEVELOPMENT



Intermediate level



Duration: 4 weeks



Workload: 18 hours

## About the Course

This course provides an in-depth exploration of key challenges and enablers for SDG implementation. Through a combination of video lectures, readings, additional resources and assignments, participants will gain a comprehensive understanding of the interconnections between the goals and the importance of policy coherence, partnerships, financing, and monitoring progress.

## Learning Objectives

Completing this course will equip you to:

- Recognize and articulate key challenges and enablers in the implementation of sustainable development initiatives
- Understand the interconnections and trade-offs between different SDGs
- Examine the financial gap for sustainable development and its implications
- Understand the role of international organisations and the private sector in bridging the financing gap

## Target group

Professionals (from public and private institutions, NGOs)  
Teachers  
Students

## Institution

UN Sustainable Development Solutions Network



# Implementation of the SDGs in the EU: measurement, planning and collaboration



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

The course will outline the state of progress on the SDGs in the EU. Participants will learn about European sustainability policies and ambitions, and discover priority areas and improvement needs, such as the need to consolidate efforts in the EU or to curb negative international spillovers. Finally, the course highlights the importance of multi-stakeholder collaboration in driving innovation for the SDGs in the EU.

## Learning Objectives

Completing this course will equip you to:

- Assess the current state of progress on the implementation of the SDGs in the EU
- Evaluate the alignment of selected EU policies and instruments with the SDGs
- Identify priority areas and improvement needs in SDG implementation within the EU
- Understand the multi-stakeholder engagement and collaboration approaches in driving innovations for SDG implementation

## Target group

Professionals (from public and private institutions, NGOs)  
Students

## Institution

UN Sustainable Development Solutions Network



# SDGs and My Company



Intermediate level



Duration: 3 weeks



Workload: 16 hours

## About the Course

In this course, participants will develop a deep understanding of the SDGs in relation to the business world. Reasons why companies should address SDGs within their business activities and measures on how this can be done will be discussed in detail. Best Practice Examples will provide a practical insight into the topic. Further, participants will analyse their own company and identify actions and measures on how to address SDGs within their own company.

## Learning Objectives

Completing this course will equip you to:

- Reflect on reasons why companies should address SDGs within their business activities
- Remember best practice examples of successful businesses engaging with the SDGs
- Identify relevant SDGs to engage within your company
- Start initiatives to engage with the SDGs in your company

## Target group

Business owners, founders of start-ups  
Managers

## Institution

FH Joanneum University of Applied Sciences

FH | JOANNEUM  
University of Applied Sciences

# Sustainable Consumption and Production

SUSTAINABLE  
DEVELOPMENT



Intermediate level



Duration: 4 weeks



Workload: 18 hours

## About the Course

Sustainable consumption and production is a necessary behavioural change for individuals and institutions to foster a sustainable lifestyle. This course gives a detailed overview of ways to consume in a sustainable way as well as necessary factors in sustainable production.

## Learning Objectives

Completing this course will equip you to:

- Understand the difference between “conventional” production and sustainable production
- Apply knowledge to recognize sustainable consumption
- Analyse sustainable production and consumption methods

## Target group

Professionals (from public and private institutions, NGOs)  
SME owners  
Students

## Institution

Apflbutzn Faires Gwand



# Introduction to Social Economy



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

This course provides a basic introduction to Social Economy. It also explores the role of the Social Economy in sustainable development goals and innovation. The participants will have the opportunity to understand different models of social economy and illustrate successful social economy initiatives.

## Learning Objectives

Completing this course will equip you to:

- Understand the definition and characteristics of Social Economy
- Identify different models of Social Economy, such as cooperatives, mutuals, associations, foundations, and social enterprises
- Explain the role of the Social Economy in relation to the Sustainable Development Goals
- Outline the potential of the Social Economy for social and economic innovation

## Target group

Professionals (from public and private institutions, NGOs)  
Students  
Teachers  
SMEs Managers

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# Introduction to Green Economy



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

The course will help the participants to recognize the importance of the green economy in creating green economic development in communities and organisations. The participants will gain insight into how green national policies are made, how green business strategies are prepared that will lead to green jobs, and the development of green work skills and social values - all elements that create a green economy as a basis for sustainable social development of society and the state.

## Learning Objectives

Completing this course will equip you to:

- Understand the Green Economy principles
- List different Green National Policies
- Summarise how green skills promotion and acquisition would support Green Economy Development
- Describe different business strategies for transforming companies and organisations into sustainable green, socially responsible ones

## Target group

Professionals (from public and private institutions, NGOs)  
Students  
SMEs Managers

## Institution

UN Sustainable Development Solutions Network



# Connecting the Dots for Circular Ecosystems: Collaboration, Networking and Partnerships



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The course addresses the competencies needed to create effective synergies, engage with ecosystems, formulate strategic partnerships and create value. Particular emphasis is placed on the dynamics of Circular Economy collaboration models across value chains and industry verticals. There is a focus on communication skills, social networks and new technologies that boost a collaborative culture and management best practices.

## Learning Objectives

Completing this course will equip you to:

- Analyse the value chains, sectors and ecosystems
- Identify synergies and use a different set of tools to formulate the right partnerships
- Use social networks and communication strategies to boost your network and develop an extrovert and collaborative culture
- Extract best practices from relevant case studies and success stories presented by market experts, entrepreneurs and policymakers, both in the private and public sectors

## Target group

Professionals (from public and private institutions, NGOs)  
Students  
SMEs Managers/Owners  
Academics

## Institution

SPOROS Circular Solutions



# System and Design Thinking for Sustainable Transformations



Advanced level



Duration: 5 weeks



Workload: 26 hours

## About the Course

The course will introduce the methodology of CO-IN © Model, Frame Innovation and System Innovation approach as tools for enhancing innovative partnerships for sustainable growth in solving and reframing complex problems. By identifying and reframing wicked problems, the participants will reframe the solution directions and implement the tools and methodologies in a real case study.

