Boost post-pandemic business practices for sustainable development for 2030

2022-1-PT01-KA220-VET-000089333

LEADING 2030

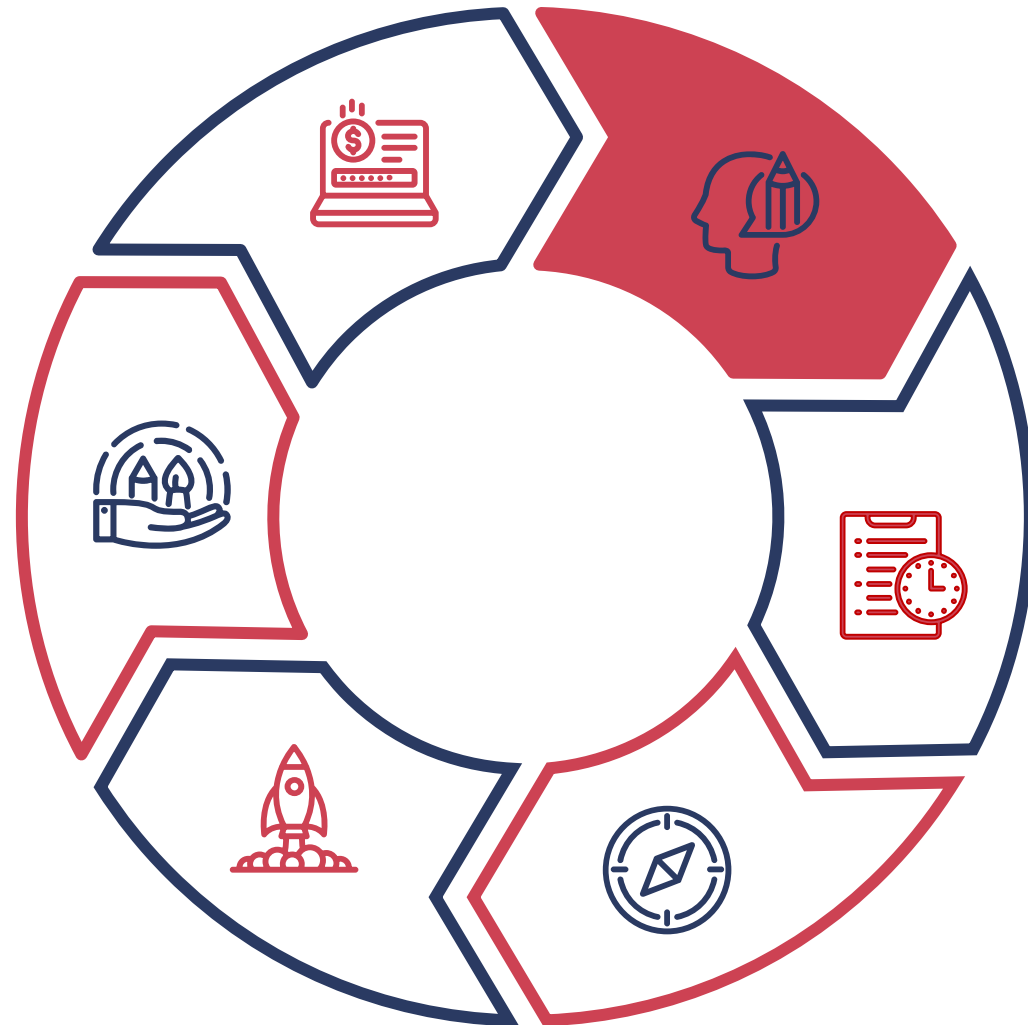Co-funded by the European Union

Unit synopsis

LEADERSHIP

Leadership requires all 2030 transformative competences for moving forward in an eco-systemic change.

This unit combines a set of competences aligned to promote excellence in leadership rooted in ethics, effective employer engagement, intergenerational learning, and operational footprint.

LEADING 2030

Knowing more about leadership

LEADERSHIP

PRACTICE PRINCIPLES

❑ Lead by example in terms of ethics, employee's engagement and operational footprint

❑ Develop both future and existing leaders through intergenerational learning

❑ Equip leaders with the LEADING 2030 competences

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

- Relate ethical leadership with the key principles of effective leadership in the context of the 2030 agenda

- List the leadership qualities needed to effectively lead and inspire teams achieving the 2030 goals

- Outline the importance and commitment of having a public operational footprint

Knowing more about leadership

Jerónimo Martins leadership in reforestation

Jerónimo Martins is the food distribution and retail leader in Portugal. To preserve the landscape destroyed by forest fires, the company launched an initiative for forest management to plant fire-resistant trees. By doing this, it prioritised one of its sustainable commitments and raised awareness among its employees and other local actors, perfectly matching the project with its sustainability goals and leading by example in terms of engagement and operational footprint.

