



Description

In this first week, you'll become familiar with the structure of this MOOC. You will be introduced to the United Nation's Sustainable Development Goals (SDGs), and you will explore the role of business in achieving them. You will hear about the 'power of one' and how each individual can become a force for positive change.

Resources



1.5 h



Video: Welcome, general introduction to the MOOC and practicalities (Lauren Verheijen)



Video: A Systematic Hierarchy of the SDGs and the MOOC structure (Lauren Verheijen)



Video: Sustainable development: a wicked opportunity for business? (Professor Rob van Tulder)



Video: Positive change starts with I WILL – the hummingbird story (Eva Rood)



Reading: Introduction to the Hummingbird Challenges



Reading & assignment : Hummingbird Challenge 1: WWF footprint questionnaire



Discussion Prompt: Your footprint



Discussion Prompt: Introduce yourself



Discussion Prompt: Your own learning



Quiz: What do you know about the SDGs?



Video: Summary of Week 1 (Lauren Verheijen)



Reading: Recommended readings and learning materials



Description

This week focuses on the SDGs that are most related to our planet and the biosphere. We will explore what companies can do to halt, reverse or mitigate climate change, and protect life on land and below water.



2h

Resources



Video: Introduction to the Biosphere SDGs, with a focus on SDG 13 (Lauren Verheijen)



Video: The business case for Climate Action (Dr Steve Kennedy)



Video: Floor covering company learns from nature to bring positive change (Geanne van Arkel, Interface)



Reading & assignment: Hummingbird Challenge 2: Reduce your footprint



Discussion Prompt: The plastic challenge



Video: Life below Water (SDG 14) and Life on Land (SDG 15) (Lauren Verheijen)



Video: How business can mitigate externalities that impact oceans and contribute to SDG 14: Life below water (Dr Mallory Flowers)



Video: The WWF/Rabobank partnership to work towards sustainable salmon production in Chile (Brenda de Swart, Rabobank and Cristina Torres, WWF Chile)



Quiz: What is the progress on SDG 15?



Video: How to design and enforce effective sustainability standards to contribute to SDG 15: Life on land (Dr Frank Wijen)



Video: The B Corp Assessment for companies that balance purpose and profit (Marcello Palazzi, B Corporations)



Video: How business schools can contribute to ecosystem restoration (Willem Ferwerda, Commonland)



Video: Clean water and sanitation – SDG 6 (Lauren Verheijen)



Video: How the finance industry can drive sustainable solutions (Professor Dirk Schoenmaker)



Video: Achieving responsible long-term returns with global investments (Frank Roeters van Lennep, PGGM)



Reading: Challenges related to water



Quiz: What do you know about SDGs 6, 13, 14, and 15?



Video: Summary of Week 2 (Lauren Verheijen)



Reading: Recommended readings and learning materials



Description

This week is the first of two weeks dedicated to those SDGs that relate to Society. We introduce societal challenges such as hunger and poverty, and we look at new business models for healthcare and the transition to sustainable energy.

Resources



2h



Video: Introduction to Society I (Lauren Verheijen)



Video: Sustainable development begins with respecting human rights (Professor Cees van Dam)



Video: How can businesses contribute to human rights and to SDG 1: No Poverty? (Heleen Tiemersma)



Video: Working towards a slave-free chocolate industry and contributing to SDG 1: No Poverty (Arjen Boekhold, Tony's Chocolonely)



Reading & assignment: Hummingbird Challenge 3: Who made your clothes?



Discussion Prompt: Your own clothes



Video: SDG 2: Zero Hunger and SDG 3: Good Health and Well-being for People (Lauren Verheijen)



Video: The role of finance in meeting SDG 2: Zero Hunger (Dr Marta Szymanowska)



Video: Driving sustainable development and tackling SDG 2: Zero Hunger through finance – (Pieternel Boogaard, Joanita Wartemberg and Toghrul Khalilli, FMO)



Discussion Prompt: Connections Between SDG 1 and SDG 2



Video: How value-based healthcare contributes to SDG 3: Good Health and Well-being (Professor Erik van Raaij)



Video: A business case for value-based care of patients with Type 1 diabetes (Dr Henk-Jan Aanstoot, Diabeter)



Video: Introducing SDG 7: Affordable and Clean Energy (Lauren Verheijen)



Video: Reaching SDG 7: Affordable and Clean Energy (Dr Yashar Ghiassi-Farrokhfal)



Video: How the Port of Rotterdam is contributing to SDG 7: Affordable and Clean Energy (Caroline Kroes, Port of Rotterdam)



Quiz: What do you know about SDGs 1, 2, 3, and 7?