## Learning Objectives

Completing this course will equip you to:

- Describe CO-IN © Model and Frame Innovation approach
- Understand the deeper factors that underlie the needs of the stakeholders
- Define a system innovation approach with tools and methodologies for stakeholders' participation
- Apply system and design thinking to solve wicked problems
- Implement the frame creation process and solution on real case studies

## Target group

Managers and professionals from SMEs and large companies  
Policymakers, representatives from public institutions and municipalities

## Institution

Institute for Research in Environment, Civil Engineering and Energy  
Civil Engineering Institute MACEDONIA



# Socio-Economic Pathways - Benefits and Application



Advanced level



Duration: 6 weeks



Workload: 30 hours

## About the Course

This course examines the numerous mechanisms by which socioeconomic systems evolve and influence society, the environment, and global development. Participants will investigate various scenarios, models, and approaches for comprehending and influencing socioeconomic trajectories in the context of global challenges.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance and benefits of socio-economic pathways
- Demonstrate how to create futures and scenario analysis
- Identify areas for improvement by engaging with stakeholders and receiving their feedback and recommendation
- Develop economic, social and technological innovation pathways

## Target group

Professionals (from public and private institutions, NGOs)  
Students  
SMEs Managers/Owners  
Teachers

## Institution

Athens University of Economics and Business



**ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ**  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Creating Sustainable Brands - Organisational Level

# Corporate Sustainability Policies and Regulations in the EU



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

This course aims to familiarise the beginner executive with the policy framework of ESG and to introduce business executives to the complex contemporary issues of environmental, social and corporate governance (ESG), as included in the relevant regulatory framework in the EU. Furthermore, the course will present the appropriate regulatory framework regarding Corporate Sustainability Reporting to improve transparency and accountability around corporate ESG performance.

## Learning Objectives

Completing this course will equip you to:

- Understand the definition of ESG and the origins and evolution of corporate responsibility to ESG
- Understand the regulatory requirements for corporate responsibility in the EU
- Identify the differences and similarities between ESG and CSR

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# Introduction to Sustainable Brands



Beginner level



Duration: 1 week



Workload: 6 hours

## About the Course

This short introduction to sustainable brands will give an overview of sustainable companies (best practices) from different branches and a rough analysis of what makes a brand sustainable. Furthermore, the course will deal with different labels/certificates which are pointed out as sustainable brands.

## Learning Objectives

Completing this course will equip you to:

- Understand what a sustainable company is
- Understand the factors which are necessary for a brand/company to be sustainable
- Remember sustainable certificates

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)  
Students

## Institution

Apflbutzn Faires Gwand



# The Basics of Corporate Social Responsibility



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

This course introduces participants to the basics of Corporate Social Responsibility (CSR). The course covers an initial clarification of terms, the explanation of underlying goals as well as various examples in a company, advantages, and disadvantages from the perspective of workers.

## Learning Objectives

Completing this course will equip you to:

- Understand the fundamental considerations and objectives of CSR
- Name typical CSR areas
- Discuss the advantages and disadvantages of CSR from the perspective of employees
- Illustrate good examples of CSR in companies

## Target group

Professionals (from public and private institutions, NGOs)  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

BEST

# Corporate Social Responsibility in Companies

## Course for Business Owners



Beginner level



Duration: 2 weeks



Workload: 8 hours

### About the Course

This course introduces participants to the basics of Corporate Social Responsibility (CSR). The course covers an initial clarification of terms, the explanation of underlying goals as well as various examples in a company, advantages, and disadvantages from the perspective of workers.

### Learning Objectives

Completing this course will equip you to:

- Understand the fundamental considerations and objectives of CSR
- Name typical CSR areas
- Discuss the advantages and disadvantages of CSR from the perspective of employees
- Illustrate good examples of CSR in companies

### Target group

Managers  
Business owners  
Entrepreneurs

### Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# The Environmental Dimension of Corporate Sustainability



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The environmental aspect of sustainability addresses the organisation's effects on both living and non-living natural systems. The course aims to introduce the participants to the ESG approach of environmental compliance of a company. Impacts on inputs (such as energy and water) and outputs (such as emissions, effluents, and waste) are included in the environmental category.

## Learning Objectives

Completing this course will equip you to:

- Acquire a clear understanding of the environmental pillar of the ESG approach
- Be able to apply this knowledge to creating and evaluating the environmental parts of ESG reports

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# ESG, Sustainability and Sustainable Development - Reporting and Auditing



Advanced level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The course is intended to provide participants with an advanced understanding of what ESG, Sustainability, and Sustainable Development are, how the reporting and auditing in these fields are done, how they developed through history and different international levels, and how important they are for every organisation. The course will also include several practical examples of real situations and dilemmas regarding the use, adaptation and creation of tools.

## Learning Objectives

Completing this course will equip you to:

- Examine ESG, Sustainability, Sustainable Development, and elements of reporting in these fields related to the competitive advantage of the company
- Be able to value the company strategy and activities towards what is reported and audited
- Use different methods and platforms for reporting and auditing ESG, Sustainability and Sustainable Development

## Target group

Managers  
Business owners  
Professionals (from public and private institutions, NGOs)  
Students

## Institution

Small Business Chamber



# Strategic Corporate Social Responsibility



Advanced level



Duration: 6 weeks



Workload: 30 hours

## About the Course

The focus of the course Strategic CSR is to create long-term value for both the participants and their organisations. This course is designed to encourage participants to explore possibilities to integrate CSR and sustainability initiatives in their business strategy, supporting them with theoretical and practical understanding to apply new CSR initiatives. This course includes a workshop where participants will develop a strategic CSR plan for their own organisations through an action planning exercise.

## Learning Objectives

Completing this course will equip you to:

- Explain CSR and its relevance to ethical business activity, business decisions and communication
- Evaluate the organisation's current social and environmental impact and identify areas for improvement
- Explore CSR initiatives considering short- and long-term business, social and environmental impact
- Develop an action plan to strategically integrate CSR into the business strategy and goals using the knowledge and skills acquired through the course

## Target group

Managers and employees responsible for CSR strategy and initiatives

Entrepreneurs who wish to develop sustainable business practices

People who want to pursue a career in sustainability

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Introduction to Sustainability Communication



Beginner level



Duration: 1 week



Workload: 4 hours

## About the Course

In this course, participants are introduced to the topic of 'Sustainable communication'. They learn what sustainable communication is, what objectives it pursues, and what advantages/benefits sustainable communication has for companies. They learn about basic strategies and implementation possibilities. They receive example practices and are sensitised to 'greenwashing'.

## Learning Objectives

Completing this course will equip you to:

- Understand what sustainable communication is
- Be able to name fundamental objectives of sustainable communication
- Remember the five foundations of sustainability communications
- Understand the concept of sustainable communication vs. greenwashing

## Target group

Professionals (from public and private institutions, NGOs)  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

BEST



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

Consumer knowledge of sustainability issues has changed from being a new social concern to being a mainstream ideal. This course aims to increase knowledge about sustainable consumer, company, and societal behaviour. When it comes to a company's capacity to address sustainability challenges, marketing strategy is crucial. The course aims to assist participants in using specialised marketing ideas to create long-term plans with long-lasting effects.

