



# Boost post-pandemic business practices for sustainable development for 2030

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# LEADING 2030

Upskilling  
programme - 3  
step consulting  
process for  
accelerating  
business action  
on the SDGs

## Key-areas – additional competences

**SUSTAINABILITY**

**BUSINESS PRACTICES**

**LEADERSHIP**

## 3-step consulting process for accelerating business action on the SDGs – additional competences

**PRIORITISING OPPORTUNITIES**

**ALIGNING GOALS**

**TAKING ACTION**



# Unit synopsis

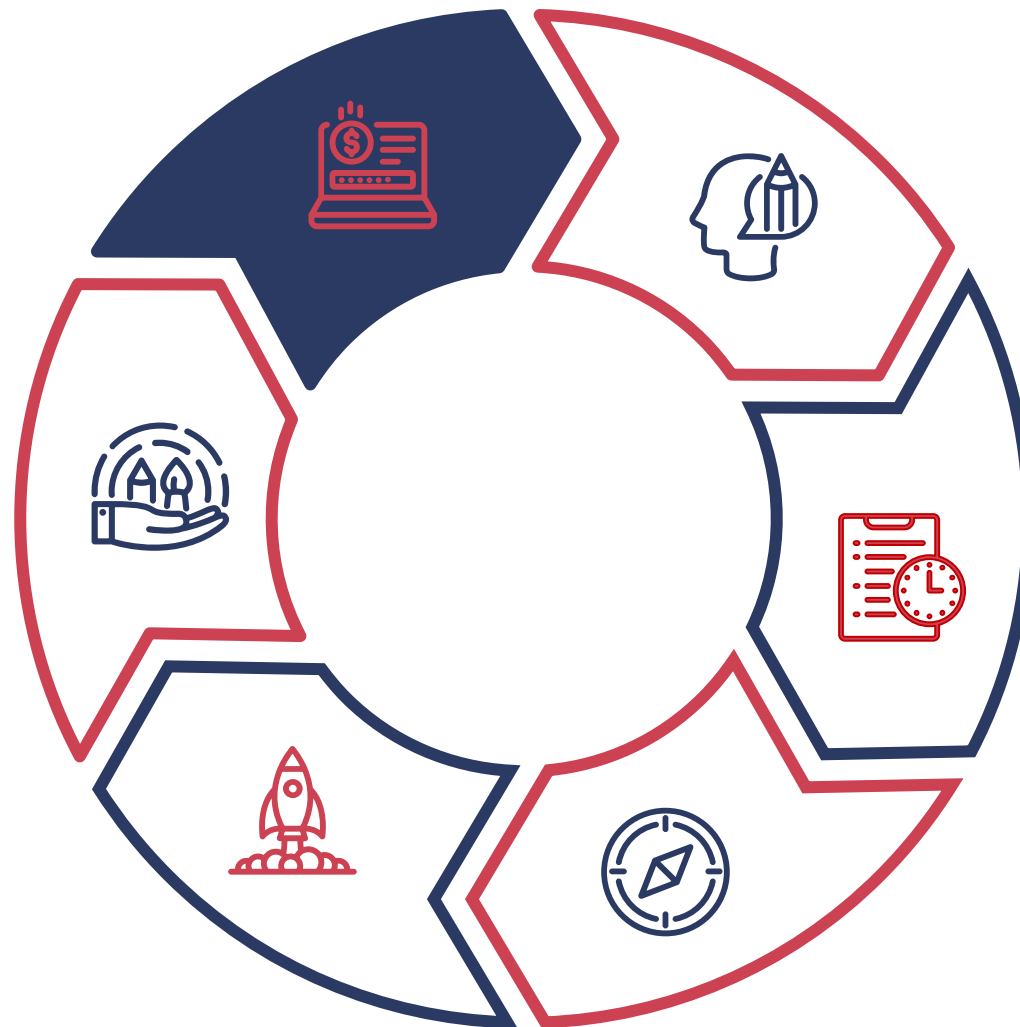
## BUSINESS PRACTICES



Business practices offer a starting point for approaching the SDGs.

