SFEC
SUSTAINABLE
futures for enterprise centres

TRAINER – EDUCATOR GUIDE to our CURRICULUM & OPEN EDUCATION RESOURCES

FOCUS – SME TENANTS OF ENTERPRISE CENTRES

www.**enterprisecentres**.eu

01 FOREWORD

OBJECTIVE OF THE SUSTAINABLE FUTURES FOR ENTERPRISE CENTRE TENANTS OPEN EDUCATION RESOURCES

The specially developed SUSTAINABLE FUTURES FOR ENTERPRISE CENTRE TENANTS OPEN EDUCATION RESOURCES enable trainers based in enterprise centres and VET bodies to access a new training model designed to provide them with the knowledge and skills to adopt a transformative approach to sustainability practices.

The resources are useful for both individual study and are especially designed for trainers who wish to facilitate group training of their enterprise centre setting .

Hence, the objectives of the OERs are:
- **provide a set of free, online open teaching resources enabling individuals to develop the skills required for developing sustainability practices**

- **provide a comprehensive and relevant curriculum and supporting learning activities that will both motivate and equip trainers to deliver a training course to SME tenants of enterprise centres.**

The OERs are presented in different formats as per the type of resource and will include:

I. a course curriculum of six learning modules, explaining learning objectives, topics in editable PowerPoint training module, developed I be an entry-level introduction for SME's on how to green their business with a focus on:
- Sustainable Office
- Sustainable Supply Chain Procurement
- Greening your Products/Services
- Collaborating for Sustainable Success

II. this facilitator's guide, explains how to make best use of the OERs, especially if you are the lead person for delivering the training: Developed with a train the trainer focus, the trainer's guide for Business Advisors, Mentors and Educators provides guidance on how to plan, prepare for and deliver sustainability, environmental and green business training to SME clusters.

iii. suggested learning activities are embedded in the modules

WHO WILL BENEFIT FROM THESE RESOURCES?
- Enterprise Centre Tenants (and wider SME's),
- Enterprise Centre Business Advisors,
- Mentors and Educators

02 ABOUT THE PROJECT CURRICULUM AND OERS

SUSTAINABLE FUTURES FOR ENTERPRISE CENTRE TENANTS OPEN EDUCATION RESOURCES Curriculum + Training Package

Enterprise centres generate a steady flow of new businesses and act as accessible VET educators in applied learning environments: many run programmes aimed at emerging and growth focused businesses and are prolific providers of formal, informal and nonformal vocational education with the potential to reach to thousands of participants.

Enterprise centres not only offer enterprise-related training courses, provide one-on-one coaching, they are **deeply invested in the sustainable welfare of their clients** who lack investment in their professional development due to cost, time and accessibility constraints and a sense of overwhelm in relation to climate action – where to start.

By providing a self-learning sustainability and climate-action online course we provide **access to training for all**, enabling access to free resources and skills in an environmentally and socially responsible manner.

These OERs are part of the wider www.enterprisecentres.eu project which seeks to
- Develop the competences of leaders in enterprise centre management in sustainable business practices for enterprise centre infrastructure & environmental future proofing, improving their own environmental impact.
- Create a new model for facilitating the transfer to tenants of these competences and sustainability skills, supported by a curriculum, learning objectives and assessment guide and example content/lesson plans.
- Train VET trainers in the delivery of the curriculum so they can integrate it into their existing development programmes.

- Support the wider integration of the model through thorough dissemination with VET, HEI and wider stakeholders.

Through the development of the below resources, SFEC will created change:

- **Output 1: Enterprise Centre Best Practice Climate Action Compendium,** identifying best practices that enterprise centres can replicate to reduce their carbon footprint, improve their services/supports and future proof their infrastructures.

- **Output 2: Toolkit and Action plan** which will guide enterprise centre leaders through strategic sustainability planning which will bring sustainable practices and ideas to fruition via concrete actions.

- **Output 3:** Sustainable Futures for Enterprise Centre Tenants OERS – this resource will **empower enterprise centre leaders to become Sustainability Educators and Agents of Change capable of teaching and training SME and start up clients about the principles of sustainability and green business.**
It also provides a self-learning sustainability and climate-action course for Enterprise Centres tenants and wider SMEs to enable them to operate in an environmentally and socially responsible manner and align their sustainability goals with those of the enterprise centres where they are based.

