

Project Summary

Social, political and economic demand for sustainable solutions forces organizations to balance the impact of their activities on environment and to develop sustainable strategies for their product and service offerings, supply chains, manufacturing and transport, among other business related issues. The project **Green Solutions for Business and Industry** aims at sharing good practices in Green Business educational process with close connection to industrial enterprises.

The project, during the planned three-year period, will focus in particular on Green Logistics and Transport and Sustainable Solutions in Sales This includes everything related to the forward and reverse flow of products, information and services between the point of origin and the point of consumption, business process scenarios in sales and distribution, core business processes, business objects and organizational units, as well as new approaches in new product development, shipping, billing, customer service, sales support and market research with the help of the most sophisticated technologies.

Searching for green future solutions is a topic solved by not only business organisations. Specialists are also needed in many other areas across the economy. Therefore, the participating higher education institutions shall be ready to satisfy demand for newly educated employees, technicians, candidates for management, knowledgeable economists or lawmakers, those educated in the area of green and sustainable business. One of the key objectives of the project is to assist participating higher education institutions to refine and develop curricula, which address the issue.

The participants, students and academia alike, will work in the international environment, cooperate with industrial companies and businesses, apply and further develop their theoretical knowledge, together with language skills and multicultural awareness.

Encouragement and promotion of green and sustainable business education and application of green solutions will represent the contribution and added value of the project.

The project is focused on 1) innovations in course syllabi and developing new updated educational material to be used across the partner institutions; 2) developing new green solutions supported by academia and, more importantly, in cooperation with professionals and experts from businesses.

Each year of the project will be finished by a short intensive programme (summer school) where students, academia and professionals will meet and work together on common projects, test and refine new educational sources, green solutions will be suggested, discussed and tested.

The project will help participants to understand and deal with company values using the balance of economic and environmental efficiency. The intellectual outcomes will be presented during the planned international conference in which all participants will demonstrate and share common results and benefits of the project work.