Video: Summary of Week 3 (Lauren Verheijen)



Video: Recommended Readings and learning materials



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Resources

 2.5h


Video: Introduction to Society II (Lauren Verheijen)



Video: SDG 11: Sustainable Cities and Communities (Dr Tobias Brandt)



Quiz: Case study: Sustainable transportation by bike sharing



Discussion Prompt: Applying bicycle-sharing to other sharing platforms



Video: Interconnectedness of SDGs 4, 5, 10 (Lauren Verheijen)



Video: How business can contribute to education and equality (Dr Samer Abdelnour & and Theodor Cătăniciu, Restart Network)



Video: Introducing Goal Setting at RSM (Lauren Verheijen)



Video: Reducing inequality through goal setting (Professor Michaéla Schippers)



Video: Goal setting to keep students at university and reduce inequality (Professor Steef van de Velde, RSM)



Reading & assignment: Your I WILL statement



Video: Tackling Gender Inequality (Professor Dianne Bevelander)



Reading & assignment: Hummingbird Challenge 4: Implicit associations



Discussion Prompt: Your implicit associations



Quiz: What do you know about SDGs 4, 5, 10, and 11?



Video: Summary of Week 4 (Lauren Verheijen)



Reading: Recommended readings and learning materials



Description

In this week, we will explore the SDGs related to the economy. We will explore business contribution to SDGs 8, 9 and 12 and find out why decent work conditions, innovation and infrastructure, and sustainable consumption and production are so important. The key question is how businesses can be profitable in the long run while respecting planetary boundaries and human rights.

Resources



2h



Video: Introduction to Economy (Lauren Verheijen)



Video: How workplace safety contributes to SDG 8 (Professor René de Koster)



Video: How CEVA maintains a culture of workplace safety (Bart Beeks, CEVA)



Video: Innovation towards balanced development (Dr Ying Zhang)



Video: Working towards Sustainable Urban Deltas (Meiny Prins, Priva)



Video: Introduction to SDG 12: Responsible Consumption and Production (Lauren Verheijen)



Video: Developing entrepreneurial business culture to improve sustainability (Dr Ferdinand Jaspers)



Video: Shifting to a circular economy to support SDG 12 (Harald Tepper, Philips)



Reading & assignment: Your power as a consumer



Video: Changing consumers' consumption choices through language (Dr Anne-Kathrin Klesse)



Video: Using communication to make consumption more sustainable (Michaël Wilde, Eosta)



Reading & assignment: Hummingbird Challenge 5: Tracing the Source of Your Lunch



Discussion Prompt: Rethink, Refuse, Reuse, Repair, Reduce and Recycle



Quiz: What do you know about SDGs 8, 9, and 12?



Video: Summary of Week 5 (Lauren Verheijen)



Reading: Recommended Readings and Learning Materials

Description

The SDGs cannot be achieved by a single individual or organization. In this module we will explore how companies, governments, non-profit organizations and individuals can develop partnerships to achieve peace and prosperity for all.

Resources

2h



Video: Introduction to the partnership week and SDG 17 (Lauren Verheijen)



Video: How can we develop effective, cross-sector partnerships? (Marieke de Wal)



Video: Successful partnerships for the goals in practice (Ricardo Bosshard, WWF Chile)



Reading & assignment: Corporate involvement in the SDGs



Video: Introduction to SDG 16: Peace, Justice and Strong Institutions (Lauren Verheijen)



Video: The business case for ensuring safety and security (Professor Gabriele Jacobs)



Video: Three experts describe the changes and challenges in safety and security (Adriaan van Dorp, ABN AMRO; Dieter Schuermann, Ministry of Interior and Klaus Stullenberg, private security sector)



Reading & assignment: Hummingbird Challenge 6: Collaborations and Partnerships



Discussion Prompt: A call for collaboration



Quiz: What do you know about SDGs 16 and 17?



Video: Summary of Week 6 (Lauren Verheijen)



Reading: Recommended readings and learning materials



Description

The last week of this MOOC will focus on the interconnectedness of the SDGs. None of the SDGs can be achieved by themselves or in isolation. This week, we will explore how the SDGs are interconnected and how synergies and trade-offs work.

Resources

2h



Video: Introduction to Week 7: Systems thinking (Lauren Verheijen)



Video: Understanding the synergies and trade-offs of the SDGs (Dr Amanda Williams)



Quiz: Synergies and Trade-offs



Discussion Prompt: Synergies and Trade-offs: Interactions



Reading: The SDGs in business strategies



Video: The SDGs as a blueprint for fulfilling a business purpose (Bob Collymore, CEO Safaricom Plc)



Reading & assignment: Hummingbird Challenge 7: Map a system and intervene



Discussion Prompt: System mapping



Video: Whatever happened to the forest? (Eva Rood)



Quiz: Reflect on your learning goals



Quiz: What Will Be Your Next Step?



Reading: Evaluation of the MOOC



Video: Conclusion of the MOOC (Lauren Verheijen)



Reading: Get your Positive Change Ambassador badge!



Reading: Recommended readings and learning materials