



# CATALYST

Leading Sustainable Systems and  
Business Transformation

## Welcome to the Catalyst Newsletter!

**CATALYST is an EU-funded project that offers a wide range of vocational education and training (VET) in the context of sustainability management. Moreover, CATALYST will develop a European learning platform and establish a corresponding network of businesses, education and science.**

**The European CATALYST Centre of Vocational Excellence will offer a wide range of online and offline courses enabling skill building in areas such as Sustainable Leadership, Sustainable Business Models as well as Organisational Development.**

**Apart from knowledge transfer, CATALYST facilitates an international network exchange to build interdisciplinary partnerships, launch innovative pilot projects and create synergies in order to apply acquired knowledge directly into practice.**

**CATALYST supports organisations in positioning strategically and future-oriented while providing clarity and guidance.**

**Stay tuned for the next newsletters to learn more and sign up for our offers. We are looking forward to engaging with you!**

[Go to CATALYST  
website](#)

# CATALYST Prospectus issue

The 2nd Issue of the CATALYST Prospectus is here! Dive into the latest updates, insights, and milestones from the CATALYST Project as we drive sustainable transformation through education, collaboration, and innovation. Discover how we're shaping the future of sustainable learning and empowering professionals, students, and SMEs to make a difference.



[Read here](#)

# National promo event in Skopje

National promo event for CATALYST “Building competencies for the future” organized by IECE, and co-hosted by CEIM



Become a  
member

# Open call for Specialisation Programmes

**Mastering Sustainable Marketing: Leadership, CSR, and Strategic Impact**  
Ready to lead the way in Sustainable Marketing? Our Marketing Specialisation Programme is designed to equip marketing, communication, and PR professionals with the skills needed to drive meaningful change and make a lasting impact on business success and social progress.

**What You'll Learn:**

Principles of Green Marketing and sustainable branding  
Strategies for embedding CSR into organisational practices  
Tools to plan and execute sustainable communication campaigns  
Hands-on experience through real-world projects

**Who Is It For?**

- Brand Managers and Marketing Directors
- Communication Strategists and PR Executives
- Campaign Managers and Content Leaders

**Key Benefits:**

Gain expertise in eco-friendly marketing practices  
Expand your network with like-minded professionals  
Position yourself as a leader in sustainable transformation

**Duration: 6-9 months | Complete 6 courses to earn your certificate.**

[Fill the form](#)

**SPECIALISATION PROGRAMME**

**CATALYST Centre**  
Sustainable Transformation

**A MARKETING SPECIALISATION PROGRAMME**

**Mastering Sustainable Marketing: Leadership, CSR, and Strategic Impact**

**CATALYST**  
Empowering 100+ Sustainable Leaders

Co-funded by the European Union

# A.M.A. Sesion

**Ask Me Anything: Join Our Info Session on Catalyst & the Mastermind!**

**Curious about Catalyst and the Sustainable Leadership Mastermind? We're hosting an Ask Me Anything (AMA) session on February 20, 2025, from 17:00 to 18:30 CET where you can ask all your questions!**

**This is the perfect opportunity to learn about the Catalyst Network, member-only activities, and how the Mastermind with Rhonda L. Bowen can help you drive sustainability in your organization.**

**CATALYST Centre**  
Sustainable Transformation

**ASK ME ANYTHING (AMA):  
CATALYST & THE MASTERMIND  
INFO SESSION!**

**February 20, 2025**  
**17:00 – 18:30 CET**  
**Online (Zoom)**  
**Rhonda L. Bowen**

**REGI  
STER  
NOW!**  
link in caption

**CATALYST**  
European 132 Excellence Centre

**Co-funded by  
the European Union**

**Reserve a spot**



# Share!

Share this newsletter with others who might benefit from our offer!

# Sign up!

Sign up for the newsletter here if you have not subscribed yet and learn more about our project and offers in the future!



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