



SDG4BIZ PROJECT

Business Opportunity Recognition in SDGs

First Newsletter- April 2021

SDG4BIZ in short

The Knowledge Alliance for Business Opportunities in SDGs project entitled with SDG4BIZ designs and pilots a multidisciplinary, cross-border curriculum and training material for business opportunity recognition in Sustainable Development Goals of the United Nations. It enhances the awareness of business growth potential in SDGs and serves the innovation capabilities of EU companies and the competence needs of European HEIs. The SDG4BIZ will represent the newest pedagogical knowledge. Therefore SDG4BIZ will help to reach Millennials effectively by combining micro-learning and mobile learning as pedagogical methods.

WHY SDG4BIZ?

The Sustainable Development Goals (SDGs) set by the United Nations are likely not met by the target year 2030 if companies do not recognize and utilize the business opportunities inherent in them. Three hundred eighty million jobs would be created, and €10 trillion in business opportunities would be unlocked if SDGs were realized by 2030. At the moment, companies cannot utilize this growth potential, and higher educational institutions (HEIs) do not adequately support the competence building of future managers and policymakers for solving the world's most urgent problems. SDGs' current training efforts focus on awareness building only, not business opportunity recognition and economic development related to SDGs. Thus, an innovative and scalable curriculum and training material are needed.

The Solution of SDG4BIZ Project

The SDG4BIZ consortium will create, test, and disseminate curricula and training materials on recognizing and realizing the business opportunities in SDGs. An innovative pedagogical solution is created targeting both European HEIs and companies and delivered via project partners' viable learning platform. The training addresses 60 most relevant business opportunities inherent in SDGs with 5 Modules: 1) shared value business opportunity recognition & specific opportunities in 2) food and agriculture, 3) cities, 4) energy and materials & 5) health and wellbeing.

Potential Impact of SDG4BIZ

The level of curriculum adoption and actual business opportunity recognition and realization are readily available after the project via a learning platform capable of advanced data analytics. During this project (until 2023), 80% of the teaching staff of Partner HEI's 1500 teachers will be trained, and its impact will be measured. 30% (600) of teachers have integrated SDG business potential in their teaching. One hundred fifteen companies have trained their staff



Co-funded by the
Erasmus+ Programme
of the European Union

Disclaimer: The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

(80 000) and 60% (48 000) of staff have taken the training know-how for process and product development.

Sustainability and Scalability

By 2027, the companies create new businesses focusing on SDGs and become more competitive due to realizing these opportunities. The curriculum will be used

by 200-500 of HEIs and 2000-5000 European companies, enhancing business growth. Sustainability is ensured by the continued availability of the training material, integration into curricula, and promotion of public-private cooperation with SMEs and academic publications. The world will be closer to reaching the SDGs by 2030.

Coordination and Meetings

With the participation of all partners, the kick-off meeting was completed. Partners were already ready, and the project coordinator created an online project management interface to lead and follow their tasks continuously. Besides, a partner's supporting activities to a work-package leader ensured with the SDG4BIZ digital follow-up interface.

The restrictions and unprecedented situations caused by the coronavirus pandemic have undoubtedly affected activities worldwide. The whole project team committed to minimizing the effects of the pandemic on the SDG4BIZ project, albeit the project is inevitably affected by the outcomes of the pandemic.

The project consortium needed to postpone in-person transnational meetings to future dates when the pandemic will be under control to minimize the adverse effects. Until then, online meetings continue with the high engagement of each partner. Thanks to the digital platforms, partners' proactive intention, and their rapid adaptation to the project plan and online events, because with their commitment and engagement to each of the project activities, the project's activities are in progress as planned to achieve the main outputs.

Microsoft Teams Meeting – 28.04.2021



SDG4BIZ Consortium



What is next ? & How to follow?

Instagram:
@SDG4BIZ

Facebook:
@SDG4BIZ

website:
www.sdg4biz.eu



Co-funded by the
Erasmus+ Programme
of the European Union

Disclaimer: The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.