



# Sustainability Management

Online course, *Business4SDGs Program* <sup>TM</sup>

Become a leader in a field that will soon be common to businesses across all industries, anywhere in the world.



# About this course

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The *Business4SDGs Program*<sup>TM</sup> online course provides you with a working knowledge of how to use the SDGs\* as a tool to design your business strategy around and how to integrate the SDGs in your business.

Business is a vital partner in achieving the SDGs because business is the engine and the transformer in the world, driving economic growth.

Companies and communities that proactively make sustainability the core of their business strategy will be the winners of tomorrow's economy.

\*SDG= Sustainable Development Goals



# What the course covers

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The course is focused on sustainability and the sustainable development goals are integrated to ensure that companies can continue to operate on a planet with limited resources while providing benefits for both shareholders and society.

The purpose of the course is to ensure that the Sustainable Development Goals become a part of business strategy and that sustainability aspects are embedded in the business model. Specifically, it is also about the responsibility for overall strategies, goals, activities and follow-up being defined and distributed among different functions or business areas.

## **The course covers following:**

- Sustainability challenges and business opportunities
- The business case and leadership for action
- Mastering the SDGs
- Integrate and Implement sustainability strategies
- Marketing & Communication
- Collaboration and partnerships
- License & Certification

# This course is for you if

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You want to learn about the \$12 trillion of business opportunities that lies within Agenda 2030 and unleash the business opportunities within your company or community.



You're seeking the tools to effectively argue the business case for sustainability and value of strong leadership.



You're in need of a practical action plan for overcoming barriers and seizing the opportunities associated with creating a sustainable and profitable business with key stakeholders and partnerships.



You're seeking to adopt your knowledge directly and focused by our "train-the-trainer-concept". If you want to get involved with a group of like-minded leaders who would not only develop your global perspective and international business networks but also identify opportunities for collaboration, innovation and value creation.



You need powerful proof of your competencies and expertise in business sustainability management by earning a license and certificate from VATI of Sweden for Sustainability Leadership.

# Who should take this course

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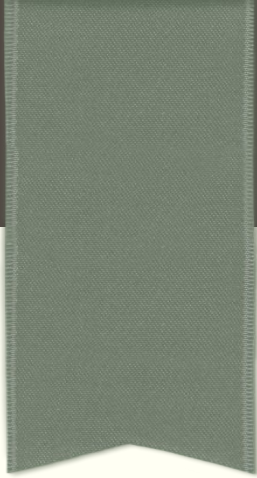
Perhaps you are a manager, a project leader or a change leader working in a company or community aiming for unleashing the opportunities that lies within the Agenda 2030?

Or perhaps you are a consultant, a freelancer, a business coach specialized within the field of management and change?

*Business4SDGs Program™* online course is aimed at anyone wanting to work with Sustainability Management and the Sustainable development Goals.

Sustainability Management and the SDGs needs to be integrated into business strategy and operations throughout their organization and value chains. By giving you the tools of how to adopt a practical approach to develop a unique action plan for your business and community, you will not only identify global pressures and megatrends affecting business, but you will also identify new sustainable social, economic and environmental opportunities.

At the end of the course you'll be given the opportunity to earn a certification and a license to operate and implement Sustainability Management and the Sustainable Development Goals according to the generic program this course is about.



# WHAT YOU WILL LEARN

# What you will learn

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This online course integrates interactive media such as videos and e-learning activities as well as traditional written study guides (course notes). There are also opportunities for collaborative learning through discussion forums on social media (LinkedIn and Facebook).

You'll be given the opportunity to have a live webinar with the course convenor every second week and ask questions directly.

Each module is released weekly, allowing a flexible but structured approach to learning.

You'll be supported online as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each week.



**8-10 weeks online**



**25 000 SEK excl vat**



**5-12 hours/week, on self-paced learning, entirely online**

# What you will learn

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The following modules contribute to your learning:

## **Orientation Module: Welcome**

You'll be welcomed with a personal Skype call and get introduced to your online teaching. Begin connecting with fellow participants while exploring the navigation and the membership platform where your course will take place.

## **Module 1: Sustainability challenges and business opportunities**

What are the Sustainable Development Goals and why do they matter for business? - get to know the story and what the SDGs stands for and how they correlate to sustainability.

## **Module 2: The business case and leadership for action**

Why sustainability is good for business, and the importance of good leadership in achieving change. Argue the business case for sustainability and the value of strong leadership to drive sustainable business.



# What you will learn

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## **Module 3: Mastering the SDGs**

Learn the structure of the SDGs, the 17 goals and Agenda 2030 and how they correlate to sustainability. Learn why business should support the SDGs and how business can advance them.