This unit combines a set of competences aligned to embrace holistic business approaches, connect business strategies with sustainable global priorities, strengthen multistakeholders' relations and support future sustainable policy at several levels

# *Knowing more about business practices*



# BUSINESS PRACTICES

## PRACTICE PRINCIPLES

- Embrace holistic business approaches in a post-pandemic context
- Connect business strategies with global priorities
- Strengthen multi-stakeholders' relations and support future policy direction at regional, national, and European levels

After completing this section, you are expected to be able to:

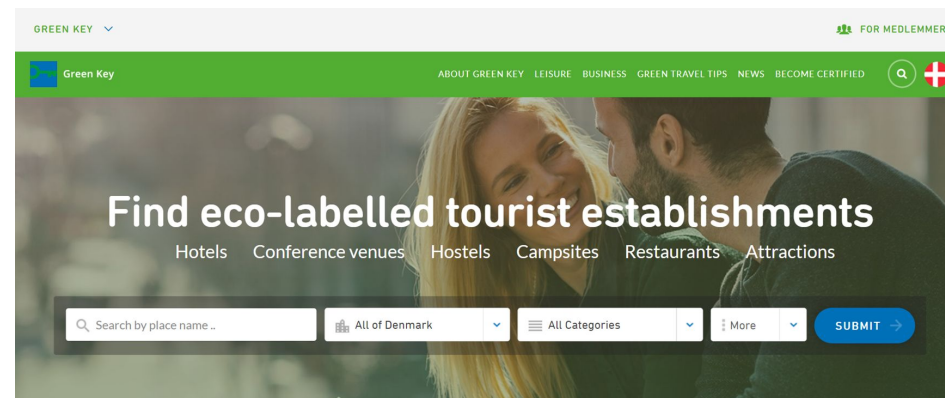
- Identify relevant sustainable goals aligned with the 2030 universal values for business development
- Reflect on the ethical and responsible role of businesses in accomplishing the SDGs
- Recall the role of strategic planning for sustainability-oriented business development

# Knowing more about business practices

**Sustainable business practices** are decisions and actions related to a company's daily operations, policies and processes that incorporate economic, environmental and social factors, who create long-term benefits for the organisation and its employees while being mindful of conserving and protecting resources.

## Green key certification programme

Denmark's Green Key Certification Programme promotes sustainable tourism by recognising hotels and accommodations adhering to strict environmental criteria. Green Key is an international eco-certification granted to leisure establishments like hotels, hostels, and conference venues. To attain the Green Key label, a business must adhere to stringent environmental standards. These standards encompass reducing waste production, conserving water and electricity, and fulfilling specific criteria related to policies, action plans, education, and communication. Greece has 500 (approximately 125 in Crete).



[www.greenkey.dk/en/about-green-key](http://www.greenkey.dk/en/about-green-key)

## Knowing more about business practices

**Ethical and responsible role of business.** Businesses share responsibility for climate change and changing course from a profit-oriented strategy towards a sustainable one that considers the global priorities is a one-way process. However, it is important to distinguish between sustainable business practices and greenwashing – when an organisation spends more resources advertising being green.

### Doolage – made from waste

Doolage upcycles factory waste into short limited-edition collections. They also recycle post consumer waste and post cutting scraps into new fabrics to create season-less well finished garments made for longevity. What everyone wastes is segregated and converted into accessories, soft furnishing products and paper to make packaging or stationery products. All their pieces and fabrics are made with ethical production units and packaging is designed to be plastic free.



<https://doolage.in>

# Knowing more about business practices

**Strategic planning for sustainability-oriented business development** is a process that is used to prioritise efforts, effectively allocate resources, align shareholders and employees on the organisation’s E.S.G goals, and ensure those goals are backed by data and sound reasoning. It is an everlasting process.

## AIR INK

The company captures carbon from factories and cars and turns it into ink. A recycling technology has created a business model that has never been implemented at an industrial scale. The PM air pollution waste is sequestered as useable pigments and ink. They further test the inks for safety and steady fastness, and they are constantly looking for ways to improve and advance this process. With the help of third party global accredited labs, they analyse and further segregate the pollution particulate for recycling. The analysis further ensure that the AIR-INK formulations are safe for consumer use.



[www.air-ink.com](http://www.air-ink.com)



# Practical activities

## BUSINESS PRACTICES



After deepening in your knowledge of how excellence in business practices can contribute towards achieving the 2030 Agenda, you are now challenged with three training activity sheets providing each a specific hands-on activity in a step-by-step format to support you in improving your business practices skills.

