

# Environmental change

Environmental change in European start-uppers thinking and acting – the solution for common sustainable development

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## The environmental syllabus for VET

**Enhancing the professional development of VET providers in environmental change competences**

Environmental change competences refer not only to education in environmental matters, but foremost to the new set of knowledge, skills and attitudes we need to acquire in order to achieve ecological viability and the growth of economic development observing the protection of natural resources and the environment.

In this sense the **environmental syllabus for VET providers** can contribute to the upskilling and reskilling of European Educators in 6 key areas that are fundamental to support SME and start-ups in strengthening sustainable competitiveness: transition to natural energy and combating climate change; biodiversity, ecological transformation; plastic waste management; redesigning products and services to minimise the use of materials; circular businesses models; and life cycle thinking.

The Environmental Change consortium gathered last October in Greece, hosted by the [Technical Institute of Heraklion Chamber of Commerce and Industry](#), to discuss the project first result, which is expected to be released in February 2022.



The environmental syllabus for VET providers

Transnational project meeting in Greece

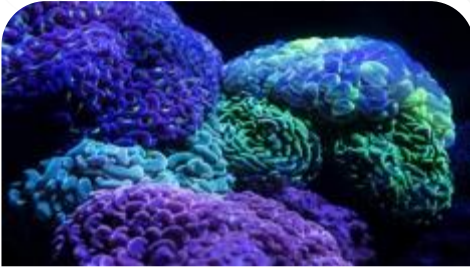
Towards biodiversity and ecological transformation of companies



[www.environmentalchange.erasmus.site](http://www.environmentalchange.erasmus.site)



[www.facebook.com/environmentalchangeproject](https://www.facebook.com/environmentalchangeproject)



## 5 companies leading environmental impact

1. Patagonia  
Outdoor clothing company
2. Seventh Generation  
Paper, personal care, and cleaning product company
3. A Good Company  
Creation of sustainable everyday products
4. New Belgium Brewing  
Craft brewery
5. Pela  
Sustainable products

## Towards biodiversity and ecological transformation of companies

Nowadays, it is very common to hear about sustainable businesses. In most cases, this comes from start-ups that try to follow environmental policies so that their work activities have less impact on the planet. However, every company can transform itself ecologically and it is time to do so not only for the sake of the planet but also for the profitability of the organisation itself. This is essential if it is to endure over time.

Here are some ideas on why sustainability and circularity pay off for companies:

1. Sustainability is the survival of the organisation over time.
2. Sustainability is differentiation, competitive advantage over competitors.
3. Sustainability is efficiency in terms of resources (saving energy, water, materials, etc.) and, therefore, in the profit and loss account.
4. Sustainability is a connection with the consumer, improving brand reputation and achieving greater customer loyalty.
5. Sustainability is competitiveness and backward demand in the supply chain.
6. Sustainability is leadership, becoming more popular and in turn attracting and retaining the best people.

In addition to these reasons, it is important to remind companies that they are not institutions outside of society. On the contrary, they are organisations that can bring about change, transform, innovate and renew social and environmental dynamics. Wouldn't you be willing to join this change? What would you do to improve the world?

Remember, the future is created by what you do today, not tomorrow.

## PARTNERSHIP



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