

M3 SUSTAINABILITY AND SOCIAL RESPONSIBILITY

ECO-SE E-TRAINING

ONLINE NON-FORMAL EDUCATION TRAINING FOR YOUTH WORKERS



Co-funded by
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In this module, youth workers will learn about the importance of sustainability and corporate social responsibility (CSR) in business. They will receive knowledge and digital tools to introduce young people to sustainable business practices, ethical decision-making, and how companies can balance profit with positive social and environmental impact.

Name of the workshop	Sustainability and Social Responsibility
Objective of the workshop	<ul style="list-style-type: none"> ● Increasing social responsibility ● Embracing innovative ideas for sustainability ● Raising awareness of social responsibility ● Supporting open-minded culture to understand better the connection between sustainability and social responsibility
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.	<p>Before the start of the first activity of the workshop, the trainers will go through and explain What is the purpose of the workshop, what is going to be done during the next 90 minutes. The trainers gives an overview of what will be the game played later on and gives a short explanation how the game reflects on the topic of the workshop: corporations (regardless of the scale of the corporate) integrate social and environmental considerations into their business operations and collaborate with nonprofit organizations to address social challenges and achieve sustainability goals. It focuses on creating shared value for both the corporation and society through initiatives such as community development projects, environmental stewardship, or ethical sourcing practices.</p> <p>These cooperation models take various forms, but their main characteristic is an awareness of the responsibility individuals and communities have in their behavior, which directly impacts the environment and, consequently, sustainability. Furthermore, recent studies emphasize that fostering an environment-friendly culture and prioritizing well-being within an organization enhances employee retention. This is particularly true for the younger generation, who show increased loyalty to corporations demonstrating strong sustainability and ethical practices. Through teamwork, both within and between organizations, corporations can collectively</p>

achieve greater social and environmental impact, ensuring sustainable development for the future. This part of the workshop should last about 15 minutes.

Then, the participants do a short ice breaker activity with the help of menti.com. Trainer registers for the free account, creates a question for voting: "What can motivate you to be more sustainability-conscious?". participants join with the code provided by the trainer and write one word describing how they feel. When voting ends, the trainer creates the mood board and shares with the participants and shortly can explain how the team feels. This should last 10 minutes at most.

After the short ice breaking session the trainer can start the game, which is "What is teamwork?" In this game the trainer should divide participants into 3 groups. Trainer goes through the first 5 slides of the presentation of the game. There are 2 videos embedded and on the last slide participants have the chance to share thoughts. This session should take maximum 10 minutes

Each group has been allocated to a company profile. Participants/groups have 10 minutes to research the assigned company.

Then it's action time, participants have 15 minutes to prepare an action plan: 1. assign to everybody one role. If there are more participants than the number of the roles, the team should select 1 participant for each role to represent the team. 2. participants divide different tasks among themselves.

When time is up each group will present their action plans, each group has 3 minutes so this session should be a maximum of 10 minutes. Then the evaluation and feedback session will take 20 minutes. During this time the group will evaluate the action plan of each team and will give feedback about it.

	<p>The next 5 minutes will be used to reflect on the workshop, give feedback to the trainers and vote on which team had the most creative and innovative ideas.</p> <p>And finally the last 5 minutes is used by the trainer to wrap-up: what has been learnt with the workshop; what were the objectives and how the game helped to fulfill the objectives. Trainers may ask some questions to sparkle the reflection and also to call out of the key take-aways. These questions can be the following: "Can you name 3 forms of cooperation between you and a corporation to meet sustainability objectives? If there is no answer, trainers can list the following forms: corporate sponsorship, employee volunteering programs, skill-based volunteering, cause marketing partnerships, corporate philanthropy, corporate social responsibility (CSR) partnerships, direct donations, workplace giving, fundraising. Have they ever participated in any of them? What would they do with love?"</p>
<p>Methods used</p>	<ul style="list-style-type: none"> ● Team Building ● Menti.com ● Presentation ● Feedback giving
<p>Needed materials and setting requirements</p>	<p>Internet Access Laptop menti.com Ability to share screen for trainers and participants Ability for teams to be split into virtual rooms</p>
<p>Competences gained by this workshop</p>	<ul style="list-style-type: none"> ● Ability to think outside of the box ● Ability to be open-minded for new ideas ● Capability to see their own responsibility and impact on changes ● Understanding the cooperation between corporates and individuals to achieve sustainability ● Capability to give feedback ● Ability to motivate corporate to increase their social responsibility
<p>Download module and materials</p>	

ADDITIONAL RESOURCES FROM THE BC4ESE PROJECT

O1: E-book “Eco-social entrepreneurship analysis: needs, obstacles and good practices”

The e-book "Eco-social entrepreneurship analysis: needs, obstacles and good practices" aims to provide a comprehensive examination of the eco-social economy in Europe and the Western Balkans. The ultimate goal of this document is to inspire and support young people to start and develop eco-social enterprises by ensuring that they have access to the necessary resources and support at every stage of their entrepreneurial journey.

Link: <https://ecosocent.eu/eco-social-entrepreneurship-analysis-needs-obstacles-and-good-practices/>

O2: Educational production e-book “Gamified eco-entrepreneurship education”

The e-book "Gamified eco-entrepreneurship education" explores the use of digital gamification and role model education methods in teaching entrepreneurship to young people across Europe and the Western Balkans. The publication aims to develop engaging, gamified digital educational resources that promote social and eco-entrepreneurship, ultimately encouraging more young people to start and grow eco-social enterprises.

Link: <https://ecosocent.eu/gamified-eco-entrepreneurship-education/>

O3: Interactive web platform “Eco-SE-E-lab”

"Eco-SE-E-lab is an innovative and interactive online platform designed to empower young people in the field of eco-social entrepreneurship. The platform offers 18 gamified educational modules, each carefully designed to immerse users in the field of eco-social entrepreneurship through a mix of interactive games, virtual challenges and digital activities.

Link: <https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/>



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