

Sustainable Business Transformation Manager

**Drive impactful change and develop
the full potential of organizations**

Online Short Course for CER Partners

Course Start: 09.09 2020 17:00

About the course

Our online certificate course to become a "**Sustainable Business Transformation Manager**" offers you profound knowledge about the social, economic and ecological challenges of sustainable transformation in the private and public sector.

Both risks and opportunities arise in addressing these challenges, and companies around the world are looking for competent guidance in order to creatively manage the necessary changes.

>> Gain the knowledge, understanding and skills to effectively address the challenges and lead meaningful change.

Experts in the fields of sustainable management, business transformation, impact management and responsible leadership offer you the knowledge and skills for a sustainable transformation of organizations in a practice-oriented and stimulating way.

Content

The content is based on the knowledge that the **integration of sustainability into the core business and along the entire value chain** are elementary components of the sustainable business transformation.

The aim is to reduce negative impacts on society and simultaneously create positive values.

Our approach aims to systematically combine the individual impact potentials of companies in terms of sustainable development and their own economic perspective. In concrete terms, this means achieving sustainable corporate success. Companies thereby become part of the solution to complex challenges instead of being perceived as part of the problem.

Course Curriculum

Orientation 09.09 17:00-18:30: Introduction, getting to know each other & course overview

HIGHLIGHT Online Conference Visit 16.09 09:00-16:00: Responsible Leadership after the crisis – 9th International Humboldt Conference on Sustainability and Responsibility

Module 1 23.09 17:00-20:00: Sustainability challenges and their economic opportunities

Module 2 30.09 17:00-20:00: Basics, terms and understanding of sustainable management and sustainable business transformation

Module 3 07.10, 17:00-20:00: Engage, collaborate and advocate change; Circular economy models, Green Finance

Module 4 14.10 17:00-20:00: Integrative growth through sustainable management

Optional Date to be discussed: Check in and reflection (1,5 hours)

Module 5 21.10 17:00-20:00: Integrating sustainability into corporate strategy

Module 6 28.10 17:00-20:00: Leading meaningful change

Final exam: written report (praxis transfer) and oral examination (prototyping)

The modules encompass of online live lectures, break out workshops, peer discussions, role play activities and reflections. In some cases, documents are sent out as preparation for the modules (e.g. articles, videos, podcasts), which should be reviewed before the module. Some modules contain submission tasks. For successful certification, all submissions must be handed in on time and the final exam must be passed.

7 weeks	Price	Achievement
20 hours online	1600 EUR + VAT	Certified Sustainable Business
40 hours individual study		Transformation Manager

Discount: CER partners get 20% discount.

It is recommended that one organization send two participant. "Two can achieve more than one." The discount for second participant form the organization is additional 10%.

This course is for you, if:



You are looking for tools and competences to transform your business model in a future-oriented way



You would like to influence the design towards a future fit, sustainable business orientation



You want to support organizations in developing and applying solutions to sustainability challenges



You would like to benefit from the collaboration with like-minded innovators and become a member of the "Sustainable Business Transformation Manager" network



You are aiming for a meaningful proof of your competence and understanding of sustainable business transformation by gaining the final certificate



You want to develop personally and improve your standing on the job market

Who should attend the course?

This course is designed for professionals who want to implement sustainability in their organization as well as consultants who want to identify new social, economic and environmental opportunities with their clients and create a competitive advantage with them.

"The time has come to change the future for the better together, because each individual can use his or her strengths for change and get involved in creating a positive future!!"

René Schmidpeter, Co-Founder M3TRIX and Scientific Director

Module overview

Orientation: Introduction, course overview and motivation

Your ideas and expectations are important to us. After the orientation module, we can tailor elements of the course to your needs, e.g. by including expert lectures, practical partners and impulses.

- Welcome to the course "Sustainable Business Transformation Manager
- Getting to know each other and motivation
- Expectations and requests regarding the course content

HIGHLIGHT Online Conference Visit: Responsible Leadership after the crisis – 9th International Humboldt Conference on Sustainability and Responsibility

Experience the top international conference on Responsible Leadership and listen to worldwide academic and business pioneers in the field of business transformation as several C-Level executives from German Top 100 companies, Ed Freeman, Wayne Wisser, Sandra Waddock and many more.

Modul 1: Sustainability challenges and their economic opportunities

Speaker: Monika Kolb

Discover sustainability trends and their economic opportunities. Reflect on the widespread assumptions about companies and which problems and implications they have. Develop a new model of business in society. This leads to a new understanding of management.

- Sustainability challenges and climate crisis
- Dominant assumptions about organizations
- Role of business in society
- A new paradigm is emerging

Modul 2: Basics, terms and understanding of sustainable management and sustainable business transformation

Speakers: Monika Kolb & Marc Werheid

Learn the basic concepts, models and tools to successfully combine ecological, social and economic aspects. Get inspired with the business case of sustainable business transformation.

- Definitions and terms
- Principles of sustainable management and transformation
- Stakeholder management

Modul 3: Engage, collaborate and advocate change; Circular economy models, Green Finance

Speakers: Ana Struna Bregar, Ladeja Godina Košir, Mateja Treven, Gregor Pipan

Get familiar with international agreements and action plans related to sustainability. Understand and discuss the impact of policy instruments and the local context. How can business use the influence to raise appetite for sustainable solutions?

