

ERASMUS+ KNOWLEDGE ALLIANCE FOR BUSINESS OPPORTUNITY RECOGNITION IN SDGS



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Welcome to **SDG4BIZ** project newsletter!



Dear Sustainable Development Community

In the fourth issue of our project newsletter, we are glad to share with you the project activities organized by the partnership in 2022. This newsletter also focuses on ***piloting 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 the Sustainable Development Goals of the United Nations. The project consortium brings together higher education institutions and businesses from Austria, Finland, Italy, Slovakia, Spain, and Turkey.

**Enjoy reading,
SDG4BIZ Consortium**



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A YEAR IN REVIEW: MILESTONES AND ACHIEVEMENTS

*SDG4BIZ Erasmus+ KA2: Knowledge Alliance
Project Annual Meeting (23-25 May 2022 Helsinki,
Finland)*

The consortium of Erasmus+ KA2: Knowledge Alliance project “Knowledge Alliance for Business Opportunity Recognition in SDGs (SDG4BIZ)” gathered in Helsinki, Finland for the annual project meeting, organized by the project coordinator, Metropolia University of Applied Sciences between 23-25 May 2022 with the participation of 25 researchers and project team members from higher education institutions, companies, and research and innovation agencies in the partnership.

On the first day of the meeting, the consortium organized a workshop on the main output of the project- “SDG4BIZ curriculum” to analyze and evaluate the content and the flow of each module. The curriculum has been developed by the partnership in a collaborative method over nine months and includes 5 modules.

The result will be tested and piloted over It's learning, an online learning platform. The curriculum focuses on sustainable development goals (SDGs) in business opportunity recognition, shared value business opportunity recognition, entrepreneurship & innovation in the field of food and agriculture, cities and communities, energy and materials, health and wellbeing.

On the second day of the program, the consortium organized a symposium entitled 'Business Opportunity Recognition in Sustainable Development Goals' in which module leaders, researchers, and managers from partner organizations discussed business opportunity recognition and sustainability themes with a specific focus on the SDG4BIZ curriculum modules.



Interim review from the European Commission

In 2022, the SDG4BIZ project submitted its interim report for expert assessment from the European Commission.

According to the review results, the project has produced a fruitful, multi-dimensional collaboration that includes a strong and productive Alliance, facilitating exchange, flow, and cocreation of knowledge between the academic and business partners in the field.

The consortium has also created an innovative pedagogical solution through the newly developed curriculum. The assessment concludes that the project demonstrates European added value, by promoting an entrepreneurial and sustainability mindset and building awareness across Europe.

The SDG4BIZ project team will strive to fulfill the transferability potential of the project's main results in the final year of project implementation.





A YEAR IN REVIEW: MILESTONES AND ACHIEVEMENTS

Curriculum co-creation completed

The SDG curriculum and training package description started in 2021 and was completed in June 2022.

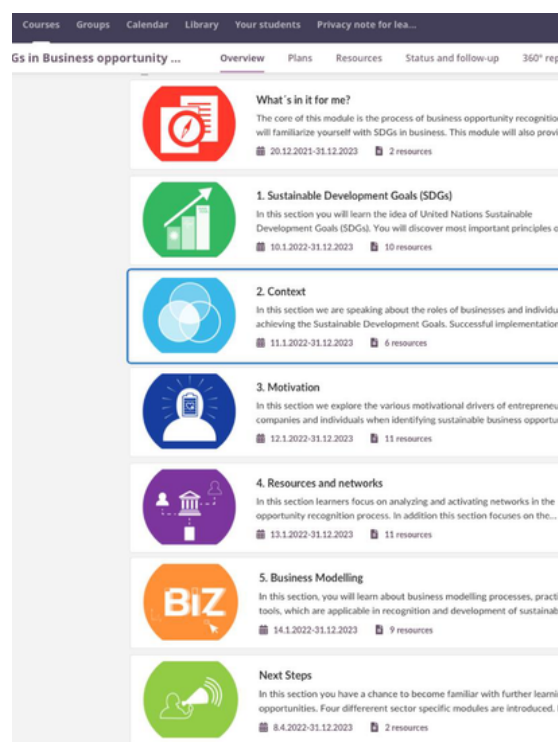
The work for the curriculum co-creation was led by Haaga-Helia University of Applied Sciences (Finland) and all consortium members contributed and/or led a learning module development. The module contents were uploaded to the LMS: Itslearning for pre-piloting and piloting studies.

The main outcomes were:

