



Driving Sustainable Innovation: Training Programme for **Students** on Green Transition, Communication and Entrepreneurship



UNIVERSITY OF ALICANTE
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1. Driving Sustainable Innovation: Training Programme for Students on Green Transition, Communication and Entrepreneurship

This training programme equips **students** with the knowledge, skills, and competences to drive sustainable innovation in business and society. Through a combination of interactive lectures, case studies, team projects, and self-study, students will explore the green transition, sustainable business models, effective communication for sustainability, and strategies for resilience in complex environments. By the end of the programme, students will be able to develop innovative, responsible, and adaptable solutions that address environmental, social, and economic challenges.

Course objectives:

- Understand the principles of the green transition and sustainable development, and their application in business, entrepreneurship, and organizational contexts.
- Design, evaluate, and implement sustainable business models, start-up concepts, and innovative solutions that generate environmental, social, and economic value.
- Develop communication strategies that promote sustainability, inspire change, and engage diverse stakeholders responsibly.
- Explain how environmental, social, and economic systems interact to foster or hinder sustainable innovation.
- Create strategies and incentives for implementing sustainability in business practices.
- Build collaborative, diverse networks that promote sustainability-driven entrepreneurship and innovation.
- Integrate sustainability principles into professional values, communication, and decision-making.
- Cultivate a mindset of continuous learning and improvement toward sustainability, encouraging innovation and responsible entrepreneurship.

1.1. Foundations of Green Transition and Sustainability

Delivered by: University of Saarland (Germany)

Trainer: Milena Valeva

Duration: 5 contact hours and 7,5 self-study hours

Contents:

- Basics of the green transition.
- Sustainable development: concepts, goals (SDGs), challenges.
- Introduction to corporate sustainability and social Responsibility (CSR).
- Case studies: CSR in multinational and local companies.

Learning outcomes, new skills, and competences:

- Understand key principles of the green transition and sustainable development.
- Identify and evaluate CSR strategies in different organizational contexts.
- Analyse sustainability challenges and propose responsible business solutions.

Course activities:

- **Interactive lecture** on green transition and sustainable development.
- **Group discussion** and presentation on SDGs and global and local challenges.
- **Case study analysis** of CSR practices in multinational and local companies.

Self-study activities:

- Reading selected materials on green economy and sustainability frameworks.
- Research and reflection on sustainability strategies of chosen organizations.
- Game: Short Quiz on the content.

1.2. Green Communication Skills

Delivered by: University of Alicante (Spain)

Trainer: Antonio Jesús Antón Baeza

Duration: 5 contact hours and 7,5 self-study hours

Contents:

- Communication in Presentation with Sustainability Awareness: (1) why communication skills are so important, (2) managing and delivering presentation with low environmental footprint - digital forms, minimizing printed materials, virtual options, and (3) understanding nonverbal communication that supports environmental responsibility.
- Writing Communication with a Green Mindset: (1) communicating powerfully by email while reducing digital waste - concise messaging, avoiding unnecessary emails, green email signatures, (2) inspiring sustainable action through your writing.
- Improving Online Communication Sustainably: (1) Conducting energy-efficient online meetings and videoconferencing - efficient agendas, video use considerations, (2) engaging attendees with interactive methods that encourage eco-awareness.
- Business Communication for a Circular Economy: (1) creating a value proposition with environmental and social value, (2) active listening and assertiveness promoting collaborative sustainability, (3) delivering bad news and managing conflict with empathy and responsibility toward people and planet, (4) effective cross-cultural communication respecting environmental diversity and circular economy principles.

Learning outcomes, new skills, and competences:

- Recognize the role of communication in promoting sustainable practices.
- Deliver presentations minimizing environmental impact.
- Write professional, concise emails that reduce digital waste.
- Use online tools responsibly and energy-efficiently.

- Manage conflicts and deliver difficult news with empathy toward sustainability.
- Communicate effectively in intercultural and environmentally diverse settings.

Course activities:

- Interactive lecture integrating sustainability examples.
- Student presentations with feedback, emphasizing green communication practices.
- Roleplay focused on non-verbal cues and environmental responsibility.

Self-study activities:

- Case study on communication in successful green or circular economy projects.
- Reading and summarizing articles about sustainable business communication.

1.3. Sustainable Start-Ups

Delivered by: University of Primorska (Slovenia)

Trainer: Jana Hojnik

Duration: 5 contact hours and 7,5 self-study hours

Contents:

- Definition of sustainability and its relevance to business and entrepreneurship.
- Definition and examples of key environmental, social, and economic challenges that sustainable start-ups address.
- Definition of the concept "sustainable business model" and its core components.
- Examples of successful sustainable start-ups across various industries.
- Importance of integrating sustainable thinking from the initial stages of a venture.