- SDG 17, Paris Agreement, Green Deal, Green recovery on EU Level
- Business in action to advocate changes
- Circular Economy Action Plan Road map
- Green finance, EU Taxonomy

Modul 4: Integrative growth through sustainable management

Speaker: René Schmidpeter

Get inspired by the possibilities of future-oriented business leadership by looking ahead and assessing future trends. Learn about global advancements in the field and rethink management.

- Sustainability as 21st century business opportunity
- Principles of entrepreneurial innovation
- Sustainable Management as new paradigm for success

Optional: Check in and reflection

After the half of the course we offer an optional session to check in with you, reflect and discuss your learning journey.

Modul 5: Sustainable business transformation as a growth strategy

Speaker: Patrick Bungard

Understand sustainability as a central element of future-oriented corporate strategies. Access corporate examples and learn how to integrate sustainability into the corporate DNA.

- Analysis of opportunities for sustainable management in company's activities
- Instruments and management tools (social impact, materiality analysis, impact measurement, etc.)
- Value creation and value protection

Modul 6: Leading meaningful change

Speaker: Monika Kolb

Utilize your individual resources as the basis for having a stronger impact on the future success of the company. Start to formulate a business action plan and discuss it with peers.

- Transfer learning to business context
- Responsible leadership and innovation for transformation
- Individual and collective impact

Final exam: Written report and oral exam

The final exam consists of a written and an oral part. The requirement for participation is the in-time submission of all assignments as well as the participation in the modules. The oral exam is set up as a prototyping presentation of what you have learned. The written exam is an essay on a self-selected topic in the field of sustainable business transformation. The exam should support you in your work and thoughts and advance your expertise in your field of passion.

„We are the generation that makes the economy better. We are a growing community creating a new history of how to do business. One that enables us to do our best. We don't always do everything right, but we getting better every day. Let's work together to create the best economy that ever existed. “

Monika Kolb, Head M3TRIX Academy

Your Trainer Team

Experts from the fields of sustainable management, business transformation and impact management offer you the knowledge and competence for the sustainable transformation of organizations in a practice-oriented and activating way.



Patrick Bungard is Co-Founder and Managing Director of M3TRIX GmbH. His passion is to inspire people and companies to rethink the economy and to accompany them in a sustainable business transformation. He has many years of experience in business, the third sector, as well as in teaching as a lecturer and expert in executive education programmes. Mr. Bungard is an author of textbooks and speaker.



MSc Ladeja Godina Košir is a Circular Economy Leader, moderator, lecturer, speaker - founder & CEO of Circular Change. Chair of CG European Circular Economy Stakeholder Platform, visiting Professor Doshisha University, Co-leader of the research group on Circular Economy Systems at BCSSS.



Monika Kolb is Head of the M3TRIX Academy and is doing her doctorate on the development of responsible leaders. Her work and research focuses are responsible leadership, sustainable management and innovative pedagogy. She has several years of professional experience in a DAX company and is a certified coach and trainer.



Gregor Pipan, MBA, MSc, has over 15 years of experience in the financial industry. Currently he is active in the field of integration of ESG into corporate and investment strategies in the financial industry and the introduction of alternative investment products to the institutional investors market. He holds an MBA degree with the specialization in Sustainability from the University of Bologna, Italy, Master of Science degree in Risk & Asset Management from EDHEC Business School, France, and a Bachelor's degree in Economics, specialization Finance, from the University of Ljubljana.



Ana Struna Bregar is the Executive Director of Center for Energy Solutions – CER. She is the initiator of the Slovene green recovery initiative in 2020 focusing on cross-sectoral cooperation to accelerate the green transition and sustainable development. For more than 15 years she is an expert on developing and managing platforms for innovative best practice, awareness-raising, promotion and event management on the national and international level. She is doing a course of Sustainable Management at Cambridge University Institute Sustainability Leadership (CISL).



Prof. Dr. René Schmidpeter is an innovative pioneer that stands for a paradigm shift in business administration and the sustainability debate. He is an internationally recognized expert on strategic management, business transformation and global sustainability developments. He holds the Dr. Juergen Meyer Endowed Chair for International Business Ethics and CSR at the International Business School Cologne and is also Head of the 'Center for Advanced Sustainable Management' (CASM) there. In the last five years he has issued more than 100 publications on CSR, sustainability, governance and ethics in his management series at Springer Gabler Publisher. He is a consultant and co-designer in numerous national and international sustainability initiatives and think tanks and Co-Founder of M3TRIX GmbH in Cologne.



Mateja Treven MSc has 25 years of experiences in insurance and financial industry in various positions. In 2019, she decided to drop the corporate world and founded her own company Blockhapp, dealing with the usage of blockchain technology, sustainable finance and start-up funding. She has extensive experiences in corporate finance, investment management, risk management and business negotiations. Her references include successful projects in the field of sustainable finance to a larger Slovenian bank. She concluded her MSc. in Investment Management at City University Business School, London and holds a CFA designation.



Marc Werheid works as consultant for M3TRIX GmbH and is, among other things, Head of the Sustainable Business Development Department. Marc is also an expert, moderator and speaker on the topic of sustainability as well as author and publisher. Most recently he was co-editor of the book "CSR and Football". Since 2018, he has been working on his doctorate at Mendell University in Brno with a focus on "Sustainable Business Transformation".

Now is the moment to boost your skills and enter a massive growth area.

Please contact us at email address: info@cer-slo.si

About M3TRIX Academy

The M3TRIX Academy guides and empowers leaders to actively shape the economy of today and tomorrow. We enable professionals and managers to gain practical experience and theoretical knowledge in the areas of Sustainable Management and Responsible Leadership.