



## Sustainability in times of crisis

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Co-funded by  
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## Objectives & Learning Outcomes

Completion of the module will enable you to:

- Promote understanding of business sustainability: Help participants understand the importance of sustainability in the business context, including its relationship to the Sustainable Development Goals (SDGs) and environmental stewardship
- Develop sustainable management skills: Train professionals to implement sustainability strategies, identify opportunities to reduce environmental impact, Promote ethical practices and comply with social responsibility standards

## Objectives & Learning Outcomes

Completion of the module will enable you to:

- Understand the basic principles of sustainability in the business context.
- Deepen knowledge of the 2030 Agenda for Sustainable Development.
- Acquire knowledge of good governance, ethics and sustainable finance.
- Understand the role of entrepreneurship for sustainable development and related policies.

## Content

Sustainability in times of crisis

Sustainability  
plans, resilience  
and empowering  
women  
entrepreneurs

Sustainability in  
business



## **Sustainability plans, resilience and empowering women entrepreneurs**

## **Sustainability plans, resilience and empowering women entrepreneurs**

In times of crisis, it is crucial for companies, especially those led by women, to have sustainability and resilience plans in place. These plans allow you to deal with disruptions effectively, creating long-term environmental, social and economic value.

Empowering women entrepreneurs is critical, increasing their participation in leadership positions and helping them scale their business initiatives. This holistic approach contributes to the progress and well-being of communities and future generations

## Components of a Sustainability Plan

### Economic Dimension

Focus on profitability  
finance and creation  
of economic value to  
long term

### Social Dimension

Contribution to the well-being of  
communities and development  
of fair labor practices

### Environmental Dimension

Use of sustainable materials,  
renewable energies and  
reduction of  
carbon emissions

# Steps to Implement a Sustainability Plan

## 1. Initial Diagnosis

Identify risks  
environmental and  
improvement  
opportunities

1

## 2. Define Objectives

Set specific, measurable  
and achievable goals

2

## 3. Create Indicators

Develop metrics to measure  
progress toward goals

3

4

## 4. Implementation

Execute actions and assign  
responsibilities

## 5. Tracking

Periodically evaluate progress and  
adjust as necessary

5



# Advantages of Implementing a Sustainability Plan

1

## **Improved Brand Image**

Strengthens the company's reputation with clients and stakeholders

2

## **Savings and Cost Reduction**

Promotes efficiency and optimization of resources

3

## **Competitive advantage**

Attracts conscious consumers and improves market position

4

## **Legal compliance**

Ensure compliance with regulations and avoid sanctions

# Enterprise Risk Management

## **Risk Identification**

Analyze possible obstacles and factors  
business-specific risk

## **Strategies development**

Create plans to mitigate risks and  
prepare for unexpected situations

## **Implementation of Measures**

Apply concrete actions such as  
diversification and contingency plans

## **Continuous monitoring**

Regularly evaluate the effectiveness of  
strategies and adjust as necessary

# Tools for Risk Analysis

## Analysis Questionnaire

Standardized questions to identify potential risks



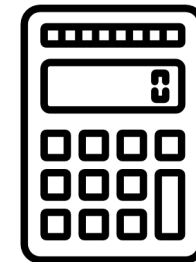
## Flowchart

Graphic representation of processes to identify critical points.



## Ishikawa's diagram

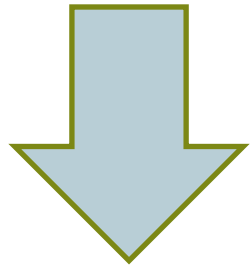
Visual analysis of causes and effects of risks.



## Quantitative Evaluation

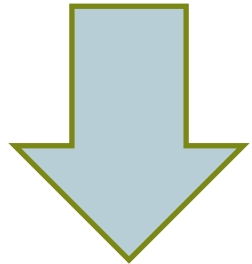
Assignment of numerical values to risks for prioritization.

