

ROADMAP

SUSTAINABLE BUSINESS MANAGEMENT

Example of roadmap for a trainee who expresses his/her preference for the Training Cycle number 4 focused on blue economy business cases.

APPLICATION



UNTIL JUL 21

Indicate: 1

- Country of residence;
- Name and Surname;
- Date of birth;
- Gender;
- Category (Type of participant).

Express your preference for 3 of the 7 training cycles offered 2

Cycles will be focused on

- either **green** sector or
- blue** sector or
- creative&cultural** sector or
- energy** sector.

We will try to accomodate your desire.

Write a motivation letter (max. 500 words) 3

Attach your CV in English 4

TRAINING CYCLE 4



7 training cycles in total:

- 2 focused on **green** sector;
- 2 focused on **blue** sector;
- 2 focused on **creative&cultural** sector;
- 1 focused on **energy** sector;

max. **15 trainees each**;
80% of attendance required.

Synchronous online event (4 hours)



- Course introduction;
- Division of the trainees in 3 subgroups (5 people each);
- Assignment of a business case in the blue economy to each of the groups.

During a 8 training weeks equivalent you will:



- **test** your knowledge (at the beginning and at the end of the cycle);
 - attend **16 asynchronous e-lessons + 1 tailored e-lesson per country + 1 e-lesson on the subgranting scheme**;
 - **work in group** to discuss the **business case study** assigned (=e-lab*).
- A tutor will support you.*

Synchronous online event (4 hours)



- **Presentation of e-lab** activities by the 3 subgroups of trainees;
- conclusion of the training cycle.

WHAT DOES AN E-LAB MEAN?



It is a **work in group**: you and other 4 classmates will be **assigned a real business case**.

During the cycle you will be **provided with specific guidelines** for analyzing Strengths, Opportunities, Weaknesses and Threats of the company assigned

SEP 21

WEBINAR 1
A **2 hours event**
on energy sectors/industries with a global/local perspective.
INTELLECTUAL PROPERTY RIGHTS (IPR) 1 TRAINING WORKSHOP
You can **choose one** among the 5 editions.

OCT 21

WEBINAR 2
A **2 hours event**
on energy sectors/industries with a global/local perspective.

NOV 21

WEBINAR 3
A **2 hours event**
on creative&cultural sectors/industries with a global/local perspective.

DEC 21

INTELLECTUAL PROPERTY RIGHTS (IPR) 2 TRAINING WORKSHOP
You can **choose one** among the 5 editions.

JAN 22

WEBINAR 4
A **2 hours event**
on creative&cultural sectors/industries with a global/local perspective.

FEB 22

WEBINAR 5
A **2 hours event**
on blue sectors/industries with a global/local perspective.
INTELLECTUAL PROPERTY RIGHTS (IPR) 3 TRAINING WORKSHOP
You can **choose one** among the 5 editions.

MAR 22

WEBINAR 6
A **2 hours event**
on blue sectors/industries with a global/local perspective.

APR 22

MAY 22

WEBINAR 7
A **2 hours event**
on green sectors/industries with a global/local perspective.

JUN 22

WEBINAR 8
A **2 hours event**
on green sectors/industries with a global/local perspective.
INTELLECTUAL PROPERTY RIGHTS (IPR) 4 TRAINING WORKSHOP
You can **choose one** among the 5 editions.

JUL 22

WEBINAR 9
A **2 hours event**
on Models/Solutions/Best practices in the Sustainability field (global perspective).

SEP 22

WEBINAR 10
A **2 hours event**
on Models/Solutions/Best practices in the Sustainability field (global perspective).
INTELLECTUAL PROPERTY RIGHTS (IPR) 5 TRAINING WORKSHOP
You can **choose one** among the 5 editions.