Ethical leadership entails a leadership style and approach that emphasises moral and ethical values. It involves leaders who commit to doing what is right, just, and fair. In the context of the 2030 agenda, ethical leadership is critical because it involves guiding individuals and organisations towards achieving the SDGs in a responsible manner.

https://unsplash.com/photos/UrGs6o0emfA

Knowing more about leadership

Transformational leadership is a leadership style focused on inspiring individuals or teams to achieve exceptional results by transcending their own self-interests for the greater good of the organisation or society. In the context of the 2030 agenda, it involves qualities and behaviours that can help leaders drive meaningful change and mobilise teams to work towards sustainable goals.

The ZERO WASTE movement for surplus food

The ZERO WASTE movement was born from a citizen's initiative in Lisbon, Portugal, when, during an economic and social crisis, huge quantities of meals and end-of-life food were being deposited in waste containers while several families struggled to buy basic food products. This social responsibility movement grew and was able to inspire the Lisbon municipality to take part on the initiative. Nowadays, it has been successfully transferred to other nine municipalities of Portugal.

https://unsplash.com/photos/Cns0h4ypRyA
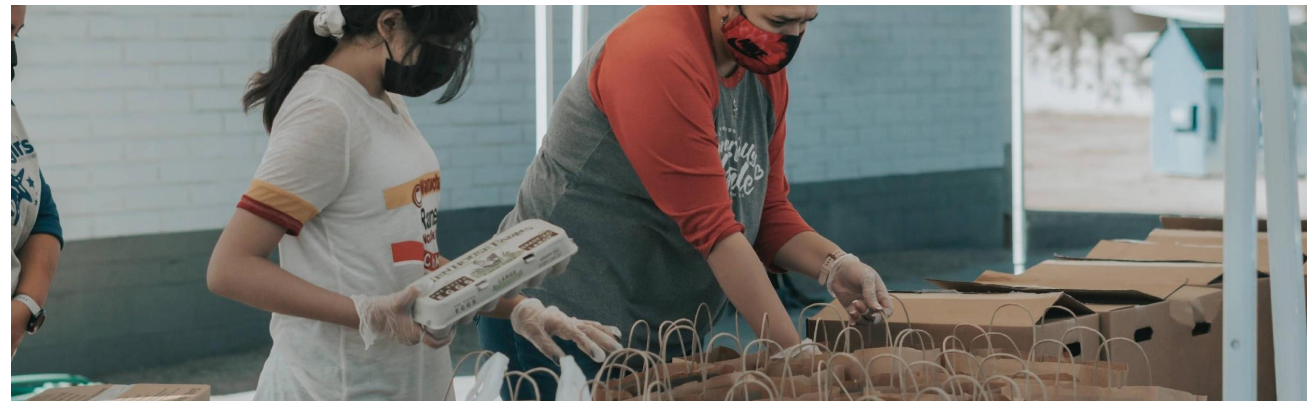
Knowing more about leadership

Public operational footprint refers to the practice of making an organisation's actions, decisions, and performance in relation to the SDGs visible and accessible to the public and stakeholders. It involves proactively disclosing information about its contributions, progress and challenges in addressing the SDGs.

ODSLOCAL platform for sustainability

ODSLOCAL is a Portuguese network of local decision-makers and technicians that intend to stimulate a comprehensive and open sustainability movement through an online portal based on the SDGs. Through this platform, all relevant local actors can access the contributions of each Portuguese municipality, which can be transferred and are regularly monitored, creating a sense of accountability on local players with a power to make life-changing decisions.

https://br.freepik.com/fotos-gratis/close-up-da-colecao-de-sinalizacao-ambiental_12976401.htm

Practical activities

LEADERSHIP

After deepening in your knowledge of how excellence in leadership 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 leadership skills.

Improving my leadership skills

LEADERSHIP

PRACTICE PRINCIPLES

❏ Lead by example in terms of ethics, employee's engagement and operational footprint

❏ Develop both future and existing leaders through intergenerational learning

❏ Equip leaders with the LEADING 2030 competences

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

- Examine the importance of ethical leadership in the pursuit of sustainable development

- Conceptualise an intergenerational mentoring programme aligned with the 2030 universal values

- Design an operational footprint in alignment with the 2030 goals agenda

Reflect on what it means to be an ethical leader

Step1: Think about someone that inspires you to go green, either from your personal experience or a well-known figure

Step2: Write down the qualities or behaviours that make this individual an inspiration for you to also adopt sustainable practices

Step3: For each quality or behaviour, write down one specific way in which it can drive sustainable development

Individual's name:	
Quality/behaviour	**How it drives sustainable development?**
1…………………………………………..	
2…………………………………………..	
3…………………………………………..	
4…………………………………………..	
5…………………………………………..	
6…………………………………………..	