> *"Our main objective is to initiate a replicable model of learning that enables enterprise centre managers, tenant businesses and learners to adopt sustainable and responsible business practices."*

03 GENERAL INSTRUCTIONS FOR TRAINERS & EDUCATORS

1. Methodological Approach

The SUSTAINABLE FUTURES FOR ENTERPRISE CENTRE TENANTS OPEN EDUCATION RESOURCES is the first holistic approach to address strategic sustainability planning process specifically designed for enterprise centre tenant businesses and learners.

The overall aim of SFEC Learning Framework is to initiate a replicable model of learning that enables enterprise centre tenant businesses and learners to adopt sustainable and responsible business practices. Focusing on the dimensions of sustainable practice such as: sustainable buildings, energy and resource efficiency, sustainable eco-systems and collective action, the SFEC programme will assist the participant cohort in developing practices that will make a transformative contribution to addressing climate challenges.

It does this by combining a curricula-based approach, which can be adopted in teaching and training.

2. General Instructions

Please read this guide thoroughly before conducting the training. For classroom, flipped or blended delivery please:

▪ Download, review & revise course resources for the training as necessary. Allow adequate training time for sessions. The link you need is:

https://www.enterprisecentres.eu/

▪ Localise training content with case studies and information on local supports for your students

▪ Ensure that each participant completes exercises embedded in each Module – these provide valuable learning.

▪ Allow time for review of exercises and provide a feedback loop

3. Instructional Approach

The Open Education Resources have been designed to accommodate a range of teaching styles and cultures.

As a common thread, each module is presented with the following design:

• The topic is introduced briefly before delving into the subject matter.

• Information and current best practices on the topic are presented, moving from general definitions to more detailed applications, enabling the scope of the topic to be understood.

• Knowledge is reinforced, and skills are developed as students/learners participate in practical exercises or study questions.

04 COURSE DELIVERY OPTIONS

Traditional Classroom Training & Tools required Classroom training remains one of the most popular training techniques for building skills capacity. Typically, it is instructor-centered face-to-face training that takes place in a fixed time and place. project tools. What do you need to deliver SUSTAINABLE FUTURES FOR ENTERPRISE CENTRE TENANTS OPEN EDUCATION RESOURCES in a classroom...

Classroom Tool	Suggested Use in the Classroom	Additional Resources Required
PowerPoint © presentation	Training materials are developed in PowerPoint. We suggest that these will be displayed on a large screen for classroom delivery	Laptop/ Computer Projector Large screen / wall
Videos	Videos are used to explain certain sections of the training content and to present case studies for discussion.	Audio / sound system
Whiteboard or Flip Chart	Invite learners to write on the board or ask them for feedback that you write on the board	Pens / markers

Suggested delivery mechanisms:

Small group discussions: Break the participants down into small groups and give them case studies or work situations to discuss or solve. This allows for knowledge transfer between learners.

Q & A sessions: Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. These should be used frequently across course delivery.

Multimedia: Multimedia training materials tends to be more provocative and challenging and therefore, more stimulating to the adult mind. Trainers should ensure that all imbedded tools are used to their full potential.

Interactive tools: The engagement of students can be easily achieved by using interactive tools. An example of a free tool is Kahoot! which is a game-based learning and trivia platform used in classrooms, offices, and social settings. You can compile a quiz, which can be answered by the students on their phones/tablets/computers. It is possible to get immediate feedback and results.

04 COURSE DELIVERY OPTIONS

b. Online Learning

This delivery method uses Internet technologies embedded in the SFEC learning platform to deliver a broad array of solutions to enable learning.

c. Other teaching methodologies

Flipped Classroom

In a Flipped Classroom learners study module content prior to the class with a focus on exercises and assignments in class. The classroom transfer of knowledge makes way for online instruction outside the classroom. This creates more room for practicing in class, for extra explanation when needed, and offers the possibility to dive deeper into the materials during class time.

Blended Learning

Blended Learning combines online digital media with traditional classroom methods. It requires the physical presence of both teacher and student, with some element of student control over time, place, path, or pace. Learners still attend a classroom setting with a teacher/trainer present, face-to-face classroom practices are combined with computer-mediated activities regarding content and delivery. Blended learning is most used in professional development and training settings.

Collaborative/Peer-to-Peer Learning

Collaborative learning is an educational approach to teaching and learning that involves groups of learners working together. Examples for boosting collaborative and peer-to-peer learning are:

Peer review: Peers in the classroom are brought together to jointly evaluate the work by one or more people of similar competence to the producers of the work. Peers not only assess the performance of each other but also share their experience and know-how.

