

# SUSTAINABILITY FUNDAMENTALS

FAST-TRACK TO A SUSTAINABLE

BUSINESS MODEL

## OVERVIEW

Sustainability is no longer optional. Consumers, employees and investors are pushing hard for governments and businesses to dedicate resources to making a positive contribution to society, in line with the United Nations' 17 Sustainable Development Goals. In 8 weeks, the programme will provide you with awareness about current sustainability challenges and their impact on the economy.

You will become familiar with the concepts, jargon and reference frameworks used for sustainability. As a whole, this training will provide you with a solid base on sustainable development, enabling you to cultivate a mindset and develop business practices fostering a sustainable transformation within your organisation.

**Acquire the foundations of sustainable practices and become an actor of change within your organisation.**

**Working across disciplines to bring a diverse and multifaceted point of view.**

Led by an interdisciplinary team of scientists, economists, and business managers, the Sustainability Fundamentals programme is based on the synergy of the complementary expertises at the core of sustainability: Environmental Sciences, Social Impact, Governance Strategy, and Business Management.

## MAJOR ASSETS FOR

### YOU

#### ... A COMPREHENSIVE UNDERSTANDING

Of the current environmental, social and financial challenges related to sustainability based on the latest data available.

#### ... A HOLISTIC VISION

The programme will develop your sustainability mindset and will provide you with the knowledge and tools to see the big picture centered on your business and evaluate the impact that you have on your stakeholders.

#### ... YOUR PATHWAYS TO SUSTAINABILITY

You will reflect on your role as leader and your ability to affect change. You will have the opportunity to discuss your own business case and identify some pathways leading to sustainability.

### YOUR COMPANY

#### ... ANOTHER STRING TO YOUR BOW

Thanks to a 360° vision of sustainability, and implications across key business functions.

#### ... INNOVATION AND CHANGE

Think differently, with a new perspective on business development that will allow you to seize the flourishing opportunities in a Sustainable future.

#### ... NETWORKING

This programme is a unique opportunity to exchange with experts on Sustainability but also to share experiences with other actors of the sector.

# A CUTTING EDGE PROGRAMME

## STRUCTURED AROUND 8 MODULES

The programme represents an opportunity to learn and share with experts and professionals dedicated to sustainability. We will start our journey with the scientific evidence supporting the need for sustainability and will end with the impact that it has on business and how to implement successful change in business practice.

### 1 Welcome To The Anthropocene

3 hours

#### OVERVIEW

In this session, we will review the current state of the Earth and learn about the major dynamics that are taking place in ecosystems to understand how we are impacting our planet.

We will introduce the key notions of biodiversity and ecosystems (what are they, and how do they work) that will allow you to identify the potential impacts that your activities have on the natural systems regulating our planet. These concepts will also lead us to the definition of Planetary Boundaries. Regarding our impact, we will learn about the great acceleration (socio-economic and natural systems) and develop the concept of Anthropocene.

At the end of the session, we will analyse a case study from different perspectives (financial and environmental aspects) and see how the sector reach a compromise between these two constraints.

### 3 From Socio-Ecological Systems To Sustainable Development

3 hours

#### OVERVIEW

This session is devoted to understanding the current state of the energy sector (primary sources, pros and cons, perspective) as well as the concept of carbon footprint (what is it and how to quantify it). For this session, you will have to compute your own carbon footprint, that will be debriefed during the session. Finally, we will introduce the concept of sustainable development as a response to the current challenges that we are facing.

- Energy: the big picture, primary sources, comparative analysis, historical perspective
- Carbon footprint: how to measure it, your carbon footprint, individual actions
- Introduction to Sustainable Development (SD): history of the concept, SD as an ethical aspiration, SD as a system optimisation, resilience

### 2 Socio-Ecological Systems

3 hours

#### OVERVIEW

In this session, we will develop the concepts of life cycle thinking and life cycle analysis and will have a closer look at the two human activities that have a major impact on the environment: agriculture and greenhouse gas emissions.