Brainstorm on your mentoring programme

Step1: Think about a SDG that you would like your company to achieve

Step2: List one intergenerational-based learning activity that might support you in achieving that goal

Step3: Define the resources you might need and the type of participants you would like to involve

- Learn more about the role of intergenerational learning: https://epale.ec.europa.eu/en/blog/oer-role-intergenerational-learning-adult-education

- Access (free) digital learning resources that will help you conceptualise and implement an intergenerational mentoring programme: https://learngen.eu

Check your 2030 goals operational footprint

Step1: Fill in Porter's value chain model template, that helps you analyse your internal operations

Step2: Identify the actions included in the model that have potential to become more sustainable processes

Step3: Identify the SDGs that might align with those potential sustainable processes

- Porter's value chain model for businesses explained: www.smartsheet.com/value-chain-model

- Porter's value chain model (free) online template: https://creately.com/usage/value-chain-analysis-tool

Implementation instructions

LEADERSHIP

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
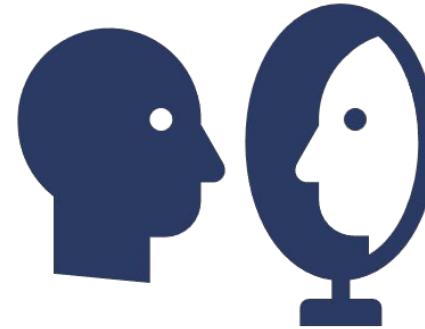
LEADERSHIP

PRACTICE PRINCIPLES

❏ Lead by example in terms of ethics, employee's engagement and operational footprint

❏ Develop both future and existing leaders through intergenerational learning

❏ Equip leaders with the LEADING 2030 competences

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

- Develop self-awareness and reflection to enhance personal leadership capabilities and promote continuous growth

- Enhance communication and influencing skills to effectively engage teams in supporting the 2030 goals

- Evaluate the role of leadership in fostering innovation, collaboration, and partnerships to accelerate progress towards the 2030 goals

Maintain a journal where you can document daily experiences, challenges, and decisions you have made as a leader; reflect on your emotional responses; analyse your processes and biases in decision-making; set personal leadership goals and track progress. Journalling provides a structured way to engage in self-reflection, allowing leaders to grow as they learn from their successes and mistakes. https://journaledlife.com/reflective-journaling

Seek feedback and coaching from peers, mentors, team members, and even employees. You can request constructive feedback on your leadership style; engage in feedback assessments to gather insights from multiple perspectives; have guidance to facilitate self-discovery. Feedback and coaching provide external perspectives that can help leaders gain a better understanding of how their actions and behaviours impact others.

Become an effective storyteller as stories have the power to engage and inspire teams more effectively than data or statistics alone. Identify compelling stories related to the 2030 goals and practice storytelling techniques to make you more persuasive when communicating the 2030 goals to your team.
www.theguardian.com/sustainable-business/blog/sustainable-stories-powerful-tool-communicates-vision

Actively listen, prioritising empathy and seeking to understand the perspectives, needs, and concerns of your team members regarding the 2030 goals. You should demonstrate genuine care and concern for your employees' well-being and aspirations. When engaging with teams, leaders can ask them to share their thoughts and ideas and provide space for everyone to voice their opinion. This will help leaders build trust and credibility.

Promote a culture of innovation. You can foster an environment where team members feel empowered to take risks and experiment new ideas. As a leader you should allocate time and resources for innovative sustainable activities, track progress and adjust strategies as needed to ensure that innovation is aligned with the 2030 goals.

www.dukece.com/insights/how-create-sustainable-innovation-strategy-your-organization
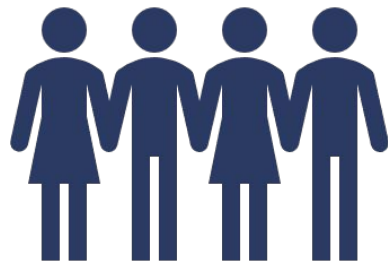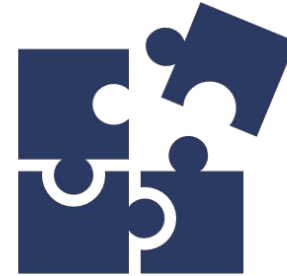
Facilitate collaboration and partnerships for achieving your ambitious 2030 targets. As a leader you should actively facilitate and nurture these connections both within and outside your organisation, by identifying potential collaborators and partners who share a commitment to the same SDGs or related initiatives. Additionally, you should promote a culture of trust and mutual benefit in your collaborations, focused on shared values.