## Business Resilience



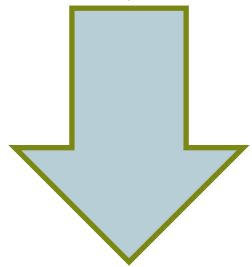
### **Adaptability**

Ability to quickly adjust to changes in the environment.



### **Learning**

Draw lessons from experiences and apply them.



### **Growth**

Use challenges as opportunities to improve and expand.

# Characteristics of Resilient Companies

## **Structural Flexibility**

Ability to create and  
remove structures easily

## **Focus on the employee**

Prioritizing staff well-being and development

## **Effective communication**

Fostering open communication and  
cooperation

## **Perception Analysis**

Regular evaluation of the work environment

# Post-Pandemic Business Priorities



## Adaptability

Ability to adjust quickly to changes in the environment.



## Learning

Draw lessons from the experiences and apply them.



## Growth

Use challenges as opportunities to improve and expand.

# Female Leadership in Times of Crisis



## Featured competencies

Women leaders excel in initiative, agility of learning, inspiration and relationship development

## Leadership style

More collaborative and participatory approach, combining styles for effective transformational leadership

## Crisis management

Greater effectiveness in making quick decisions and building trust during critical situations

## Proven results

Countries led by women showed less impact during the first wave of Covid-19



# Sustainability in Business



## Sustainability in Business

In a world affected by climate change, corporate sustainability becomes crucial. Businesses are adopting strategies to reduce their environmental impact, considering ESG metrics and aligning with the UN Sustainable Development Goals.



## Examples of Business Sustainability

### **Energy management**

1

Improve efficiency by using alternative energy sources and considering the carbon footprint

2

### **Sustainable infrastructure**

Implement infrastructure that reduces greenhouse gas emissions, preserves water resources and eliminates waste

3

### **Efficient Supply Chains**

Operate dynamic and efficient supply chains to promote a circular economy, encourage reuse and eliminate waste

4

### **Sustainable Development**

Enabling sustainable development by assessing risks and improving resilience while following external regulations and development goals

# Importance of Business Sustainability

## Ethical and Financial

### Imperative

Sustainability is fundamental to the strategy and operations of all companies. Employees seek to work for companies with an environmental purpose, and consumers are willing to pay more for products from responsible brands

## Stakeholder Demands

Create plans to mitigate risks and prepare for changing situations. Governments, investors, employees and customers are demanding greater corporate responsibility. Many economies are developing environmental impact disclosure requirements

## Attractive for investors

The rise of sustainable investment and criteria indicates that sustainable business is more attractive to responsible investors. Investment in SDG assets is projected to reach 53 billion in 2025

# Benefits of Business Sustainability

## Competitive advantage

Being recognized as a sustainable company improves brand presence and attracts conscious consumers

## Attractive for investors

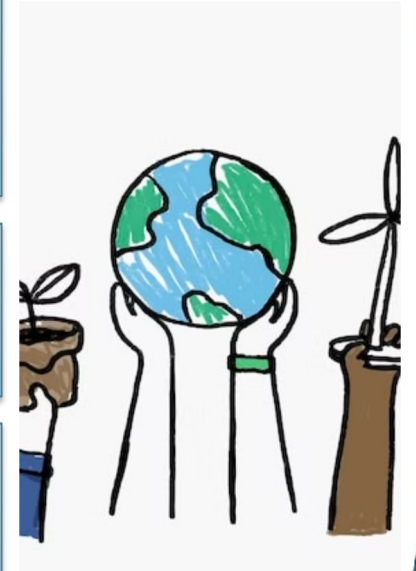
Most personal investors plan to consider sustainability factors in their decisions

## Regulatory compliance

Implementing sustainable solutions helps meet new requirements and sustainable development goals

## Talent acquisition

A sustainable reputation attracts and retains employees who seek purpose-driven companies



# Creating a Sustainable Strategy

1

## **Clear vision**

Ensure that stakeholders have an agreed vision for the sustainable future of the business