We will introduce life cycle thinking as a tool to approach the complexity of socio-ecological systems. We will define the key concepts (system components, interactions, feedback loops...) that will help us to map complex systems and understand their dynamics. Then we will see how these tools turn helpful to perform a proper Life Cycle Analysis of a product. These concepts will also be applied to two major impactful human activities. First, we will analyse the consequences of the methods used in intensive agriculture. Then we will focus on the impacts that anthropogenic greenhouse gas emissions have on the climate.

### 4 Why Is Sustainability Difficult To Achieve ?

3 hours

#### OVERVIEW

In this session, you will take part in a simulation game which puts you in charge of a company (a fishery) whose success relies on utilising resources from a shared pool (the fish stocks), which is also exploited by other companies.

Along with an introduction on fisheries and the current state of real fish stocks, this game will have you face the challenges that companies have to deal with when devising their strategy. We will then debrief the results of the game and analyse the different causes of non-sustainability.

This session will highlight that one driver of unsustainability is the overexploitation of self-renewable resources: it is mostly driven by economic incentives, but it is exacerbated by the nature of complex system dynamics and political factors. Also, we will see that unsustainability is not inevitable: avoiding it relies on proper governance that reinforces conducive social norms and behaviour.

## 5 Policy Perspectives

3 hours

### OVERVIEW

You will understand what makes eco-sociological systems unsustainable, and how proper governance can re-establish sustainability.

The following topics will be covered:

- Self-governance and collective actions
- Public governance
- Certifications emissions market and carbon offsetting
- Triggers for change

## 7 Business Transformation And Leverage Points

3 hours

### OVERVIEW

At the end of the module, you will be able to identify structural leverage points for business and industry transformation. You will also learn about the current best practices in terms of mitigation pathways and their business case.

The following topics will be covered:

- Business and industry transformation with an application to the circular economy
- Leverage points and policy design
- Leverage points in business: collective action and cascades
- How to meet the climate challenge (introduction to decarbonisation pathways and drivers)

## 6 Corporate Social Responsibility

3 hours

### OVERVIEW

You will learn about how the role of business in Society has evolved and the frameworks that corporations (have to) use to integrate and respond to these changing demands. You will also understand how CSR differs from Sustainability, and identify, measure and monetise internalities (benefits accruing to the company) from CSR.

The following topics will be covered:

- Foundations of CSR
- Changes in Corporate Governance Codes
- Development and maturity in CSR practices
- CSR and sustainable development
- Internalities
- Intro to ESG investment

## 8 Leading For Change

3 hours

### OVERVIEW

In the last module, there will be an exchange with 2 business leaders who will testify how they have transformed their business sustainably. After this first part, you will be introduced to who is best placed to accelerate societal change and how to overcome resistance to change. Last, a stock taking exercise will be performed that will allow you to see how you progressed since the first module regarding sustainability knowledge and application.

The following topics will be covered:

- Radical transformations (vision zero, zero-carbon world)
- System level change (reinforcing loops, multi-stakeholders' engagement)
- Organising for change within your company

The participants will have the opportunity to become officially **certified as Carbon Literate** by the **Carbon Literacy Project**, an internationally recognized accreditation organisation based in the UK.

# PARTICIPANTS WITH VARIOUS PROFILES

## DEDICATED TO SUSTAINABLE TRANSFORMATION

**This programme is based on interactive dynamics and hands-on learning methodology.** It aims at developing the mindset and the key skills to face the transition of our business world towards sustainable business models, and at facilitating interactions and conversations between participants having different backgrounds and functions across sectors.

### The personal dimension

This program develops an active, practical and interactive learning dynamic. The cases and the material are discussed in class and in groups, under the supervision of the faculty.

### The collective dimension

Sharing experience and expertise between participants is an important educational asset of the program and an excellent way to form a network of committed professionals.

### FOR WHOM ?

- ✓ You are freshly graduated and willing to develop your sustainability knowledge before engaging in your professional journey.
- ✓ You are working in a business context, as manager or consultant, in a junior or senior position. You wish to update your scientific and business knowledge to implement sustainable practices within your organisation, or that of your clients.