Google Docs: This online collaboration tool facilitates the creation of meaningful documents. All group members can work at the same time (real-time) on the same document, from any location on various devices. Changes are automatically saved in documents as being typed upon. It is possible to monitor the revision history of a document where you also can see who made a specific change. The value of Google Docs as a learning resource is that group members can also share documents, chat, and comment on the same.

05 COURSE CONTENT OVERVIEW

Modules

The Curriculum comprises six modules structured as a journey...

Module 1: Introduction to Sustainable Business

Module 2: Sustainable Strategy

Module 3: Fostering a Sustainable Office Attitude

Module 4: Sustainable Procurement and Supply Chains

Module 5: Greening Your Product

Module 6: Building Relations and Collaborating for Sustainable Success

05 COURSE CONTENT OVERVIEW

Let's look at the modules in much more detail

Course content detailed overview

MODULE 1	INTRODUCTION TO SUSTAINABLE BUSINESS
Overview	For many SMEs, sustainability is viewed as a nice to have. In this module, we lay out the importance of action, the impact SMEs can have on Europe's sustainability and most importantly, the business case for SME's adopting more sustainable Business Practices. Module 1 lays down the foundation for the rest of the course bringing learning from a theoretical background to best practice sustainability in SMEs.
Learning Objectives	• Understand the definition of sustainability • Understand the importance of action in the community and environment • Analyse the impact SMEs can have on Europe's sustainability • Differentiate environmental, economic, and social sustainability • Help the participants gain an understanding of why they should master and develop the right, sustainability strategy for their SME
Topics Covered	1. The Importance of Sustainability and SMEs for Europe's Future 2. Sustainability In Depth: Environmental 3. Sustainability In Depth: Economic, including Circular Economy 4. Sustainability In Depth: Social including CSR – corporate social responsibility 5. The Business Case for Sustainability
Case Studies	• 3fe Coffee https://3fe.com/
Suggested Assessments	➢ Slide 5: When you think of Sustainability, what comes to mind?
Further Resources	• Unleashing the full potential of European SMEs' factsheet • CEO Guide to the SDGs (wbcsd.org) • SDG Compass – A Guide for Business Action to Advance the Sustainable Development Goals • Acciona Sustainable Development • Three Pillars Corporate Sustainability • UN Climate Action: Causes and Effects of Climate Change • IBM: Institute for Business Value • Friday's for Future • 60 biggest market opportunities related to delivering the Sustainable Development Goals • What is a circular economy?	Ellen MacArthur Foundation • The Future of Europe (Green Deal) UN Global Impact

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MODULE 2	SUSTAINABLE STRATEGY
Overview	New risks and opportunities are facing SMEs at an unprecedented rate. And you know that sustainability is key to success. But mindful that 'what is not measured, cannot be improved', in the second module, we dive deeper into Sustainable Business Strategies, what matters to you, and the tools you need develop a roadmap for effective and measurable sustainability in your business.
Learning Objectives	• Understand the definition of sustainability strategy • Understand why SMEs need to create a sustainability strategy • Equip the participants with the 6-step roadmap to developing an effective sustainability strategy • Equip the participants with the skills and tools to master and develop the right, sustainability strategy for their SME • Equip the participants with the 5-step roadmap to conducting a review of their sustainability strategy
Topics Covered	1. Why Create a Sustainable Strategy? 2. Roadmap to an Effective Sustainability Strategy 3. What Matters to You? Defining your SME purpose and Identifying Key Issues 4. Setting Targets and Implementing Changes 5. Reviewing and Reporting on Progress
Case Studies	• Sustainability Spotlight: LEGO Replay Initiative • Sustainability Spotlight: Microsoft • Sustainability Spotlight: IKEA • Carbon Offsetting: Salta Kvarn • Purpose example: Phoenix Design Aid
➢ **Suggested Assessments**	➢ Slide 34: Have you identified the sustainability issues that matter to you? ➢ Slide 36: Prioritisation Matrix
Further Resources	• Corporate Sustainability Due Diligence • How Can Sustainability Reduce Business Costs? • LEGO Replay Initiative • 2021 Environmental Sustainability Report • Ikea Sustainability • Climate Jargon Buster • The United Nations World Water Development Report 2017 • Certification: The Sustainable Development Goals

