

## 3SG 847 - Green & Sustainable Ecosystems



### Aims of the course

There are two goals of this course. First, the course is designed to empower students to understand the fundamentals of green initiatives and the complexity of ecosystems as a whole, the variety of stakeholder views and opinions that interact in the space of sustainability. Secondly, the course is designed to allow students to think about the issues and realize their complexity and develop your critical thinking skills, your ability to evaluate the quality of information sources in order to form, interpret and discuss their opinions.

The aims are to develop an understanding of the concept of sustainable ecosystems and the environmental, economic and social benefits of green initiatives. Students will be able to analyze the impact of human activities on ecosystems and their sustainability. Explore and evaluate the sustainability practices of a range of organizations and their effects on the environment, both internal and external. Examine current and emerging green technologies and their role in sustainable ecosystems. Investigate the relationship between green initiatives and economic development. Identify and evaluate strategies for establishing and maintaining sustainable ecosystems. Develop skills for effective communication about green and sustainable ecosystems, negotiate and empathize with other stakeholders. Identify the areas which are driving the change and familiarize themselves with the legislation focused on sustainability.

### Lecturer

Natalie Bruder Badie

Assistant Professor & PhD Candidate

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*Consultations* Timeslots offered via Outlook Calendar in the INSIS profile throughout the whole term via Zoom - [Book here](#)

*Note* Please share all documents for review via e-mail at least 24h prior to the meeting. Standard response time from my side is 24h.

Blended Intensive Programme offered via collaboration of: Prague University of Economics & Business; Universität Regensburg and The University of Economics in Bratislava.

### Learning outcomes

*Upon successful completion of this course, you will be able to:*

1. Develop an understanding of the importance of green and sustainable ecosystems
2. Analyze the environmental, economic, social and governance related information
3. Understand the principles and strategies for constructing green and sustainable ecosystems
4. Evaluate current sustainable initiatives and assess their implications
5. Identify greenwashing and navigate through the world of misleading labelling
6. Identify impactful strategies that won't be contributing to further harm of the environment
7. Examine the impact of human activities on the environment and the potential solutions to mitigate them
8. Demonstrate the ability to create and implement sustainable initiatives in green and sustainable ecosystems
9. Empathize with the variety of stakeholders and develop the skills to defend a variety of points of view on the same topic
10. Analyze and evaluate the motivations of different stakeholders to use only selected bits and pieces of information to support one's argument and debunk them
11. Conduct a strategic workshop with a variety of stakeholders, use activation techniques and manage a discussion

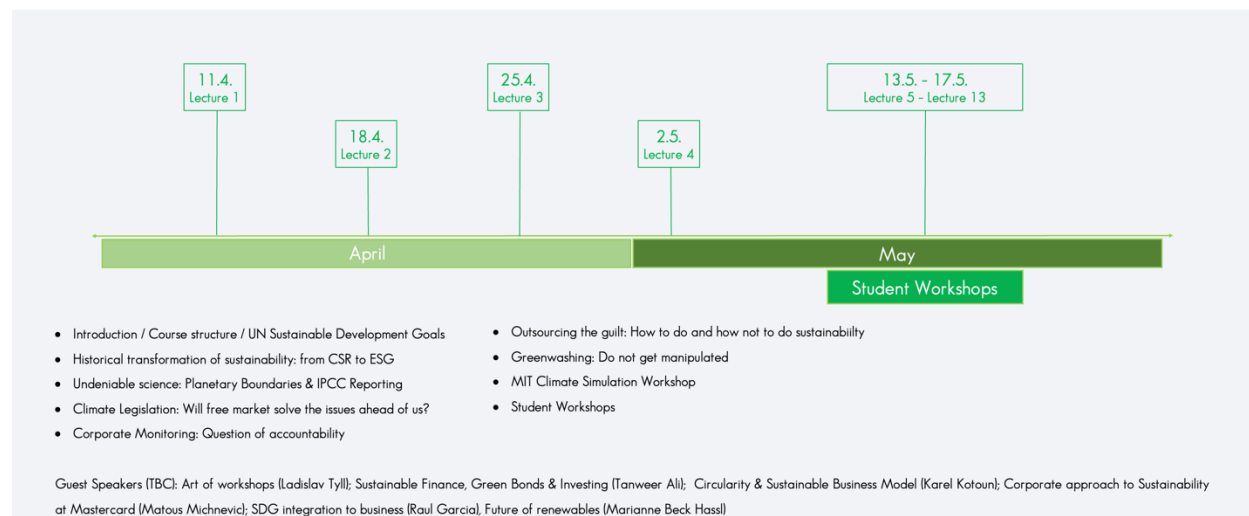
### What is the content of this course?