## Learning Objectives

Completing this course will equip you to:

- Recognise the historical context, significance and impact of marketing in relation to sustainable development.
- Describe the relationship between marketing and sustainable development.
- Understand the importance of avoiding greenwashing tactics.
- Include sustainable development principles in the marketing tactics
- Examine marketing initiatives and tactics in light of principles of sustainable development

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# Sustainable Event Management



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to all who want to explore the field of the event industry, focusing on sustainability issues. Methods and techniques to provide successful sustainable events will help participants adopt new habits of managing the events more efficiently and productively the planned events.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of organising sustainable events
- Recognise sustainable and not sustainable forms of events
- Practice new methods and techniques to enhance the productivity of any type of event
- Analyse new modern and interactive marketing tips and tricks to promote successful events
- Experiment with a new guerilla sustainable event
- Adopt new forms and trends of sustainability in any type of event large or small

## Target group

Marketing Professionals  
Business owners  
Managers  
Students

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Quantitative Data Analysis with SPSS



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

The course aims to provide the necessary tools for data analysis to develop autonomy in conducting scientific research using appropriate statistical methodology. By the end of the course, participants are expected to be able to apply techniques of descriptive and inferential analysis, as well as interpret the results. The software covered in the course is SPSS. The Course can be very relevant for companies that need to have solid data analysis (IT companies, consultancy companies, etc.)

## Learning Objectives

Completing this course will equip you to:

- Organise an SPSS dataset
- Perform a descriptive analysis of a dataset with the correct use of statistical measures
- Perform an inferential parametric and non-parametric statistical analysis
- Organise the conclusions of a statistical analysis into a presentation format for an unspecified audience

## Target group

Professionals (from public and private institutions, NGOs)  
Researchers  
Managers  
Students

## Institution

University Institute of Lisbon

# Introduction to Business Transformation Towards Sustainability



**Beginner level**



**Duration: 2 weeks**



**Workload: 6 hours**

## About the Course

More and more companies recognize that climate protection, resource efficiency, human rights in the supply chain and diversity are no longer niche issues but economic opportunities and necessities. The course will introduce the concept of sustainability, provide an overview of sustainability measures and offer a status-quo analysis, including essential, concrete, and simple steps to start building upon sustainability efforts for transformation.

## Learning Objectives

Completing this course will equip you to:

- Define the elements and key components of sustainability
- List different sustainability measures a company can take into consideration
- Summarise the importance of a sustainable transformation for businesses
- Identify what you can contribute on a personal as well as organisational level towards sustainability

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Bundesverband Nachhaltige Wirtschaft



# Design Thinking and Experience to Approach for Sustainability Challenge



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

In this course, participants are introduced to 'Design Thinking'. Different methodological approaches and opportunities are presented that can be used for sustainable improvement and implementation of various sustainability efforts. Participants will learn about Design Thinking as a valuable resource and action-oriented solution approach they can explore in their work practice.

## Learning Objectives

Completing this course will equip you to:

- Describe fundamental objectives and advantages/benefits of design thinking
- Identify five phases of design thinking
- Explain the six steps of design thinking
- Use several design thinking methods and approaches
- Analyse why design thinking is essential in sustainability
- Distinguish various approaches to product design

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# Digital Transformation and Sustainability



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

This course aims to raise participants' awareness and provide basic knowledge on the role of digital tools in guaranteeing environment and business sustainability. It presents the transformations and benefits of digital transformation for businesses. It overviews the general actions and processes required to adapt the organisation to digital transformation, notably people management, intellectual capital, and organisational knowledge management.

## Learning Objectives

Completing this course will equip you to:

- Explain key concepts related to digital transformation.
- Understand how digital transformation helps the progress of the environment and business sustainability.
- Identify the transformations and benefits of digital transformation and its impacts on business models, supply chains or decision-making processes

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# Integrating Sustainability into the Strategy and Business Model



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course seeks to train participants on integrating sustainability into business strategy, with a particular focus on the challenges that companies face at local and global levels. The course also covers multiple sustainable business model designs that have economic, social and/or environmental concerns at their core. This overview provides a big picture of sustainable strategic alternatives and serves as an inspiration for participants to develop their own sustainable business models.

## Learning Objectives

Completing this course will equip you to:

- Understand the concepts of sustainable management
- Illustrate how to implement sustainable business model designs
- Explain concepts of ESG and its integration into businesses
- Understand how to integrate sustainability into business strategy
- Analyse the creation of sustainable business models

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# Creating Sustainable Business Models



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course will guide participants through the topic of sustainable business models including the different archetypes and different case examples of successful sustainable business models. Further, participants will get acquainted with the use of the Sustainable Business Model Canvas and develop a draft of a Sustainable Business Model.

## Learning Objectives

Completing this course will equip you to:

- Explain the different archetypes of Sustainable Business Models
- Identify relevant actions and measures to integrate sustainability into an existing business model
- Illustrate a sustainable business model via the Sustainable Business Model Canvas

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

FH Joanneum University of Applied Sciences

FH | JOANNEUM  
University of Applied Sciences

# Sustainability Strategy: How to develop a tailor-made strategy based on materiality



**Advanced level**



**Duration: 6 weeks**



**Workload: 32 hours**

## About the Course

Equip yourself with the skills to craft a tailor-made sustainability strategy. This course guides participants through strategy development based on a double materiality assessment in an exemplary way. It provides reflective, hands-on exercises to assess the organisation's baseline, evaluate the business environment, and engage with key stakeholders. The course aims to provide a comprehensive hands-on overview of the strategy development process and the related steps it requires.

## Learning Objectives

Completing this course will equip you to:

- Analyse the baseline situation of the company concerning its sustainability performance
- Evaluate the business environment encompassing product, company and sector levels
- Identify internal and external key stakeholders along the value chain
- Use tools to pre-assess and rate the materiality of sustainability matters
- Derive strategic conclusions based on the materiality assessment

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Collaborating Centre on Sustainable Consumption and Production



# Green and Social Entrepreneurship Business Modeling



Advanced level



Duration: 5 weeks



Workload: 40 hours

## About the Course

The course aims to provide participants with tools and techniques to start a (social/green) business. The controlled learning environment enables participants to discover their entrepreneurial mindsets and deal with individual challenges that might arise in bringing a business idea to life. The journey starts from the idea development and contains all the necessary steps of setting up a green or social business. The course will finish with a pitch of each individual's developed business idea.

