

ERASMUS+ KNOWLEDGE ALLIANCE FOR BUSINESS OPPORTUNITY RECOGNITION IN SDGS



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Welcome to **SDG4BIZ** project newsletter!



Dear Sustainable Development Community

In the third issue of our project newsletter, we are glad to share with you the project activities organized by the partnership in Fall 2021. This newsletter also focuses on the **content co-creation for the SDG4BIZ course**.

Erasmus+ Knowledge Alliance for Business Opportunity Recognition in SDGs project designs and pilots a multidisciplinary, cross-border curriculum and training material for business opportunity recognition in Sustainable Development Goals of the United Nations. Project consortium brings together 8 higher education institutions and businesses from Austria, Finland, Italy, Slovakia, Spain, and Turkey.

**Enjoy reading,
SDG4BIZ Consortium**

Current Developments in the Project

Activities gain momentum in 2021

The SDG4BIZ Consortium focused on the current state and best practices analysis process in the first half of 2021. Following analysis on the recent state in academic and business environments of the awareness of sustainability practices, the consortium started to work on the content co-creation for the SDG4BIZ curricula.

Research, analysis, and collaboration heavy content of the work packages meant that the partnership needed to meet frequently for management and content-related discussions.

The consortium also met regularly for project management and quality assurance purposes in Fall 2021.

Project Committee & Quality Committee Meetings

- 29 September 2021
- 27 October 2021
- 24 November 2021
- 22 December 2021



What's in store for 2022?

From analysis to co-creation



In 2022, the consortium will be working on the content co-creation process in the first half of the year. Each module will be ready by June 2022.



In the second half of the year, the piloting of the SDG4BIZ course will commence on ItsLearning platform.



The consortium will continue with dissemination, evaluation, and quality assurance tasks as well throughout the year.

SDG4BIZ Curricula

Co-Creation

Business opportunity recognition to solve global problems

Curriculum and training material to be created by the SDG4BIZ project focus on recognizing and realizing the business opportunities in Sustainable Development Goals.

Entrepreneurship and innovation in the area of SDGs are at the core of the SDG4BIZ project. The online learning platform will offer the best support in terms of structure, pedagogical approach, and impact measurement for the training. The course will address the 60 most relevant business opportunities inherent in SDGs. The main learning module will consist of content on shared value business opportunity recognition, while four other modules address specific opportunities in **a) food and agriculture, b) cities, c) energy and materials, and d) health and wellbeing**. The work on the SDG4BIZ course content co-creation process has required the organization of module workshops, module leaders' meetings, and big-group gatherings. The co-creation process followed this structure. Annariikka Rosendahl, the leader of co-creation work package reflects on the process:



*Annariikka Rosendahl, Project Manager
Haaga-Helia University of Applied
Sciences, Finland*



Business Opportunity Recognition module team developed a common framework for all modules to adopt. This framework was the result of an analysis on learner personas: educator, entrepreneur, business manager or consultant and, an employee of a company or organization. The study analyzed reasons for engaging or not engaging considering interests, motivations, skills, dreams, and expectations of the target group. Learning objectives, activities, and contents of each module can be structured according to this common framework with 5 baskets.



Our study course will offer a set of tested pedagogical tools that support the businesses in transition to more sustainable and just world.



How to contact SDG4BIZ Consortium



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