2

## **Prioritization of actions**

Identify the main challenges and opportunities, prioritizing critical actions

3

## **Gradual implementation**

Follow an approach with measurable objectives over time to implement the sustainable vision throughout the organization

4

## **Concrete initiatives**

Start with initiatives that generate tangible and measurable results, demonstrating the value of sustainability





## Focus Areas in Corporate Sustainability

**Climate Risk Management:** Consider the impact of climate change on business operations and prepare for disruption

**Resilient Infrastructure:** Ensure that infrastructure is designed and managed with resilience in mind

**Sustainable Supply Chains:** Implement solutions for greater visibility and traceability in the supply chain

**Emissions Reduction:** Drive the transformation towards decarbonization by improving the efficiency and resilience of the energy network



## Steps for Sustainable Action



**Adaptability** Set sustainability goals and clear KPIs, creating an SDG database baseline to monitor progress



**Optimize assets** Incorporate AI into processes and operations to optimize waste management and energy efficiency



**Green Technology** Implement efficient IT infrastructure and work with suppliers committed to sustainability



**Sustainable supply chain** Ensure the provenance of materials and manage emissions reductions throughout the supply chain

## Creating a Sustainable Strategy

CHALLENGE	DESCRIPTION
Customer availability	Balancing sustainable supply with market appetite
Cost	Higher initial investments for sustainable practices
Systemic inertia	Prioritize sustainability over other short-term goals
Lack of tools	Lack of knowledge and experience to implement solutions



## The Role of Women in Sustainability



### Female Leadership

Women like Mónica Chao lead initiatives like WAS to raise sustainability to the strategic level in organizations



### Green Entrepreneurship

Carlota Pi Amorós, co-founder of Holaluz, one of the largest Spanish renewable energy companies



### Technological Innovation

Laura Fernández creates digital academies for women, reducing the gender gap in sustainable technological sectors



**What to remember**

Business sustainability has evolved from being an ethical option to becoming a strategic necessity.

Companies that integrate sustainable practices into their business model not only comply with regulations, but also improve their competitiveness and reputation.



# Self-assessment test

**Question 1 Business sustainability applies to businesses that generate profitability:**



Option 1. Environmental, Social and Economic

Option 2 Environmental, Social and Cultural

Option 3 Environmental, Political and Economic

**Question 2 Women Action Sustainability was born in**



Option 1 2005

Option 2 2010

Option 3 2020

**Question 3 The sustainability plan should not be monitored with a pre-defined periodicity.**



Option 1 True

Option 2 False

**Question 4 One of the advantages of implementing a sustainability plan is that it improves the company's image in the eyes of third parties**



Option 1 True

Option 2 False

## Self-assessment test

**Question 5** More sustainable supply chains can help preserve resources by reducing, reusing, and recycling.



Option 1 True

Option 2 False

**Question 6** The Process Flow Chart is not a tool to perform a risk analysis in a company.



Option 1 True

Option 2 False

**Question 7** The visual technique for identifying the possible causes of a risk is called



Option 1 Qualitative risk assessment

Option 2 Risk analysis questionnaire

Option 3 Cause and effect analysis

## **Self-assessment test - correct answers**

## Self-assessment test - correct answers

### Question 1



- ✖ Option 1 (Correct answer)
- Option 2
- Option 3

### Question 2



- Option 1
- Option 2
- ✖ Option 3 (Correct answer)

### Question 3



- Option 1
- ✖ Option 2 (Correct answer)

### Question 4



- ✖ Option 1 (Correct answer)
- Option 2

# Self-assessment test

**Question 5** More sustainable supply chains can help preserve resources by reducing, reusing, and recycling.



✖ Option 1 True

Option 2 False

**Question 6** The Process Flow Chart is not a tool to perform a risk analysis in a company,



Option 1 True

✖ Option 2 False

**Question 7** The visual technique for identifying the possible causes of a risk is called ...



Option 1 Qualitative risk assessment

Option 2 Process flow chart

Option 3 Risk analysis questionnaire

✖ Option 4 Cause and effect analysis





**Thank you for your attention!**



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