## Learning Objectives

Completing this course will equip you to:

- Develop business ideas
- Use design thinking and social canvas tool for social business modelling
- Understand customer and beneficiary segments, pains and gains
- Provide a sustainable business model

## Target group

Everyone interested in founding a green & social business

## Institution

FH Joanneum University of Applied Sciences

FH | JOANNEUM  
University of Applied Sciences

# Sustainable Innovation: How organisations can create sustainable innovation projects



Beginner level



Duration: 3 weeks



Workload: 10 hours

## About the Course

This course investigates the principles and practices of sustainable innovation, concentrating on how businesses and organisations can develop and implement innovative solutions that address environmental, social, and economic challenges. Participants will analyse case studies, engage in inventive problem-solving, and create a sustainable innovation project.

## Learning Objectives

Completing this course will equip you to:

- Learn the basics of sustainable innovation
- Understand eco-innovation and social innovation
- Get familiar with how to scale sustainable innovations
- Understand how to use Open Data and services towards a sustainable digital transformation
- Evaluate and be able to apply related methodologies for sustainable innovations

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Athens University of Economics and Business



ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Introduction to Sustainable Finance



Beginner level



Duration: 3 weeks



Workload: 10 hours

## About the Course

The courses will help participants to understand the potential that sustainable finance products bring to their organisation. The course covers topics related to sustainable, green and climate finance and its impact on achieving the SDGs.

## Learning Objectives

Completing this course will equip you to:

- Understand sustainable, green and climate finance
- Summarise the core concepts of sustainable finance and the relevance of sustainability considerations for the key actors in the financial system
- Explain the contribution of sustainable finance to achieving the Sustainable Development Goals and the goals of the Paris Agreement on Climate Change
- Describe different sustainable finance products, such as bonds and loans

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Civil Engineering Institute MACEDONIA



# Sustainable Finance: Apply Sustainable Investment Strategies and Green Finance in Your Company



Advanced level



Duration: 6 weeks



Workload: 30 hours

## About the Course

Participants will gain an understanding and ability of applying sustainable investment strategies and green finance in their portfolio and knowledge on how to get support from financial institutions in addressing global sustainability issues. In addition, they will be able to learn how to perform sustainability reporting.

## Learning Objectives

Completing this course will equip you to:

- Understand the main challenges facing the global financial system in the quest for funding structural transformations towards sustainable pathways
- Evaluate and be able to apply novel financial instruments and the material role of ESG and sustainability reporting for firm financial performance
- Assess the possible investment strategies and apply the optimal one in their portfolio

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Athens University of Economics and Business



ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Closing the Loop: An Introduction to the Circular Economy



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

Discover the circular economy's pivotal role as a holistic innovation concept in industrial policy, striking a harmonious balance between economic growth, environmental stewardship, and societal advancement. By the course's conclusion, you'll possess a solid foundation in circular principles and their practical application in our ever-changing world, enabling you to navigate the current landscape with confidence.

## Learning Objectives

Completing this course will equip you to:

- Recall the concept of the Circular Economy
- Describe the concept of the Circular Economy and key terms
- Explain the difference between the two approaches to the circular economy in terms of waste management and circular business models
- Understand currently important concepts and regulations (e.g. EU Green Deal, Right to Repair, Reusable Packaging Act), trends and outlooks

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

Collaborating Centre on Sustainable Consumption and Production



# Circular Economy Regulations and Policy



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The aim of the course is to enhance the participants's perspectives on the policy and regulatory aspects of the principles of the circular economy. This course will help participants to prioritise and take strategic activities to scale up circularity-based initiatives. The provided information can be used in the development of circular economy projects, including real examples of solutions.

## Learning Objectives

Completing this course will equip you to:

- Understand the policy and regulatory aspects and apply the principles of the circular economy
- Analyse circular economy projects and evaluate real examples of solutions
- Analyse the enablers, obstacles, and essential tactics that improve the viability of sustainable infrastructure management initiatives and their replication in real-world settings

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# Circular Economy KPIs



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The measurement and assessment of several key performance indicators (KPIs) in the context of circular economy efforts is the primary emphasis of this course. In order to evaluate the efficacy of circular economy ideas and practices, students will learn how to design, execute, and evaluate key performance indicators (KPIs).

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of circular economy in terms of challenges and opportunities
- Measure the CE Impact using different tools
- Learn and apply Circular Finance and Investment Metrics
- Experiment and reflect on circular KPIs on specific projects

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

Athens University of Economics and Business



ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Circular Design & Eco-Design Basic Concepts



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

Circular design is the practice of creating durable, reusable, repairable and recyclable products that generate zero waste to support a circular economy. Eco-design considers environmental aspects at all stages of the product development process, striving for products which make the lowest possible environmental impact throughout the product life cycle. The course covers aspects of Circular Economy presenting and defining concepts related to Circular Design & Eco-design.

## Learning Objectives

Completing this course will equip you to:

- Identify the basic concepts of circular design and eco-design, as well as their methodologies and applicable regulation
- Select from circular design and eco-design methodologies in practical exercises
- Understand the basic LCA concepts, principles and methods

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

Technological Center for Mouldmaking, Special Tooling and Plastic Industries



# Slow Fashion: Eco-Design and Circular Design in TCLF Industries



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

The aim of this course is to raise awareness on the environmental and social issues associated with quick fashion. It will provide basic knowledge on natural, synthetic and recycled materials used in the TCLF sector and their environmental impact (recyclability, microplastics etc.). Participants will have an overview of quick fashion impact on a company's ESG reporting and its importance in becoming part of larger value chains and financing opportunities.

## Learning Objectives

Completing this course will equip you to:

- Learning basic information on TCFL materials and understanding their environment and social impact related to quick fashion applications
- Learn the basic concepts of green labelling and traceability and understand what greenwashing is and the importance of being included in sustainable value chains
- Comprehend the importance for very small and small enterprises to meet the requirements on environmental and ethical issues in order to enter larger value chains

## Target group

Students  
Small and very small enterprise owners in TCLF sector  
Fashion designers  
Sales and marketing in the TCLF sector

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# Sustainable Materials Management - Recycling, Downcycling and Upcycling



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

Sustainable Materials Management is a systemic approach to using and reusing materials more productively over their entire lifecycle. By looking at a product's entire lifecycle new opportunities can be found to reduce environmental impacts, conserve resources, and reduce costs. The course presents and defines concepts related to recycling, downcycling and upcycling concepts, as well as available recycling technologies.