# AN INTERDISCIPLINARY TEAM

## TO EXPLORE THE MANY FACETS OF SUSTAINABILITY

**This programme has been developed by academic members of our faculty and professionals highly qualified in the different domains at the core of sustainability.** The Academic Director and the trainers share their expertise on sustainability and its relationship with business practices.

### ACADEMIC DIRECTOR



#### **Bertrand Collignon**

Associate Professor in Sustainable Development  
Deputy Director of the Sustainable Development Initiative  
PhD in Sciences (ULB)

Bertrand Collignon is teaching the Introduction to sustainable development at the Solvay Brussels School - Economics and Management (ULB) and is the deputy director of the sustainable development initiative that promotes Sustainability Literacy at the SBS-EM. Bertrand has built an interdisciplinary scientific background.

### LECTURERS



#### **Julia Jadin**

Julia Jadin is a PhD. researcher in economics at the European Center for Advanced Research in Economics and Statistics (ECARES). Her current research focuses on environmental economics, in particular carbon footprint and individuals' choices. Before that, she worked for a non-governmental organisation focusing on the conservation of coastal ecosystems in Mexico, and then as a consultant for Compass Lexecon. She is now back to the Université libre de Bruxelles (ULB) since 2021 because she is interested in providing academic output to support a sustainable economic transition.



#### **Gani Aldashev**

Gani Aldashev is a Professor of Economics at the Université Libre de Bruxelles (ULB) and a Research Fellow at the ECARES (European Center for Advanced Research in Economics and Statistics). Previously he taught at the University of Namur (Belgium) and University of Cergy-Pontoise (France). He received his PhD in Economics at Bocconi University (Milan, Italy) in 2005. He is a member of the European Development Network (EUDN), founding member of the N.G.O. (Nonprofits, Governments, and Organizations) Network, and an associate member of Theoretical Research in Development Economics (ThReD) research network.



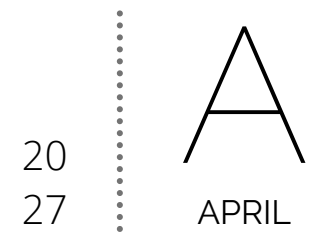
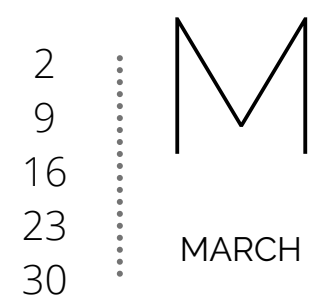
### Franck Mathues

Franck Mathues is an experienced coach with a demonstrated history of working in the professional training & coaching industry. Strong entrepreneurship. He's professional skilled in coaching, negotiation, business planning, operations management and sales.

## SCHEDULE

The programme lasts 24 hours spread over eight 3-hour sessions. Classes are held on Thursday evenings on campus between March and May.

### ONE DAY PER WEEK ON CAMPUS



# SUSTAINABILITY FUNDAMENTALS: FAST-TRACK TO A SUSTAINABLE BUSINESS MODEL.



Acquire the foundations of sustainable practices and become an actor of change in your organisation.

## Langage

English

## Calendar

From March to May 2023

## Frequency

8 modules

Thursday evening

> 1 day per week

## Location

SBS Campus Solbosch ULB  
42 Avenue Franklin Roosevelt  
1050 Brussels

## Price

2.000 € HTVA

## For whom ?

This programme is designed for (functional) managers, junior employees or consultants seeking to build a comprehensive understanding of the challenges raised by sustainable development and its integration in business practices. As the programme covers the different aspects of sustainability, it is suitable for professionals with a significant experience but also for university graduates just starting their professional journey.

## CONTACT INFORMATION

Anna Vitiello, Programme Manager

Email: [anna.vitiello@solvoy.edu](mailto:anna.vitiello@solvoy.edu)

Tel: +32 (0)2 894 1334

## APPLY ON

[solvoy.edu/sustainability-fundamentals](https://solvoy.edu/sustainability-fundamentals)