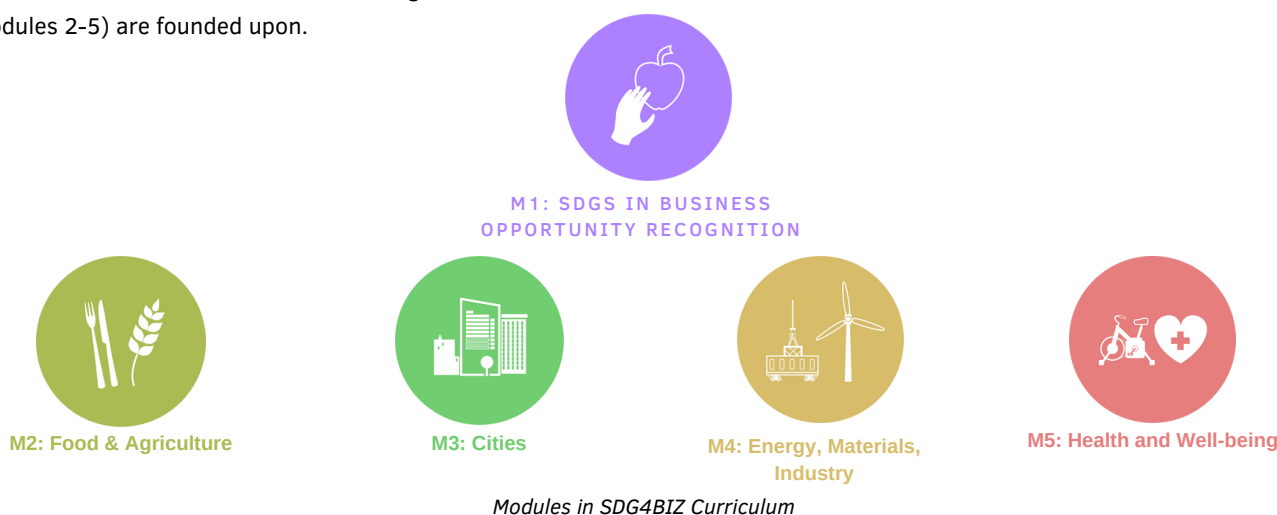
- Identification of learners (Business leaders, Educators, Employees of the companies, future professionals including students)
- Analysis of the learning personas: Business leaders, Educators, Employees of the companies
- Digitalization of learning and micro-learning in the form of pedagogical solutions
- Development of five learning modules corresponding to five ECTS each.
- The first module 'SDGs in business opportunity recognition' contains the shared value of business opportunity recognition, entrepreneurship & innovation. It offers the overall knowledge base that the other modules (Modules 2-5) are founded upon.

In this curriculum, sustainable business opportunity recognition is understood as an iterative process of sensing and acting while taking into consideration the impact on society, environment, and economy, and that creates room for shared value business opportunity recognition, entrepreneurship and innovation, and business opportunity recognition in SDGs. The SDG4BIZ curriculum heuristic triangle presents how the business opportunity emerges in the nonlinear process.

Modules 2-5 are more sector-orientated, and the content is more practical. All modules have a similar structure including Orientation, United Nations's SDGs, Context, Motivation, Recourses and Networks, and Business Modelling.



Module layout in Itslearning LMS





WHAT'S IN STORE FOR 2023?:

Piloting of SDG4BIZ Curriculum to kick-off

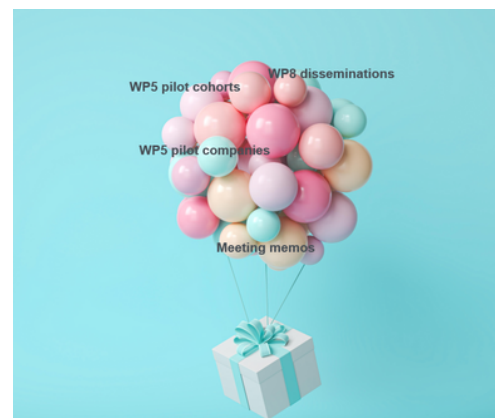
Following the completion of the curriculum content co-creation process, the consortium carried out a peer review study for quality assurance and detection of issues before the launch of the pre-piloting of each module in the SDG4BIZ curriculum. In the last two months of 2022, each partner institution engaged 10 academic participants and 10 business/professional representatives in the pre-piloting phase. Feedback from the pre-piloting will be reflected in the training package content and learning platform to make improvements before starting the pilot.

The full piloting of the modules in the SDG4BIZ curriculum will be done in the Spring 2023 academic semester. Each HEI in the consortium will form teacher/academic cohorts for the evaluation of the used curriculum as well as the learning objectives, methodologies, and activities. This will result in incorporating part of all of the relevant module material into a course that will be offered during the spring semester of 2023 at a partner university. The cohort will include those responsible for delivery and assessment in addition to suitably qualified academics with expertise in the specific area related to the module content.

The cohorts will focus on integrating curriculum materials into the course syllabus for the purpose of producing a validated and verified pedagogical design.

International Seminars & The SDGs and Entrepreneurship Book

2023 will focus on increased dissemination activities of the SDG4BIZ project through the organization of *two international seminars, and the launch of the book entitled "the SDGs and Entrepreneurship" by the consortium members.*



The first international seminar will be organized in Istanbul, Turkey between 16-18 March 2023 as a part of the 3rd Current Issues in Business and Economic Studies: **CIBES CONFERENCE 2023.**



As a part of the dissemination and sustainability measures of the project, a book on SDGs and Entrepreneurship will be published at the end of the project. The SDG4BIZ book aims to assemble high-quality papers that explain, deepen, and enhance the understanding of the potential and impact of the Sustainable Development Goals of the United Nations (SDGs) on Business Opportunity Recognition for entrepreneurship and innovation management, as well as a sustainable business and sustainable entrepreneurship. Submissions can be sent to: book.sdg4biz@gmail.com

 sdg4biz.eu

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