## Learning Objectives

Completing this course will equip you to:

- Identify techniques, technologies and manufacturing processes to deal with waste
- Recognize the requirements of sorting and preparation of recycled materials
- Recognize the requirements of manufacturing processes and quality control of recycled materials
- Select the standards and regulations on waste applicable to recyclates

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Technological Center for Mouldmaking, Special Tooling and Plastic Industries



# Recycling, down-cycling, upcycling - differences and practice examples



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

In this course, the concepts of recycling, down-cycling, and upcycling are presented in terms of their significance for the sustainable handling of waste as a valuable resource. The participants can learn the basic differences between recycling, downcycling, and upcycling. They can learn from existing practices / products how various materials otherwise considered waste have been brought back into use by re-/down- or upcycling.

## Learning Objectives

Completing this course will equip you to:

- Understanding the principles of circular production
- Analysing production components and applying circular principles
- Designing interventions for introducing circular principles in design, manufacturing and end-of-life product management in TCLF and furniture sectors

## Target group

Professionals (from public and private institutions, NGOs)  
Business/SME owners/ Managers  
Entrepreneurs  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# Circular Production



Advanced level



Duration: 8 weeks



Workload: 45 hours

## About the Course

The aim of this advanced course is to provide a general and comprehensive overview of the main principles of circular production, including a selection of raw materials (secondary, renewable, reused, recycled), production resources (energy and water), production by-products (exploitation in circular schemes) and waste prevention (GHG, gas, liquid and solid waste management, energy and materials recovery), circular/eco-design, end-of-life (EOL) management and reuse.

## Learning Objectives

Completing this course will equip you to:

- Understanding the principles of circular production
- Analysing production components and applying circular principles
- Designing interventions for introducing circular principles in design, manufacturing and end-of-life product management in TCLF and furniture sectors
- Receive coaching and support for a thematic project in the fields of CTLF or Furniture sector

## Target group

Production Managers  
CTOs  
Production Engineers  
Professionals in R&D, Sales and marketing

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# Circular Business Models: Steps from Linear to Circular



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course examines the ideas, methods, and practices of circular business models. The course focuses on how firms may migrate from linear, resource-intensive models to circular ones that encourage sustainability, decrease waste, and produce long-term value.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of circular economy
- Combine CE tools in a specific case study
- Practice mindfulness techniques to develop circular business models
- Experiment and reflect on circular thinking tools
- Comprehend the policy framework of CE

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Athens University of Economics and Business



ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ  
ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

# Circular Business Strategies and Innovation



Advanced level



Duration: 6 weeks



Workload: 32 hours

## About the Course

Enhance your understanding of the transformative impact of the CE on business and unlock the potential of circular thinking and sustainable business practices in our comprehensive and advanced course. This dynamic programme empowers participants to embrace and implement circular mindsets and purpose-driven approaches to drive positive change in their organisations. In the course you will be challenged to develop innovative circular business models and extensions.

## Learning Objectives

Completing this course will equip you to:

- Implement a circular mindset & purpose
- Analyse the organisation's value chain and detect the sweet and hot spots for CE strategies
- Examine the matching digital tools as enabler for circular business models
- Develop an innovative business model (extension) with a circular business model approach
- Design your circular journey with the support of different (design) tools

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

Collaborating Centre on Sustainable Consumption and Production



# Impact Investing: Creating Value through Circular Transformation



Advanced level



Duration: 4 weeks



Workload: 30 hours

## About the Course

This course examines how SMEs & start-ups can best position themselves and unlock the opportunities arising in a growing impact investing ecosystem, in order to attract funding & expertise, create value, achieve sustainable growth. Particular focus on CE challenges and opportunities, innovative business models, impact-related KPIs and relationship with investors. Real time pitching and fundraising sessions, VC/PE fundamentals and circular hackathon.

## Learning Objectives

Completing this course will equip you to:

- Understand the fundamentals of impact investing and ways to unlock alternative financing opportunities
- Formulate an impact mission and develop impact KPIs across value chains and industry verticals
- Evaluate the social and environmental impact of various business models
- Create value proposition narratives based on CE applications, encapsulating business, investment and sustainability considerations and focusing on potential exit strategies

## Target group

Managers  
Business owners  
Entrepreneurs  
Professionals (from public and private institutions, NGOs)

## Institution

SPOROS Circular Solutions



# Introduction to Intellectual Capital



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

The course is intended to provide participants with a basic understanding of what intellectual capital is, and its importance for every organisation. During the course, the participants will be able to explore different elements of intellectual capital, potential activities to grow these capitals and methods and indicators to measure and manage intellectual capital.

## Learning Objectives

Completing this course will equip you to:

- Define the elements of intellectual capital
- Summarise the importance of intellectual capital and its relation to competitive advantage of the company
- Discuss the benefits of collaborative and innovative partnerships
- List different methods for measuring intellectual capital
- Describe different methods for managing intellectual capital (human, structural, organisational, process, innovation, relational capital)

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Introduction to Learning Organisations



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

Learning organisations are those that encourage and facilitate continuous learning, innovation, and adaptability among their employees, ultimately leading to improved performance and competitiveness. This introductory course aims to introduce participants to the basic concepts of organisational learning and its importance in the context of organisational development and change.