Learning outcomes, new skills, and competences:

- Understand sustainability and its relevance to business and entrepreneurship.
- Being able to identify key environmental, social, and economic challenges that sustainable start-ups address.
- Understand the concept of a "sustainable business model" and its core components.

Course activities:

- Interactive lecture integrating sustainability examples.
- Work in groups.
- Students' presentations with feedback

Self-study activities:

- Studying relevant literature addressing sustainability to get more profound understanding and knowledge.
- Studying case studies and sustainability reports that companies publish and identify all three main components of sustainability.

1.4. Resilience in Economics and Management

Delivered by: Mariupol State University (Ukraine)

Trainer: Inna Arakelova

Duration: 5 contact hours and 7,5 self-study hours

Contents:

- Resilience in economics and business during transformation periods.
- External environment and uncertainty: how the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) and BANI (Brittle, Anxious, Non-linear, Incomprehensible) concepts explain global instability.
- Technological shifts and digitalization: new opportunities and new challenges for resilience.

Learning outcomes, new skills, and competences:

- Students will understand the concept of resilience in economics and management during times of societal transformation, explain how external uncertainty (VUCA/BANI) affects business stability, analyse how digital transformation acts both as an opportunity and a threat to business resilience.
- Students will gain new knowledge and skills in ability to identify the main drivers of resilience for modern businesses, skills in analysing geopolitical, economic, and technological uncertainties, ability to assess how digital tools enhance or undermine business resilience.
- Students will develop competences in analysing business resilience, creating adaptive strategies, understanding the impact of digital technologies, and distinguishing between short-term and long-term solutions for business sustainability

Course activities:

- Case Study Example: Resilience of Ukrainian brands in VUCA and BANI conditions during the war. The case study examines how Ukrainian businesses faced extreme market volatility, uncertainty, complexity, and ambiguity (VUCA), along with brittleness, anxiety, non-linearity, and

incomprehensibility (BANI) caused by the full-scale war. The focus is on practical examples of companies that managed to stay resilient by adapting products, supply chains, and customer engagement strategies under extreme pressure.

- Practical Assignment: "Levels of Business Resilience". To develop students' ability to identify and analyze different levels of resilience (operational, strategic, and systemic) in the context of business adaptation.

Self-study activities:

- Theoretical section (5 hours). Readings on Sustainability as a driver of innovation: how global challenges create new opportunities:
 - What global sustainability trends are shaping modern business? (Green Deal, circular economy, zero waste, energy transition).
 - How are consumer demands changing in the context of growing popularity of environmental and social responsibility?
 - What examples of start-ups demonstrate real impact, and which ones are just greenwashing?
 - Finding balance between digital innovations and business adaptability
- Practical section (2,5 hours). Sustainability as a Competitive Advantage in Business
 - Find an example of a business that uses sustainability as a competitive advantage. Identify and briefly describe three elements of sustainability that helped this business stand out in the market.

2. Duration & delivery format

Duration: the training consists of **20 contact hours** in total, divided in 4 modules of 5 hours each. In addition, students are expected to complete **30 hours of self-study**, bringing the total workload to **50 hours**, which corresponds to 2 ECTS.

Delivery format: **Online** (synchronous, but with possibility of following it asynchronous – recorded videos).

3. Calendar

3.1.1. October

- **20/10/2025** - Foundations of green transition and sustainability (University of Saarland): 16.00– 21:00
- **27/10/2025** - Resilience in Economics and Management (part 1) (Mariupol State University): 10.00–12.30

3.1.2. November

- **04/11/2025** - Sustainable Start-Ups (University of Primorska): 13.00– 18.00
- **05/11/2025**: Green Communication Skills (part 1) (University of Alicante): 16.30–19:00
- **13/11/2025** - Green Communication Skills (Part 2) (University of Alicante): 16.30–19:00
- **17/11/2025** - Resilience in Economics and Management (part 2) (Mariupol State University): 10.00–12.30

4. How to apply

All students will need to **pre-register** via the following link provided by the University of Alicante Lifelong Learning Centre:

<https://cvnet.cpd.ua.es/preinsua/estudio.aspx?codest=GN67&idioma=en>

After that the University of Alicante will proceed with their **enrolment** and will share the information for accessing BIKE-HEI Moodle.

5. More information

- University of Alicante Lifelong Learning Centre: <https://cfp.ua.es/en/catalogo-de-cursos-de-formacion-continua-y-actividades-academicas/summary-sheet.html?plan=GN67>
- BIKE-HEI: <https://bike-hub.eu/training/>