

2023 Sustainability Week Curricular Activities

Bachelor in Transformational Leadership and Social Impact

1st Year

IMPACT BUSINESS PLAN

Faculty: de la Maza Peiro, Ma José

Prototyping an impact business model

The objective of this course is to define an impact business model so that, at the end of the course in June, students present both their idea and a crowdfunding campaign to collect resources to carry it out.

It is a totally experiential course where students, using the Lean methodology, advance in the definition of an impact business model. This business has to respond to one of the 4 challenges of ESG 12 (Sustainable Development Goal #12 (Responsible Consumption and Production):

- Food waste: How might we reduce food waste at the retail, catering, and consumer levels?
- Plastic waste: How might reduce plastic waste at the retail, catering, and consumer levels?
- Sustainable tourism: How might we help foster sustainable tourism development?
- Product waste: How might we reduce product waste generation through reuse, repair & upgrade?

Specifically, in this session on we will address the following aspects:

- Purpose & Social Challenge, what is the purpose of an organization and especially of your project?
- Value Proposition concept (Intervention), what is the concrete value proposition for your group/stakeholders?
- ERIC matrix, we will work on this matrix to identify characteristics of your value proposition.
- Strategic Canvas (internal Vision), we will identify through a strategic map the market demand, regarding the “how” of our value proposition.
- Impact measurement, we will analyze the importance of introducing measurement parameters of your initiatives and we will work on how to reach them.

2nd Year

BASICS OF HUMANISATION 2: ETHNOGRAPHIC SENSIBILITY AS A TOOL FOR SOCIAL CHANGE

Faculty: Martí Lanuza, Ignasi

One of the most important – and sometimes underestimated – skills for to-be-leaders and managers is the capacity to listen and observe attentively and in a non-judgemental manner. This is, in fact, what ethnographers try to do. To see what is going on, and try to make careful distinctions between what people say they do and what they actually do.

This is crucial for any effort to understand well established patters in society –particularly exlusionary ones– and think about narratives and practices to disrupt and transform them. This course is, basically, about this: how to develop what we will name an ethnographic sensibility by means of learning to better observe and listen.