## Learning Objectives

Completing this course will equip you to:

- Identify the pillars of a learning organisation
- Understand the advantages and constraints of the implementation of learning organisation culture
- Discuss the role of leadership in changing cultures
- Understand the strategies for measuring and maintaining the learning culture

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# How to Audit and Measure Intellectual Capital



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to management staff who want to explore their capacity to use intellectual capital measurement, providing valuable insights into an organisation's intangible assets and help drive long-term growth and competitiveness. Participants will be able to establish an effective audit program for their organisation that requires a combination of financial, organisational, and strategic expertise.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of intellectual capital and need to audit and measure it strategically
- Explain the elements of the intellectual capital audit and activities needed to achieve it
- Relate the audit methods with the intellectual capital components metrics
- Design an audit action plan to your organisation

## Target group

SMEs managers  
HR managers  
Students of Business and related fields

## Institution

Intellectual Capital Association



# Building Human Capital Toward Sustainability



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to management staff who want to explore their capacity to lead, unlocking the potential of human capital as an essential tool to achieve competitive advantage and sustainable business. Participants will be able to explore the topics of human capital strategy and leadership while gaining insights on how to establish effective programs for career development, performance management, team growth, etc.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of human capital and the need to manage it strategically
- Explain the elements of the human capital strategy and activities needed to achieve it
- Relate the leadership style, organisational climate and the human capital management
- Design activities and action plans for different types of programs to manage human capital
- Develop an initial human capital strategy adapted to your organisation

## Target group

SMEs managers  
HR managers  
Students of Business, Organisational Psychology and related fields

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Relational Capital



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to management staff who want to understand and effectively manage relational capital. Participants will be able to explore the topics of relational capital strategy and leadership, while gaining insights on how to build trust in their organisation and increase reputation. Added value from this course is the opportunity to nurture positive relationships with all stakeholders and leveraging these connections to create value and achieve strategic objectives.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of relational capital and need to manage it strategically
- Explain the elements of the relation capital strategy and activities needed to achieve it
- Relate reputation and trust with shareholders and organisation strategic goals
- Design activities and action plans to customer loyalty and retention
- Develop a relational capital strategy adapted to your organisation

## Target group

SMEs managers  
HR managers  
Students of Business and related fields

## Institution

Intellectual Capital Association



# Organisational Capital



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The aim of the course is to understand how effectively managing organisational capital is crucial for organisations looking to thrive in a rapidly changing business environment. Participants will involve a combination of strategic planning, commitment to fostering a culture of innovation and continuous improvement. These assets are not physical in nature but play a crucial role in the organisation's success, contributing to efficiency, productivity, and competitive advantage.

## Learning Objectives

Completing this course will equip you to:

- Explain the elements of the organisational capital
- Discuss the importance of organisational capital and need to manage it strategically
- Relate organisational capital and financial management
- Design activities and action plans for organisational learning
- Develop an organisational capital strategy adapted to your organisation

## Target group

SMEs managers  
HR managers  
Students of Business and related fields

## Institution

Intellectual Capital Association



# Knowledge Management and Organisational Innovation



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course explores the principles and practices of knowledge management (KM) and its role in promoting green innovation in organisations. Participants will learn about knowledge management concepts and theories, relating them to innovation in the context of sustainability and digital transformation. Furthermore, the course will develop skills in defining strategies for developing a culture of innovation based on knowledge assets.

## Learning Objectives

Completing this course will equip you to:

- Understand why organisations need to adapt themselves to the knowledge-based green and digital economy
- Understand the relevance of knowledge management to building organisational competencies and innovation
- Understand the key concepts and theories of knowledge management
- Identify and apply best practices for capturing, organising, and sharing knowledge.
- Develop strategies for fostering a culture of knowledge management in organisations

## Target group

SMEs managers  
HR managers  
Students of Business and related fields

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# Driving Sustainable Growth with Innovation Capital



Advanced level



Duration: 6 weeks



Workload: 30 hours

## About the Course

The course aims to provide participants with the knowledge and skills necessary to fully realise the strategic potential of managing intellectual capital and innovation within their organisations and drive sustainable growth. Participants will be able to evaluate the ROI of investing in R&D&I and align innovation capital with organisational objectives and the business plan. This course includes live online training sessions where participants will interactively work on given assignments.

## Learning Objectives

Completing this course will equip you to:

- Explain the relationship between innovation capital and the other components of intellectual capital
- Examine how different types of innovations can be integrated into various business models
- Propose activities to align innovation capital with organisational objectives and the business plan and drive sustainable growth
- Evaluate the effects and ROI of investing in R&D&I on organisational performance with appropriate metrics for quantifying innovation capital.

## Target group

- Senior executives, managers, innovation leaders, R&D managers, entrepreneurs, and professionals seeking to advance their understanding of innovation capital management and wish to innovate in a responsible and sustainable way

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Intellectual Capital and Change Management for Digital Transformation and Sustainability



Advanced level



Duration: 6 weeks



Workload: 30 hours

## About the Course

In a society increasingly dominated by digital transformation and the pressures resulting from the imperative of sustainability, markets have become more competitive and forced organisations to become more resilient and to engage in permanent change. The aim is to provide competences to managers, consultants, and entrepreneurs to manage change through the management of intellectual capital as drivers of competitiveness and sustainability.

## Learning Objectives

Completing this course will equip you to:

- Understand the importance of managing intellectual capital in a digital context, as a driving factor for innovation, competitiveness, and sustainability
- Identify the key elements involved in intellectual capital
- Finding out the factors that are responsible for enhancing the business value and sustainability of organisations
- Apply intellectual capital management concepts in the context of change management
- Develop a strategic plan to improve the organisational management of intellectual capital

## Target group

- Managers responsible for implementation of strategic organisational change and sustainability
- Consultants in management and organisational change
- Entrepreneurs and startup managers who wish to develop sustainable business models

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

# Embracing Sustainable Growth - Personal and Interpersonal Level

# Green Up Our (Work) Life: An Introduction to Sustainable Behaviour



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

The course offers insights on the importance of sustainable practices and how they can be successfully integrated into personal and professional areas. This course equips you with actionable knowledge to make a tangible impact on the environment and society. Embrace a greener lifestyle and champion sustainability in your life and career. Dive into the significance of sustainable choices and discover your personal carbon footprint through the innovative PSLifestyle App.

## Learning Objectives

Completing this course will equip you to:

- Understand the importance of sustainable behaviour not only on personal but also on company and product level
- Define 2-3 sustainable actions on each of the following levels: personal, corporate and project
- Refine your personal habits and foster sustainability in everyday life
- Explore ten sustainability challenges tailored for professional environments, empowering you to drive positive change at work

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

Collaborating Centre on Sustainable Consumption and Production



# SustainAgility – How Agile Ways Help to Continuously Improve Sustainability in Business



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course aims to introduce the connection between sustainable business transformation and agile ways of working in this process. Participants will learn to use agile patterns and logic to accelerate and adopt their change towards a more sustainable organisation.

## Learning Objectives

Completing this course will equip you to:

- Connect the agile basic knowledge with the sustainability challenges of the SDG 17
- Compare classic and agile approaches to management
- Connect agile execution to sustainable regulation and audits
- Utilise agile methods for business model innovation
- Introduce purpose-driven leadership in sustainability transformation

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

Bundesverband Nachhaltige Wirtschaft



# Agile Working Helping Towards Decision Making



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

In this course, the participants deal with the topic 'agile working'. The underlying objectives, prerequisites, implementation options, advantages, and disadvantages are explained and presented along with various agile working tools and methods, further explored in assignments.

