

SUSTENT – SUSTAINABLE ENTREPRENEURSHIP COURSE

Course content and scope

- Number of study hours: 42 hours (28 course hours + 14 practical workshops)
- Common content regarding the design/redesign of an organization/product from sustainable entrepreneurship perspective
- Examples and case studies designed for 4 major fields of study :
 - Social Sciences (incl. Economics);
 - Applied Sciences and Engineering;
 - Sciences of Life and Medicine;
 - Arts & Humanities

Chapter structure

- Introductory short story relevant for the chapter's topic
- Theoretical background related to BMC step
- Practical tools to design and implement entrepreneurship (using COIL)
- Examples and relevant case studies related to each field of study
- Homework/applications for students

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Introduction - Sustainability – worthy or not

Contributors: Lars, Hildegunn, Helene, Tore, Raluca P.

- Dilemmas and challenges with the sustainability concept from various perspectives.
- Literature: Holden et al., 2017;+ stakeholder/shareholder conflict
- Sustainability: A wicked problem needing new perspectives (Brønn & Brønn in Boland et al, 2018)
- Social sustainability through cultural diversity. National cultures` impact on entrepreneurial ecosystems and their dynamics: The cultural dimensions perspective (Hofstede 2011, Minkov 2018)
- The Corporate Startup (how to create an innovation ecosystem in your firm)
- Case: Norway and Romania

Chapter 1: (Overview on) Sustainable Entrepreneurship concepts, dimensions, general criteria

Contributors: Lars, Tore, Raluca P.

- Literature: Holden et al., 2017
- The Flourishing Business Canvas <http://flourishingbusiness.org/>
 - Case: Interview with the Sustainability department at Innovation Norway

Chapter 2: Understanding problems and clients from sustainable perspective (identifying market niches, choosing major problem to solve, creating the avatar(s))

Contributors: Tore, Helene, Lars, Costin, Victor

- Literature: Benjaminsen and Svarstad, 2021, Collste, David et-al, 2021
- Value Proposition Canvas (basic levels of LEAN) + Innovation Norway toolbox

Chapter 3: Creating a sustainable initial solution

Contributors: Costin, Victor, Dragos

- Introducing CAB (Characteristics, Advantages, Benefits)
- Building initial solution

Chapter 4. Using sustainability tools for customer discovery

Contributors: Helene, Lars, Tore, Raluca P.

- Choosing audiences, preparing interviews, delivering interviews, gathering and interpreting data
- Understanding consumer behavior (mental triggers)

- Certification tools
- Literature: Talking to Humans
 - Case: Global Standards for Sustainable Travel and Tourism – TUI (<https://www.gstcouncil.org/>)
 - Echo Lighthouse (Flâm), Green Key

Chapter 5: Sustainable prototype and USP

Contributors: Costin, Victor, Dragos

- Integrating information from Customer Discovery and updating the solution
- Building the SENCAS/CAB matrix
- Creating product USP(s)
 - Case if applicable: EVOY AS (the development of electric propulsion systems, <https://www.evoy.no/>)

Chapter 6: Sustainable marketing and product delivery

Contributors: Hildegunn, Helene

- Identifying sustainable distribution channels
- Creating sustainable marketing campaigns
- Understanding Sales-Funnel
- Strategic communication addressing sustainability in a stakeholder perspective
 - Case if applicable: Widerøe and Rolls Royce collaboration towards zero emission aircrafts (<https://www.wideroe.no/en/sustainability>)

Chapter 7: Sustainable financials (costs and revenue streams)

Contributors: Tore, Lars, Costin

- Understanding cost structure
- Building the financial business chassis
- Main takeaways from the 2022 EU Platform on sustainable finance: https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance/overview-sustainable-finance/platform-sustainable-finance_en
 - Case: Practical implications of sustainable finance – Interview – SEB (Magnus Hjermann)

Chapter 8: Sustainable teams (building efficient and happy teams)

Contributors: Hildegunn, Lars, Raluca Matei, Claudia Sălceanu, Mariana Călin, Alina

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- Setting-up organization chart
- Teams: roles and responsibilities
- Organizational culture

Chapter 9: Sustainable partnerships (stakeholders)

Contributors: Hildegunn, Tore, Lars, Helene, Raluca P.

- Sustainable entrepreneurial ecosystems (Pankov et al., 2021; Volkmann et al., 2019; Schwanitz et., 2022) and the dimensions of stakeholder theory and culture (Bischoff, K., 2021)
 - Case: Trust based management – the Nordic welfare model

Conclusions: How do we go further

Contributors: Costin, Mihai

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