05 COURSE CONTENT OVERVIEW

MODULE 3	FOSTERING A SUSTAINABLE OFFICE ATTITUDE
	Module 3 Fostering a Sustainable Office Attitude — SFEC SUSTAINABLE futures for enterprise centres Co-funded by the Erasmus+ Programme of the European Union — "The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects 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."
Overview	Sustainable offices are a hot topic. Without a healthy planet, your company will not be able to function. Making your office more sustainable brings many advantages. In Module 3, you will learn about sustainable office actions that are effective and can save SME's money, raise operational efficiency and provide a cleaner, healthier environment for staff.
Learning Objectives	• Understand the definition of a sustainable office • Understand the benefits of a sustainable office in an SME • Identify and understand the 7 steps to develop a sustainable office management plan • Understand the definition and importance of employee wellbeing • Learn how to create a digital wellbeing policy
Topics Covered	1. Introduction to Sustainable Offices 2. How does the SME benefit? 3. First Steps and Easy wins for a Greener Office 4. 7 Steps to Developing your first Sustainable Office Management Plan 5. Employee Wellbeing and Sustainability 6. Overview and Conclusion
Suggested Assessments	➢ Slide 43: Digital Wellbeing Plan
Further Resources	• Competitive Advantage Attainment Via Synergy In Green Offices • Gain a Competitive Advantage by Going Green • A Sustainable Office: What Are The Advantages And How Do You Achieve It? • 7 Benefits of Sustainable Workplace Design • Green Office Buildings And Sustainability: Does Green Human Resource Management Elicit Green Behaviors? • Impact of Sustainable Office Buildings On Occupant's Comfort And Productivity • Influence of Indoor Environmental Quality on Work Productivity in Green Office Buildings • The COGfx Study • Employee Wellbeing: Caring For Your People • Efficiency Benefits of Having a Green Office

05 COURSE CONTENT OVERVIEW

MODULE 4	SUSTAINABLE PROCUREMENT AND SUPPLY CHAINS
Overview	Generally, SME managers are aware of their office usage, however not all SMEs are aware of their external impact. All SMEs acquire products, materials or services to run their businesses. At the end of this module, you will have a better understanding of what sustainable procurement is and how to adopt changes so that your business is having less of an effect on the environment. You will also recognise the importance of short supply chains and the wider impact they create.
Learning Objectives	• Understand what sustainable procurement is and how to adopt changes so that your business is having less of an effect on the environment • Understand the 3 pillars of sustainable procurement • Identify the 6 steps to drive sustainable procurement • Equip the participants with the skills and tools to develop a Sustainable Procurement Strategy • Recognise the importance of short supply chains and the wider impact they create
Topics Covered	1. What is Sustainable Procurement? 2. Supply Chains & Collaborating with Suppliers 3. Easy Wins / First Steps 4. Developing a sustainable procurement strategy 5. How do you as an SME benefit 6. Understanding the impact of change
Suggested Assessments	➢ Slide 46: Establish a decision framework for choosing new suppliers to work with
Further Resources	• Fast Fashion • EcoVadis' Biennial Report • A Decision Framework For Choosing New Suppliers • Watershed Supply Chain

05 COURSE CONTENT OVERVIEW

MODULE 5	GREENING YOUR PRODUCT
Overview	Sustainability has shifted from an externalized consideration to a core business model and means to innovate products and services. In this module, we also go into more detail about engaging with the circular economy and how to green your everyday practices. This module also dives into the importance of communicating responsibly.
Learning Objectives	• Understand the definition of a green product • Understand the importance of going green • Understand the need for a Sustainable Product Life Cycle • Equip the participants with the tools and templates for conducting a Life Cycle Analysis • Understand the value of a sustainable packaging • Equip the participants with the key steps to help make their services greener • Understand the importance of open and transparent communication in marketing your green products and services
Topics Covered	1. Why do you need to green? 2. Greening your Products 3. Why you need a Sustainable Product Life Cycle? 4. Spotlight on Sustainable Packaging 5. Greening your Services 6. Marketing your Green Products and Services
Case Studies	• Case Study: Sustainable Businesses in Focus - Meet GreenIT • Foundation in Focus: Meet the Green Software Foundation • Sustainable Event Management Services: Future Festival Tools • Business in Focus: Meet the Green Event Ninjas • Example of Green Labels and Certifications: Green Seal • Example of Green Labels and Certifications: ECOLOGO® Certification • Case study: Patagonia- Don't Buy This Jacket • Case study: British cosmetics retailer Lush • Case study: Communicating with transparency – FAIRPHONE
Suggested Assessments	➢ Slide 11: Get to know your potential green consumers ➢ Slide 30: Short activity – Life cycle analysis canvas on miro ➢ Slide 31: Long activity – Analyse your product life cycle openlca ➢ Slide 55: Avoid greenwashing – Check your Green Claims