## Learning Objectives

Completing this course will equip you to:

- Understand and describe objectives, requirements and implementation options of agile working
- Analyse the advantages and disadvantages of agile working in specific cases
- Use various agile tools/methods

## Target group

Professionals (from public and private institutions, NGOs)  
Business/SME owners/ Managers  
Entrepreneurs

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining

**BEST**

# Building an Effective Team, Empowering Collaboration and Synergy



Beginner level



Duration: 2 weeks



Workload: 8 hours

## About the Course

The course is intended to provide participants with a basic understanding of the importance of team dynamics and the effects of cohesive teams in the organisation. During the course, the participants will be able to explore different elements of team management, understanding the influence of personality and culture on a team's performance. After this course, the participants can acquire the next steps in better comprehension of their own team and potential further steps for development.

## Learning Objectives

Completing this course will equip you to:

- Define the elements of effective teams and their importance
- Summarise the importance of different personalities and cultures and their influence on the team dynamic
- Discuss the benefits of team collaboration and synergy in achieving the company goals
- Describe different methods for managing teams and avoiding emotional cancer behaviour

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Beyond Boundaries: Navigating Team Dynamics and Development



Advanced level



Duration: 8 weeks



Workload: 50 hours

## About the Course

Discover the aspects of your style as a team member through our definitive self-assessment tool. Deepen your knowledge of your style and that of others to act and react responsibly and effectively in your team situations. Join us in shaping a future where self-discovery and cohesive teamwork intertwine, leading to lasting transformations in your professional and personal spheres. Enrol now and embark on an eight-week journey of self-improvement, collaboration, and personal growth.

## Learning Objectives

Completing this course will equip you to:

- **Understand Team Synergy:** Comprehend the concept of team synergy and its impact on achieving shared goals, recognizing the benefits of harmonious collaboration
- **Foster Collaborative Environment:** Contribute to the creation of a collaborative team environment by applying newfound insights to support and uplift team members
- **Empower Team Leadership:** Acquire tools to become an influential team member and leader, driving positive change and contributing to team success

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

BELLS



# Transformation & Change Leadership – How to Navigate Through the Transition Successfully and Inspiringly



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

Learn more about how sustainable transformation actually takes place, which success factors are essential and how these can be consciously steered. This course will focus on equipping participants to navigate their transformation journey successfully - whether it concerns the organisation as a whole or an individual project. Finally, this course aims to provide a perspective on how to scale transformational excellence even further to secure long-term success.

## Learning Objectives

Completing this course will equip you to:

- Analyse the baseline of an organisation in transition
- Demonstrate the ability to lead challenging conversations in change processes effectively
- Differentiate between leadership styles and their organisational effect in different working contexts
- Test different approaches on how to raise employees' readiness to transform
- Reflect on different opportunities for capacity building to sustain transformation in the long run

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners

## Institution

Collaborating Centre on Sustainable Consumption and Production



# Sustainable Communication - Strengthen Your Relations Though Communication



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

The course is intended for everyone who needs to develop the concept of sustainability through communication, its adaptation in the organisational strategic framework; as well as the possibility of applicability of sustainable communication in the undertaken activities, towards the internal and external public.

## Learning Objectives

Completing this course will equip you to:

- Understand clearly interpretation of communications and sustainability
- Create a connection between the surroundings and the concept of sustainability
- Analyse different communication patterns, practices and barriers
- Apply the concept of trust and clear message content within the area of sustainability

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

Small Business Chamber



# Creating a New Narrative – How to Boost Your Internal Communication Effectively



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

Discover how to reshape your organisation's narrative with clarity and purpose. This course will focus on internal communication aspects to shape and communicate the desired change effectively. Participants will dive into defining purpose, vision, and mission while exploring the role of sustainability and keeping the stakeholder perspective in mind. Another aim of this course is to familiarise participants with storytelling techniques to craft impactful change narratives.

## Learning Objectives

Completing this course will equip you to:

- Explain key components needed to build a new narrative within an organisation
- Identify key stakeholders and corresponding engagement options
- Illustrate your own purpose and vision
- Prepare an inspiring change story
- Analyse case examples of internal communication and their effect within an organisation
- Identify potentials and challenges of internal communication within the organisation

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

Collaborating Centre on Sustainable Consumption and Production



# Green Nudges – Bridging the Intention-Action-Gap and Shaping Sustainable Futures



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

This course unlocks the power of behavioural and communication research within a sustainable framework tailored for SMEs. Discover how sustainable behaviour promotion drives success, backed by illuminating case studies. Grasp the pivotal role of understanding target groups and delve into innovative methods to decode their behaviours using the COM-B model. Learn practical applications through real-world projects, from nudging to leveraging social norms.

## Learning Objectives

Completing this course will equip you to:

- Describe the relevance of behavioural and communication research in a broader sustainability context
- Explain the COM-B model
- Apply the COM-B model on exemplary or own cases
- Choose suitable tools to boost sustainable behaviour
- Differentiate barriers and chances of behaviour concerning Capacity, Opportunity and Motivation

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
SME owners  
Students

## Institution

Collaborating Centre on Sustainable Consumption and Production



# How to Achieve a Sustainable Lifestyle



Intermediate level



Duration: 4 weeks



Workload: 18 hours

## About the Course

How can you change your behaviour to follow a sustainable lifestyle? This course will give examples and solutions to answer this comprehensive question. The focus lies on practical tips and tricks to:

- 1) recognise our behavioural misalignments and
- 2) how to shift to sustainable behaviour.

## Learning Objectives

Completing this course will equip you to:

- Understand why we behave as we do even though we know it is not sustainable
- Understand different behavioural patterns
- Analyse the own behaviour
- Understand and analyse “Sustainable Lifestyle”
- Apply methods to change the own behaviour

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Apflbutzn Faires Gwand OG



# Sustainable Professional Growth

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Advanced level



Duration: 6 weeks



Workload: 24 hours

## About the Course

Explore the core pillars of beliefs, abilities, creativity, expression, integration, and productivity to enable your professional journey. Develop your creativity by enhancing your critical thinking, influencing, and problem-solving skills to drive innovation and handle challenges. Begin your journey of self-discovery and growth in this course, and work with the tools to not only thrive personally but also contribute to your organisation's success.

