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**  
*Webinar*  
**Date:** November 9, 2020  
**Location:** Online

- Program orientation
- What does sustainability mean from an organizational point of view?
- Leading change and innovation

**Module 2  Strategy Development: Sustainability in Business**  
*In-Person*  
**Dates:** November 30 – December 1, 2020  
**Location:** Helsinki, Finland

- Linking sustainability with corporate strategy and competitive advantage
- Obtaining business success through sustainability
- Sustainability challenges as a basis for innovation
- Sustainable business models

**Module 3  Strategy Implementation: Leading Sustainability and Building Organizational Capabilities**  
*In-Person*  
**Dates:** December 2-3, 2020  
**Location:** Helsinki, Finland
• What type of organizations succeeds in sustainability?
• Unique competences for successful companies.
• Leading and executing – implementation of sustainability
• Linking sustainability to change processes