- Introduction / Course structure / UN Sustainable Development Goals
- Historical transformation of sustainability: from CSR to ESG
- Undeniable science: Planetary Boundaries & IPCC Reporting
- Climate Legislation: Will the free market solve the issues ahead of us?
- Corporate Monitoring: Question of accountability
- Outsourcing the guilt: How to do and how not to do sustainability
- Greenwashing: Do not get manipulated
- MIT Climate Simulation Workshop
- Student Workshops

Guest Speakers (TBC): Art of workshopping (Ladislav Tyll); Sustainable Finance, Green Bonds & Investing (Tanweer Ali); Circularity & Sustainable Business Model (Karel Kotoun); Corporate

approach to Sustainability at Mastercard (Matous Michnevic); SDG integration to business (Raul Garcia), Future of renewables (Marianne Beck Hassl)

### What is the timeline of the course ?



<b>Lecture 1</b>	<b>11.4. 2024</b>	<b>16:15 – 17:45</b>	<b>Online - Zoom</b>	<b>Introduction; SDGs</b>
<b>Lecture 2</b>	<b>18.4. 2024</b>	<b>16:15 – 17:45</b>	<b>Online - Zoom</b>	<b>From CSR to ESG, Planetary Boundaries</b>
<b>Lecture 3</b>	<b>25.4. 2024</b>	<b>16:15 – 17:45</b>	<b>Online - Zoom</b>	<b>Corporate Monitoring</b>
<b>Lecture 4</b>	<b>2.5. 2024</b>	<b>16:15 – 17:45</b>	<b>Online - Zoom</b>	<b>Greenwashing</b>
<b>Lecture 5,6</b>	<b>13.5. 2024</b>	<b>9:00 – 12:30 14:00 – 15:30</b>	<b>In person - Prague</b>	<b>Guest Speakers</b>
<b>Lecture 7, 8</b>	<b>14.5. 2024</b>	<b>9:00 – 12:30</b>	<b>In person - Prague</b>	<b>MIT Climate Simulation</b>
<b>Lecture 9, 10</b>	<b>15.5. 2024</b>	<b>9:00 – 12:30</b>	<b>In person - Prague</b>	<b>Student Workshops</b>
<b>Lecture 11, 12</b>	<b>16.5. 2024</b>	<b>9:00 – 12:30</b>	<b>In person - Prague</b>	<b>Student Workshops</b>
<b>Lecture 13</b>	<b>17.5. 2024</b>	<b>9:00 – 11:00</b>	<b>In person - Prague</b>	<b>Closing Remarks</b>

## Learning activities, teaching methods and workload (hours) / Assessment methods and criteria

Tasks overview		
Lectures Attendance	26 h	≈ 1,5h per week (=19,6)
Lectures preparation	35 h	≈ 3h of readings per week
Semestral work	17 h	≈ preparation of the workshop materials
<b>Total</b>	<b>78 h</b>	

Grade composition		
Attendance and activity during lectures	60 %	≈ 30% conducting physical workshop ≈ 30% active participation in workshops and lectures (both online & offline)
Semestral work	40 %	≈ 20% materials for the physical workshop ≈ 20% individual reflection report (deadline TBC)
<b>Total</b>	<b>100 %</b>	

### Reflection Report Guidance

Reflections are based on the skills that you are gaining as a result of some experiences. It's important that you briefly outline your view of the world/your skills before the experience (this class), then you outline the experience (what happened, what did you learn, what was surprising to you, what are your key insights) and then you make predictions on how these new gained skills will help you in the future.