## Learning Objectives

Completing this course will equip you to:

- Cultivate a sense of security by addressing professional uncertainties, finding purpose, and enhancing self-confidence
- Develop a diverse skill set, manage resources effectively, and foster personal and professional growth
- Enhance communication skills for impactful interactions, utilise storytelling techniques, and create meaningful stakeholder experiences
- Master time management, implement performance strategies, and adapt successfully to organisational changes

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

BELLS



# Unlock Your Potential as a Sustainability Leader

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to all who want to explore their capacity to lead, unlocking the potential of their leadership style. Participants will be able to explore the topics of ethical and purpose-driven leadership while gaining insights into emotional intelligence and spiritual capital. Added value from this course is the opportunity to put the learning into daily practice in a personal action learning project and participate in a research project working with professionals from other organisations.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance and power of sustainability leadership
- Explain the role of leadership in initiating long-lasting changes in organisations
- Analyse the effects of purpose-driven leadership in nurturing the spiritual capital of the organisation
- Experiment and reflect on a set of techniques to manage your emotions at the workplace
- Adopt a leadership style with a long-lasting impact on sustainability

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Personal and Organisational Values

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Advanced level



Duration: 4 weeks



Workload: 20 hours

## About the Course

Deepen your comprehension of personal and collective styles, empowering you to navigate organisational scenarios responsibly and adeptly. Engage in self-reflective practices to discover invaluable insights leading to lasting transformation. Join us for a condensed yet impactful four-week exploration, charting a path towards synergy, alignment, and profound growth. This immersive experience is open to all seeking to unlock the power of personal and organisational synergy.

## Learning Objectives

Completing this course will equip you to:

- Recognize Synergy Significance: Understand personal and organisational alignment for enhanced effectiveness
- Evaluate Values Alignment: Use self-assessment to align personal values with organisational values
- Define Personal Role: Gain insight into your role within the organisation and its connection to the mission
- Apply Reflective Practices: Engage in self-reflection for heightened self-awareness and informed decision-making
- Promote Collaborative Engagement: Enhance collaboration using newfound knowledge of values within the organisation

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

BELLS



# Practising Mindfulness for Personal Energy Efficiency

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

This course is open to all who want to explore their own behaviour and experiment with a set of simple, practical techniques in the period of 4 weeks, reflecting on mindfulness of body, emotions, mind and self. Experiences and insights gained during this course will help participants to adopt new habits of managing more efficiently their personal energy and with this positively affecting their productivity and well-being.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance and power of mindfulness
- Recognise unbalanced behaviour in their daily life
- Practice mindfulness techniques to enhance the awareness of their body, emotions, mind and self
- Analyse personal lifestyle and behaviour patterns which influence the mindfulness process
- Experiment and reflect on mindfulness techniques
- Adopt effective personal energy efficiency methods for a balanced life

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
Entrepreneurs  
Students

## Institution

Institute for Research in Environment, Civil Engineering and Energy



# Efficient Stress Management With Special Regard to the Competent Handling of Techno-Stress



Intermediate level



Duration: 4 weeks



Workload: 16 hours

## About the Course

In this course, the participants deal with the importance and necessity of efficient stress management with special regard to the competent handling of techno-stress. Participants will learn about stress (eustress/distress, stressors, etc.) and different possibilities of an efficient and health-promoting handling of stressors at the workplace. The participants will deal with typical symptoms of techno-stress. They will learn about target-oriented coping strategies.

## Learning Objectives

Completing this course will equip you to:

- Analyse and describe techno-stress
- Distinguish eustress from distress
- Understand the necessity of competent and efficient stress management
- be able to apply the presented preventive stress measures the most appropriate for specific situations
- Explain techno-stress symptoms
- Use several techniques and methods to manage techno-stress

## Target group

Managers  
Business owners  
Entrepreneurs  
Students

## Institution

BEST Institut für berufsbezogene Weiterbildung und Personaltraining  
Gmb

**BEST**

# Boost Your Resilience Mitigating Techno Stress

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Advanced level



Duration: 4 weeks



Workload: 15 hours

## About the Course

Technostress is defined as the stress experienced by people when using Digital Technologies. Six key areas of work design will be considered: Demands, Control, Support, Relationships, Role, and Change. The course is designed to encourage participants to explore possibilities to integrate technostress mitigation initiatives in their business strategy, supporting them with theoretical and practical understanding to apply them.

## Learning Objectives

Completing this course will equip you to:

- Identify and understand the role of techno stressors in the well-being of employees
- Identify key areas of work design and how these should be taken into consideration in developing Stress Management Standards
- Discuss the importance and benefits of implementing Stress Management Standards for technostress in organisations
- Develop an action plan to strategically mitigate technostress management in the business strategy and goals using the knowledge and skills acquired through the course

## Target group

Managers of SMEs  
HR managers  
Occupational Health and Safety Representatives  
Union Representatives  
People who want to pursue a career in OH&S

## Institution

Creative Thinking Development



cre thi dev  
creative thinking development

# Happiness at Work

TRANSFORMATION  
READINESS ON  
PERSONAL LEVEL



Intermediate level



Duration: 4 weeks



Workload: 20 hours

## About the Course

The course is designed to provide participants with comprehensive insights into fostering a positive and productive work environment. Participants will gain valuable insights into the factors influencing workplace well-being. The course delves into strategies for enhancing employee well-being, job satisfaction, and happiness. It covers the significance of effective communication, work-life balance, recognition, and meaningful tasks in promoting happiness and engagement.

## Learning Objectives

Completing this course will equip you to:

- Discuss the importance of the happiness approach in the work context
- Identify key elements of happiness in the work context
- Conduct a diagnosis of happiness levels in the workplace in an organisational context
- Draw up an action plan to strengthen/increase happiness levels in the organisational context

## Target group

Professionals (from public and private institutions, NGOs)  
Managers  
Business owners  
Entrepreneurs  
Students

## Institution

University Institute of Lisbon

**iscte** INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

European VET Excellence Centre for Leading  
Sustainable Systems and Business Transformation  
Ref. number 101056114 — CATALYST — ERASMUS-EDU-  
2021-PEX-COVE



Co-funded by  
the European Union

The project is co-funded by the Erasmus+ Program,  
CoVEs Partnership for Excellence - Centers of  
Vocational Excellence.

[www.projectcatalyst.eu](http://www.projectcatalyst.eu)