# *Improving my business practices skills*



# BUSINESS PRACTICES

## PRACTICE PRINCIPLES

- Embrace holistic business approaches in a post-pandemic context
- Connect business strategies with global priorities
- Strengthen multi-stakeholders' relations and support future policy direction at regional, national, and European levels

After completing this section, you are expected to be able to:

- Plan business-aligned sustainability goals and strategies tailored to organisational needs
- Design a strategic action plan for connecting business goals and strategies with the SDGs global priorities
- Revise best practices on strategic business development upon a sustainability framework

# Planning a sustainability strategy

**Step1:** Build a winning business case for sustainability and address conflicts between sustainability and competitiveness for your company

**Step2:** Map and prioritise related risks and opportunities across different markets, accelerate sustainable business innovation

**Step3:** Select the right metrics to keep the sustainability strategy on track and communicate your results

Business case	Risks and opportunities	Metrics

- Learn more about how to solve business challenges:  
<https://go.euromonitor.com/white-paper-sustainability-221115-building-a-sustainable-strategy.html>

## *Understanding the added-value of connecting business strategies with the SDGs global priorities*

**Step1:** Understand the SDGs and link relevant targets to everyday business activities

**Step2:** Set SDGs and turn goals to KPIs – determine baseline and set time, define degree of ambition and announce commitment to the SDGs

**Step3:** Integrate the goals, anchoring SDGs within the business, report and communicate to relevant stakeholders

SDG	KPI	How to report?

- Learn more about the European Sustainability Reporting Standards: [www.efrag.org/lab6](http://www.efrag.org/lab6)

# How to conduct a green marketing strategy

**Step1:** Link the company's mission with a sustainable cause

**Step2:** Educate consumers on your company's mission, demonstrating the specific steps they can take to support it – have them become conscious and LOHAS consumers

**Step3:** Apply sustainable practices across the whole organisation for a unified and consistent message regarding your commitment to sustainability

Company mission	Sustainable cause	How can consumers get involved?

- Learn more about greenwashing: [https://content.worldfavor.com/hubfs/Worldfavor%20content/Guides%20+%20Customer%20Cases%20EN/Worldfavors\\_anti-greenwashing\\_playbook.pdf](https://content.worldfavor.com/hubfs/Worldfavor%20content/Guides%20+%20Customer%20Cases%20EN/Worldfavors_anti-greenwashing_playbook.pdf)
- What are LOHAS consumers? [www.cyberclick.net/numericalblogen/who-are-the-lohas-target-market-segment](http://www.cyberclick.net/numericalblogen/who-are-the-lohas-target-market-segment)

# Implementation instructions

## BUSINESS PRACTICES



After going through the knowledge and practical sections of this training, here you can find a checklist of points supporting you to accelerate corporate sustainability and responsible business practices, leading you towards 2030.

# *Leading transformative change*





# BUSINESS PRACTICES

## PRACTICE PRINCIPLES

- Embrace holistic business approaches in a post-pandemic context
- Connect business strategies with global priorities
- Strengthen multi-stakeholders' relations and support future policy direction at regional, national, and European levels

After completing this section, you are expected to be able to:

- Collaborate with others to drive sustainable practices and initiatives and support policy change at local and global levels
- Carry out sustainable development tasks, initiatives and projects to effectively align with priority SDGs
- Verify and monitor the implementation of sustainability action plans and compliance with the 2030 goals

**Perform a materiality assessment** which is a structured process designed to involve stakeholders in understanding the significance of ESG matters to them. The findings from these assessments can help you share sustainable strategies and communicate them, enabling your company to present a more impactful sustainable narrative to its stakeholders.

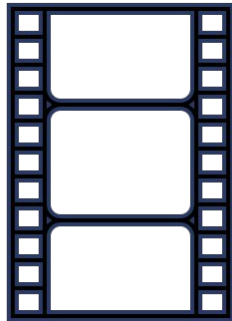
<https://nordambusinesspartners.com/blog/determine-your-esg-needs-with-a-materiality-assessment/>



**Create a clear map of priorities** based on the evaluation of risks and stakeholders' concerns. This mapping process provides you with a visual representation of the most critical ESG issues, guiding your company's strategy decision-making. External stakeholders can evaluate issues based on importance, while internal stakeholders reflect on the impact of those issues on specific goals or strategies.