So whereas the majority of your reflection will be about the present, you'll need to outline where you came from (the past) and where you are going now (future) given the experience of undertaking this class.

Often, it's important to also outline any changes you have made during the experience (that is the semester, for example, have you changed the way you talk about issues with colleagues? Have you focused more on planning than execution in comparison to previous habits? Have you changed the way you assess sources? Have you started thinking in a more complex manner about underlying issues?). It's often easy to keep a journal and then use that as the basis of your reflection. So write down notes during the course that you can then use for your reflection report.

This is not a research-based essay (the greater the number of cites the lower your grade if you want a rule of thumb), it's a personal reflection and this is a critical skill of managers for growing into leaders.

Personal means you also use the "I" and not the "we" or "they" or "managers should do ...." Also, don't bother trying to please the faculty and tell them how amazing this experience has been and how much you gained - that's a waste of digital ink. It's the time to be true to yourself and reflected upon your learning journey.

If you want to know more about reflections, you can check out the work of Donald Schoen: <https://www.amazon.com/Reflective-Practitioner-Professionals-Think-Action/dp/0465068782>

Formal requirements: 2000 words minimum (2500 maximum), to be submitted via e-mail (Deadlines will be confirmed)

### Materials

All the materials, pre-readings and additional recommended readings will be uploaded here: [https://vse-my.sharepoint.com/:f/g/personal/xbadn00\\_vse\\_cz/ErOb3yQY7VdMvVcuK-PFI1MB5zFX3ZXlcX2\\_KKeiXN1Gw?e=Oha1w5](https://vse-my.sharepoint.com/:f/g/personal/xbadn00_vse_cz/ErOb3yQY7VdMvVcuK-PFI1MB5zFX3ZXlcX2_KKeiXN1Gw?e=Oha1w5)

The structure is organised by Lectures to make it easier for you to retrieve materials, readings and additional readings related to the class content, you will also find presentation slides into which you can write notes during the lectures.

For the purpose of getting to know each other, we will be using a Miro Board.

It is recommended that you highlight the key points from the readings, and review lecture contents, make some notes from the class discussions; these will be useful for your projects, reflection paper and further skills nurturing.

Examples of Workshop Materials will be uploaded to the Onedrive.

## Litterature

Mandatory:

- Sustainability Principles & Practice by Margaret Robertson - mandatory course literature
- Set of articles which will be uploaded to the Readings Folder

Recommended:

- Sustainable Business Models by Annabeth Agaard - recommended reading
- How to avoid a climate disaster by Bill Gates - recommended reading
- How the World Really Works by Vaclav Smil - recommended reading
- Reflective Practitioner: Professionals Think Action by Ronald Schoen – recommended reading
- Variety of International Assessment Reports which will be uploaded to the Recommended Readings Folder

## What do I expect from you

- attendance throughout the whole course (2 absences possible)
- meaningful contribution to the discussions
- mental “presence”
- contribution to the team project
- genuine interest in the topic and willingness to learn
- ability to identify interesting areas that you would like to work on during the term
- Mobile phones / Laptops / Electronic Devices: Please, make an effort to detach yourself from unnecessary electronic devices during our time together. Enjoy the luxury of concentration without interrupting your own thinking time
- All of us should practice professional business etiquette – that means we should aim to be punctual, respectful, engaged, and open to improving ourselves, as well as others
- All work done at the University will be done honestly and with integrity

## Participation

This is a discussion-based lecture that requires your active participation. I want YOU to be part of the learning, which means YOU have to participate in the discussions with meaningful comments, interact with our guest lecturers and be an active listener to other people's thoughts and ideas

## News / Current Affairs

Managers should maintain a robust habit of monitoring current affairs for their own decision-making capabilities. Multiple sources of information should be regularly read and are expected to be a part of your expertise ([The Economist](#), [Financial Times](#), [The Wall Street Journal](#) etc..) If you're interested, we can share our favourite information sources, news outlets, podcasts, and so on in order to enrich each other in this class.