STRATEGIC SUSTAINABILITY FOR BUSINESS | Program

Modules

The Strategic Sustainability for Business program curriculum covers the following modules:

**Module 1**  Introduction to Sustainable Development in a Business Environment

**Date:** May 5, 2021 at 17:00 – 18:30 EET

**Location:** Online

- Program orientation, presenting learning objectives and assignments, networking
- What does sustainability mean from an organizational point of view?
- Becoming a Changemaker: Leading change and innovation

**Module 2**  Sustainability: State of the Art & Best Practices

**Date:** May 6, 2021 at 17:00 – 20:30 EET

**Location:** Online

- Global Sustainability Trends
- Sustainable Development Goals (SDG)
- Lessons from Global Sustainability Leaders
- Nordics are SDG leaders: How to leverage as competitive advantage?

**Module 3**  Strategy Development: Sustainability in Business

**Dates:** May 20–21, 2021 at 09:00 – 16:30 EET

**Location:** Aalto EE premises in Helsinki, Finland and live stream

Visit the program page at: https://executive.berkeley.edu/programs/strategic-sustainability-business
May 20, 2021

- What is strategy and why is sustainability a strategic question?
- Linking sustainability with corporate strategy and competitive advantage
- Obtaining business benefits through sustainability
- Strategic vs. operative sustainability management
- Strategic Analysis and Strategy Design for Sustainability

May 21, 2021

- Sustainability challenges as a basis for innovation
- Lean Start-up Practices and Sustainability
- Exploring business models with Sustainability
- Validating Business Models and Sustainability
- Iterative, incremental, and agile solutions development

Module 4  Essentials of Leading Change

| Dates: May – June 2021 |

Location: Online

Essentials of Leading Change is a flexible study module aimed at developing skills for leading and implementing strategic change in projects in a global context.

Module 5  Strategy Implementation: Leading Sustainability and Building Organizational Capabilities

| Dates: June 7–9, 2021 at 17:00 – 20:30 EET |

Location: Online

June 7, 2021

- Leading sustainability and building organizational capabilities
- What type of organizations succeeds in sustainability?
- Leading and executing: Driving change through sustainability
- Sustainable Open Innovation

Visit the program page at: https://executive.berkeley.edu/programs/strategic-sustainability-business
June 8, 2021

- Communicating your Sustainability Strategy
- Go-to-market internal and external strategies
- Driving and leading change initiatives

June 9, 2021

- Sustainability Communications
- Best practices in sustainability communications
- Walk the walk vs. talk the talk?
- Know your audience

Visit the program page at: https://executive.berkeley.edu/programs стратегия устойчивого бизнеса