**Think about the SDGs before start planning** any of your initiatives or projects and reflect on how they could strengthen the coherence, impact and sustainability of your SDG local actions. Link your business to the SDGs. The spirit of the Agenda 2030 is to bring the world together to act for people, for the planet and for partnerships.

<https://sdglocalaction.org/wp-content/uploads/2023/08/SDG-Guide-Aug-28.pdf>



**Measure, monitor and evaluate your action(s)** using a set of indicators that can serve as an inspiration to continue to think sustainably. Go global! Share your experiences, innovations, and best practices with cities, local and national governments and the international community, embracing the SDGs as a universal framework. It has become easier – and more important than ever – to share our experiences with others around the world.

**Corporate sustainability reporting** is a process that helps businesses communicate and disclose their ESG goals and performance. It helps to establish trust with stakeholders and outlines an organisation's dedication to achieving social, economic and environmental sustainability, showcasing its efforts to operate responsibly and contribute positively to society and the environment. [www.gep.com/sustainability-reporting](http://www.gep.com/sustainability-reporting)



**Reflect on what is the added-value of ESG reporting** for your company. Enhanced reputation, legal and regulatory compliance, innovation and competitive advantage, investor confidence, employee engagement, stakeholder trust, supply chain optimisation, cost reduction, among others.

[www.plastikakritis.com/assets/uploads/files/Plastika\\_Kritis\\_ESG\\_report\\_2020\\_ENG.pdf](http://www.plastikakritis.com/assets/uploads/files/Plastika_Kritis_ESG_report_2020_ENG.pdf)

# Self-quizzing

## BUSINESS PRACTICES



### **Sustainable practices include:**

- a) economic, environmental and social
- b) environmental, and social
- c) economic and social

**Green washing occurs when a company spends significantly more resources on ..... green than on environmentally sound practices**

- a) advertising
- b) avoiding
- c) trying

### **Strategic planning is:**

- a) a process that lasts one year
- b) a process that lasts one month
- c) an everlasting process

# Self-quizzing

## BUSINESS PRACTICES



**When planning a strategy, sustainability must be seen as a business....?**

- a) legal obligation
- b) case
- c) expense

**When connecting business goals and strategies with the SDGs global priorities, which step must come first?**

- a) Understand the SDGs
- b) Define and set the SDGs
- c) Report and communicate the SDGs

**When performing a sustainable marketing strategy, what is not a result?**

- a) Brand recognition
- b) Customer loyalty
- c) Decrease of client base

# Self-quizzing

## BUSINESS PRACTICES



**To involve stakeholders in understanding the significance of ESG matters, a company should implement:**

- a) an impact assessment
- b) a risk assessment
- c) a materiality assessment

**SDGs can guide:**

- a) policies
- b) actions
- c) policies and actions

**Companies perform reporting:**

- a) for Legal and Regulatory Compliance
- b) for Investor Confidence
- c) for supply chain optimisation

# Online reading and resources

## BUSINESS PRACTICES



20 sustainable business practices for your workplace

<https://greenbusinessbureau.com/green-practices/20-sustainable-business-practices-for-your-workplace-and-office>

What is shared value?

[www.sharedvalue.org/about/what-is-shared-value/](http://www.sharedvalue.org/about/what-is-shared-value/)

Why is strategic planning important?

<https://online.hbs.edu/blog/post/why-is-strategic-planning-important>

What is a materiality assessment?

<https://greenly.earth/en-us/blog/company-guide/what-is-a-materiality-assessment>

Sustainable marketing strategies

<https://sustainablereview.com/sustainable-marketing-strategies/>



# Developer

## BUSINESS PRACTICES



Heraklion Chamber

[www.ebeh.com](http://www.ebeh.com)

# Go ahead and select a new unit!

## SUSTAINABILITY

Commitment towards, alignment with and integration of the 17 SDGs as core corporate values

## BUSINESS PRACTICES

Sustainable business approaches, multistakeholders' relations and support to sustainable policy

## LEADERSHIP

Ethics, effective employer engagement, intergenerational learning, and operational footprint

## PRIORITISING OPPORTUNITIES

Assess, analyse, and map business opportunities to ensure a strategic approach to address the SDGs

## ALIGNING GOALS

Clear and measurable goals aligned with the SDGs, framework for action and progress roadmap

## TAKING ACTION

Implementation planning, monitoring and improvement of sustainable actions





**Boost post-pandemic business practices  
for sustainable development for 2030**