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MODULE 5	GREENING YOUR PRODUCT
Further Resources	• The New Green Consumer (forrester.com) • Better Business Better World • Sustainability In Packaging: Global Regulatory Development Across 30 Countries • Minou Schillings's Life Cycle Exercise template |Miroverse • Publications | Ellen MacArthur Foundation • Agenda | Sustainability in Packaging Europe • What Is Green Software & How Can It Benefit Your Business? • Green Software Foundation • Future Festival Tools • Green Event Ninjas - Sustainable Events Made Easy • Skift - Business Climate Leaders • Half Of Green Claims Lack Evidence • Check Your Green Claims

05 COURSE CONTENT OVERVIEW

MODULE 6	BUILDING RELATIONS AND COLLABORATING FOR SUSTAINABLE SUCCESS
Overview	Module 6 explores how SMEs can make a lasting impact by focusing on the multiplier power of collaborations in achieving systematic change.
Learning Objectives	• Understand what is collaboration and its importance for change • Analyse practical examples of collaboration for sustainability • Understand the definition and benefits of collaboration culture • Equip the participants with the skills to implement the process of organising a Design Sprint for collaboration • Understand the power of clusters and ecosystems • Analyse the 5 phases of Ecosystem Building
Topics Covered	1. Collaborating for Sustainable Success 2. Collaborative Culture 3. The Power of Clusters and Ecosystems
Case Studies	➤ Slide 8: COLLABORATION IN ACTION EXAMPLES - Interface allies with recycling firms to turn windscreens into carpets ➤ Slide 10: COLLABORATION IN ACTION EXAMPLES - Formula One technology cools off supermarkets ➤ Slide 11: COLLABORATION IN ACTION EXAMPLES - Timberland drives shoe sustainability with recycled tyres ➤ Slide 12: COLLABORATION IN ACTION EXAMPLES - Mission Possible Partnership ➤ Slide 13: COLLABORATION IN ACTION EXAMPLES - Race to Zero: Retailers forge new climate-focused collaboration - edie ➤ Slide 27: Collaboration Culture Needs Dedicated Time – Example of Google ➤ Slide 40: Spotlight on Welsh sustainability cluster ➤ Slide 41: Spotlight on Swedish sustainability cluster ➤ Slide 49: ECOSYSTEM in ACTION – Impact Hub Amsterdam ➤ Slide 50: ECOSYSTEM in ACTION – The Rediscovery Centre
Suggested Assessments	• Short activity: Using play to stimulate ideation

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MODULE 6	BUILDING RELATIONS AND COLLABORATING FOR SUSTAINABLE SUCCESS
Further Resources	• Better Together: Why Collaboration Is More Important Than Ever • Interface Sustainability • Supermarket Fridges Kept Cool With F1 Technology • Timberland And Omni United Champion • Mission Possible Partnership • Race To Zero Breakthroughs Scheme • 5 Steps For Successful Collaboration • How Collaboration Creates Value And Accelerates Change • 6 Ways Collaboration Can Boost Sustainability | Greenbiz • 10 Things We Learned About Collaborating For Sustainability • EU Funds Sustainability Partnerships For SMEs • Ways To Create Innovation • Collaboration Drives Workplace Performance • How to Create a Collaborative Culture | The Workstream (atlassian.com) • Finding Your Creative Collaborator • The Routledge Handbook of Research Methods for Social-Ecological Systems • The Sustainable Fashion Lab in Brazil • Impact Hub Sustainable Food Ecosystem • The Rediscovery Centre

06 USEFUL LINKS

Project Website	**https://www.enterprisecentres.eu/**
Project Facebook Page	https://www.facebook.com/SFECproject
Project LinkedIn Page	https://www.linkedin.com/company/sfec-project/
Project Twitter Page	https://twitter.com/SFECproject
Best Practice Climate Action Compendium	https://www.enterprisecentres.eu/best-practice-climate-action-compendium/
Toolkit and Action Plan	https://www.enterprisecentres.eu/toolkit-and-action-plan/

07 SAMPLE TIMETABLE

DAY	TRAINING CONTENT
1	09.00 – 13.00 Module 1 14.00 – 15.30 Module 2
2	09.00 – 13.00 Module 2 14.00 – 15.30 Module 3
3	09.00 – 13.00 Module 3 14.00 – 15.30 Module 4
4	09.00 – 13.00 Module 4 14.00 – 15.30 Module 5
5	09.00 – 13.00 Module 5 14.00 – 15.30 Module 6
6	09.00 – 13.00 Module 6 14.00 – 15.30 Review & Recap