## **Module 4: Integrate and Implement sustainability strategies**

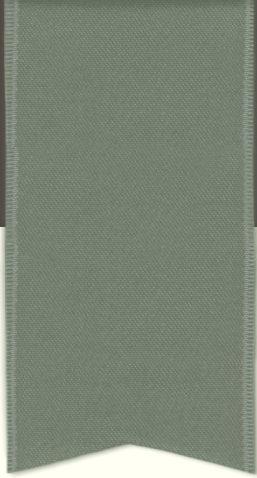
Learn how to map your value chain to identify impact areas. Learn how materiality assessments can be used to inform and direct company strategy.

## **Module 5: Communication**

Learn how to effectively communicate sustainability strategies and goals to internal and external stakeholders.

## **Module 6: Partnerships and collaboration**

Learn how business can work with non-profit actors, companies, government, and universities to create systematic change in sustainability. Assess the opportunities from collaborating with key stakeholders and entering into partnerships to create new value.



# Certification & License

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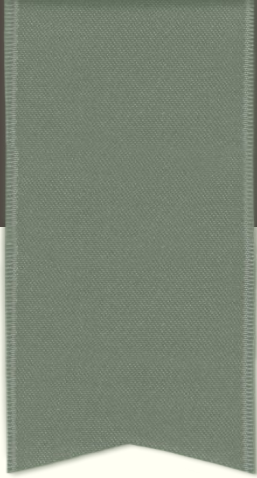
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## Module 7: Certification & License

At the end of the course you'll be given the opportunity to earn a certification and a license to operate and implement Sustainability Management and the Sustainable Development Goals according to the generic program this course is about.

You will be able to earn a certification by conducting a pilot analysis of a company that is approved by the course provider, VATI of Sweden. Certification means that you can implement this training for other companies. However, you can not certify companies or other participants and people.

You will receive a license for one year.



WHO YOU WILL LEARN FROM

# Who you will learn from

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Eva Vati have worked in the Technical & IT Industry since 1999 in Executive positions at various successful companies in her home country Sweden. Her core competence is in Executive Management and Strategic Leadership towards Sustainability, anchored in Technology, Corporate Governance, International Business Development and Finance.

Eva is the founder and CEO of VATI of Sweden. She's also professional Board Member for several listed companies on the Stockholm Stock Exchange, privately held companies and she's President for 2022 Initiative - a Foundation enabling co-creation and acceleration to reach the Sustainable Development Goals.

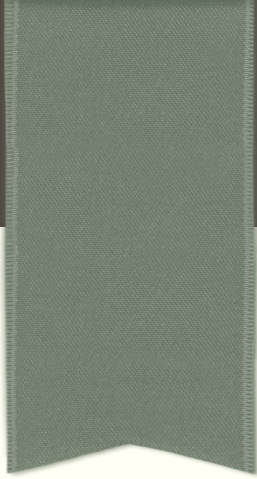
Besides of her operational work, Eva is a Thought Leader and a Global speaker. She has deep knowledge and understanding of the United Nations Global Compact and Sustainable Development Goals and she's working close with different United Nations organisations.

She's actively advocating by writing and publishing articles & holding lectures for companies of WHY and HOW business should engage. Her articles about the UN Global Compact, Sustainability, SDG's and Equality, are read by thousands of people, as she has a great role to play in social media, such as LinkedIn, Twitter, Instagram and Facebook.

People that have worked with Eva says; "Eva is a trusted source and move and inspire people with innovative ideas. She turns ideas into reality, and shows how to replicate success. She has created a dedicated group of friends, fans and followers and she helps them scale their ideas into sustainable change.

She's excellent at explaining the Business Case for companies to work with responsible and sustainable business.





# HOW YOU WILL LEARN

# How you will learn

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Every course is broken down into weekly modules, designed to accelerate the learning process through diverse activities in which you:

- Work through downloadable and online instructional material, checklists and guidelines.
- Interact with peers and course convenor through on-line forums and group discussions on social media such as Facebook and LinkedIn.
- Engage in every two weeks live sessions (on social media) with the course convenor to discuss any course-related questions.

# Technical requirements

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## **BASIC REQUIREMENTS**

You need a current email account and access to a computer and the internet. You should be familiar with using a computer and accessing the internet, as you may need to read documents.

## **BROWSER REQUIREMENTS**

We recommend that you use Google Chrome as your internet browser. Although this is not a requirement, we have found that this browser performs best for ease of access to course material.

## **ADDITIONAL REQUIREMENTS**

Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, students may have difficulty in accessing course content.





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# Welcome

Contact Us:

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[www.vatiofsweden.simplero.com](http://www.vatiofsweden.simplero.com)

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