



Free Courses on Sustainability Communication

Target Groups

Professionals in SMEs/Startups: Agile adoption of sustainable practices.

Sustainability Consultants: Shaping strategies and practices across organizations.

Training Institutions: Connecting professionals with affordable sustainability training.

Key Features

Blended Learning: Online and offline approaches for flexibility and accessibility

Community of Practice: transnational network for peer learning.

Free Access:
entire course is free
for participants.

Topics Covered

Sustainability Communication

SDG Impact

SDG & Green Washing

Resilience and Leadership

Attract talent,
improve culture,
frame discourse.

Align work
with SDGs,
practice cases,
increase impact.

Foster teamwork,
sustainable leadership,
navigate complexity.

Understand
Green Claims
Directive.

Recognize
and address
exaggerated
claims.





GREEN LEADERSHIP PROGRAM

Timeframe

October 2024 – January 2025

Online Learning Toolkit

Freely accessible modules, videos, quizzes
Background information for advanced stages

Online Sessions

Minimum of three expert-led sessions
Real-world examples, breakout rooms
Flipped classroom elements

In-Person Workshop

Full-day intensive workshop
Date: 29 January 2025
Location: WU Vienna Campus



RCE Vienna

Regional Centre of Expertise
on Education for Sustainable Development

The Vienna University of Economics and Business (WU) is one of the largest educational institutions in the EU, with 23,000 students from 110 countries. The UN-certified RCE Vienna at WU focuses on research and transdisciplinary education in sustainable development and SDGs. Major research areas include sustainability-driven entrepreneurship and service learning.



Terra Institute is a dynamic consulting firm driving innovation and sustainability, with headquarters in Bressanone and a network spanning Italy, Germany, Austria, and the UK. They empower businesses to achieve ecological and sustainable transitions using cutting-edge digital tools like the Terra Academy and Terra Footprint Tool. Through their inspiring consulting, lectures, coaching, and training, Terra Institute is at the forefront of shaping a sustainable future.



**Co-funded by
the European Union**