



Syllabus of Module

6. Strategy for Sustainable Development of the Company

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Module Annotation

The company's sustainable development strategy is based on two main pillars. The first is to ensure maximum company growth without incurring or increasing financial liabilities; the second is to support and accelerate transformative processes within the company that will have a positive impact on our world in general, i.e. on people and their environment.

The establishment of a sustainable development strategy for a particular company or organisation must be preceded by a careful analysis of the current state of affairs, and the setting of objectives in all relevant areas and only then can one proceed to the creation of a so-called road map, i.e. a "road map" according to which it will be possible to reach these objectives.

In this introductory module of the specialized block "Business & Sustainability" we will look at sustainability in business not only in general terms, but we will also look at where to find the motivation to transform your own company towards sustainable development, where to start and what tools to use to do so.

However, sustainable business development cannot be viewed only from the perspective of the micro-management of one's own company, because every business, no matter what industry it is in and no matter where it is located in the world, is always part of the global business environment, which strongly influences the lives of all people in the world and the state of the globe itself. That is why this area is under scrutiny by most of the world's

competent authorities. To name but a few, the European Commission and the United Nations Economic and Social Council, some of whose provisions are binding on us in Central Europe, others should at least be taken seriously as strong recommendations. In this introductory module, we will therefore also get acquainted with the main current documents related to sustainability.

The circular economy is also an integral part of sustainable development. It aims to improve the quality of the environment and people's lives by increasing the efficiency of production. We have therefore included in the seminar brief information on the principles of the circular economy with a focus on their application in the environment of a specific company.

The biggest pitfall of any well-planned company transformation is the correct communication towards its employees, their motivation and commitment. At the end of the seminar, which will be more of a discussion, we will also discuss these topics, because, without the active cooperation of the whole team, excellent results cannot be achieved.

Module Objective

- Explain what "sustainable corporate development" means from the perspective of the company itself and also in a societal context.
- Briefly discuss the principles of the circular economy with an emphasis on application in a specific company environment.
- Present the positions taken on sustainable development by the EU - the European Commission and the UN Economic and Social Council, as well as the Czech government.
- To show how these general rules and recommendations can be applied in a specific company environment and what can be the motivation to start the transformation of one's own business.
- Explain the principles of the transformation of a specific company towards sustainable development from the analysis of the baseline situation through the setting of goals in all relevant areas to the development of the strategy itself.
- Discuss options and strategies for communicating new company principles and processes to your own employees and how to get them on board with these new things.

Literature

1. European Commission: Sustainable Development Goals, on-line: https://commission.europa.eu/strategy-and-policy/international-strategies/sustainable-development-goals_en
2. LACY Peter, LONG Jessica, SPINDER Wesley: *The Circular Economy Handbook: Realizing the Circular Advantage*. Palgrave Macmillan, 2020, ISBN-13 978-1349959679.
3. United Nations: The 17 Goals. on-line <https://sdgs.un.org/goals>
4. Úřad vlády České republiky: Česká republika 2030. Strategický rámec. on-line: <https://www.cr2030.cz/strategie/>