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Boost post-pandemic business practices for sustainable development for 2030

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PROJECT AIM

The purpose of the LEADING 2030 is to boost post-pandemic sustainable business practices. To reach it, the following objectives are defined:

- 1 - Contribute to accelerate a culture of sustainability and ownership of the SDGs, creating a holistic and practical background and direction for implementing suitable action.
- 2 - Upskill both the business consultants/CVET professionals and the leaders with competences that have the required impacts in how sustainability can be mainstreamed into targeted sectors.
- 3 - Develop a set of innovative and cutting-edge didactic resources, available in digital and open media, to empower any interested professional and equip VET and business with a bespoke hands-on portfolio.
- 4 - Enhance local/regional/national and European cooperation through the participation of associated partners, key stakeholders and target groups in all phases of the project.

PROJECT RESULTS

The project will deliver eight concrete results:

- R1** - LEADING 2030 practice principles framework, around three key-areas (Sustainability, Business Practices, Leadership).
- R2** - LEADING 2030 upskilling programme, comprising six units (Sustainability, Business Practices, Leadership, Prioritising Opportunities, Aligning Goals, Taking Action).
- R3** - LEADING 2030 multiresource WebHub, available in six languages (EN, PT, DE, ES, EL, EE).
- R4** - LEADING 2030 Corporate MOOCs, covering nine thematic areas.
- R5** - LEADING 2030 StoryMaps, a set of seven inspirational digital narratives about the implementation of LEADING 2030 practice principles in Portugal, Spain, Ireland, Germany, Estonia, Greece and Cyprus.
- R6** - LEADING 2030 Awareness & Understanding campaigns, to wider promote and disseminate the project at local, regional, national and European level.
- R7** - LEADING 2030 Impact-driven, based on Theory of Change and Behaviour Change.
- R8** - LEADING 2030 Exploitation of the project resources.