Self-quizzing

LEADERSHIP

How does ethical leadership relate to the key principles of effective leadership in the context of the 2030 agenda?

a)   It is irrelevant for the 2030 agenda

b)   It promotes the 2030 agenda goals

c)   It is not an effective style of leadership

Which leadership quality is crucial for effectively leading and inspiring teams to achieve the 2030 goals?

a)   Micromanagement and close supervision

b)   Autocratic decision-making

c)   Transformational leadership

What is the importance and commitment associated with having a public operational footprint?

a)   It is unimportant to have in any context

b)   It is important, but no commitment is needed

c)   It is essential for transparency and accountability

Self-quizzing

LEADERSHIP

Why is ethical leadership important in the pursuit of sustainable development?

a) It fosters responsible decision-making aligned with the principles of sustainable development

b) It hinders progress in sustainable development

c) It is irrelevant to sustainable development

What is a key consideration when conceptualising an intergenerational mentoring programme for sustainability?

a) Prioritise mentorship exclusively for young individuals

b) Focus solely on short-term goals and no impact

c) Ensure that it promotes knowledge exchange

What is the primary objective when designing an operational footprint in alignment with the 2030 agenda?

a) Keep all operational activities confidential

b) Promote sustainability transparency and track progress

c) Prioritise short-term profits

Self-quizzing

LEADERSHIP

What is the primary focus of developing self-awareness and reflection in the context of personal leadership skills?

a)   To avoid personal growth

b)   To foster personal growth and effective leadership

c)   To ignore one's own actions

What is the key objective of enhancing communication skills in the context of engaging teams towards sustainable goals?

a)   To create an environment where teams are inspired to actively contribute to sustainability

b)   To limit communication to formal channels

c)   To prioritise individual over team recognition

What is the primary role of leadership in fostering collaboration and partnerships to accelerate adoption of the 2030 agenda?

a)   To discourage innovation and maintain status quo goals

b)   Leadership does not involve fostering collaboration

c)   To encourage collaborative innovation-led initiatives

Online reading and resources

LEADERSHIP

How to be an ethical leader: 10 tips for success
www.businessnewsdaily.com/5537-how-to-be-ethical-leader.html

How transformational leadership can inspire others
www.verywellmind.com/what-is-transformational-leadership-2795313

Understanding carbon footprints in business operations
www.green.earth/blog/unveiling-hidden-carbon-footprints-overlooked-emissions-sources-in-business-operations
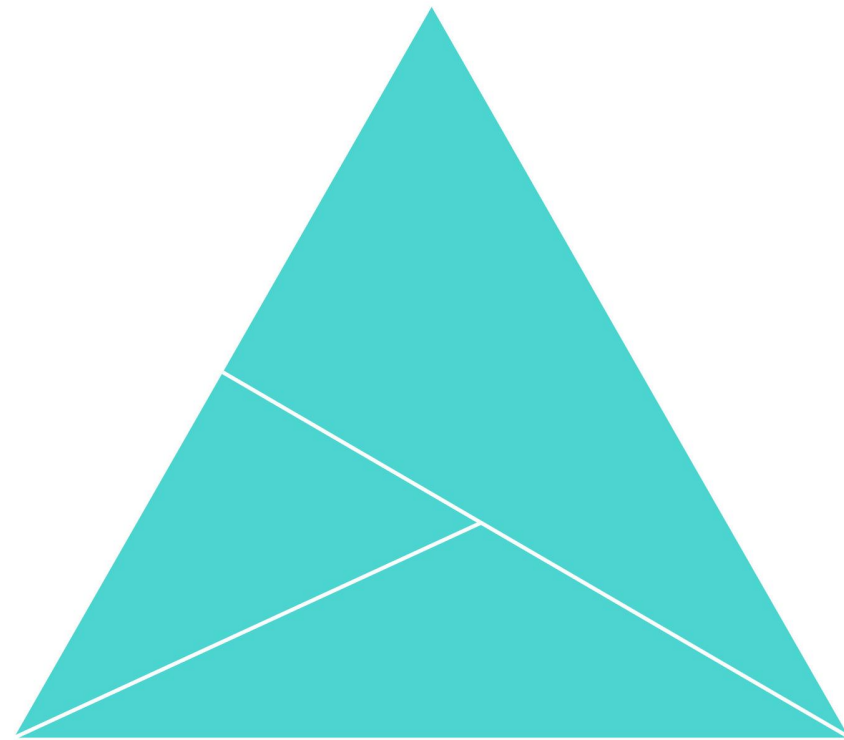
The power of coaching
www.skillsoft.com/blog/the-power-of-coaching

Creating partnerships for sustainability
www.mckinsey.com/capabilities/sustainability/our-insights/creating-partnerships-for-sustainability

Go ahead and select a new unit!

SUSTAINABILITY

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

PRIORITISING OPPORTUNITIES

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

BUSINESS PRACTICES

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

ALIGNING GOALS

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

LEADERSHIP

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

TAKING ACTION

Implementation planning, monitoring and improvement of sustainable actions

Boost post-pandemic business practices
for sustainable development for 2030