



CREATING
SHARED VALUE @VET

CSV@VET

Training Manual

Corporate Social Responsibility

Project ID: 2022-1-DE02-KA220-VET-000088303



**Co-funded by
the European Union**

CSV@VET

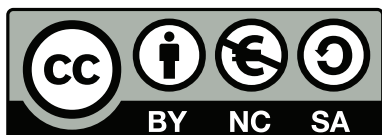
Leader Training Manual

GUIDE FOR LEADERS AND VET TEACHERS



**Co-funded by
the European Union**

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Project Title: Creating Shared Values @ VET
Project Acronym: CSV4VET
Project Start Date: 2022 12 01
Project End Date: 2025 01 31
Project ID: 2022-1-DE02-KA220-VET-000088303

Published on

September 2024

Partners:

FA-Magdeburg | Germany

Rogepa | Romania

DiDi | Türkiye

iED | Greece

ITA-ISTEC | Portugal

Lodz Chamber of Industry and Commerce | Poland

“Alexandru Domșa” Technological Highschool | Romania

Institute of Education and Culture Črnomelj | Slovenia



CREATING SHARED VALUE @VET

This publication has been released within the Creating Shared Values@VET Project, Co-founded by the European Union. The main objectives of the project are:

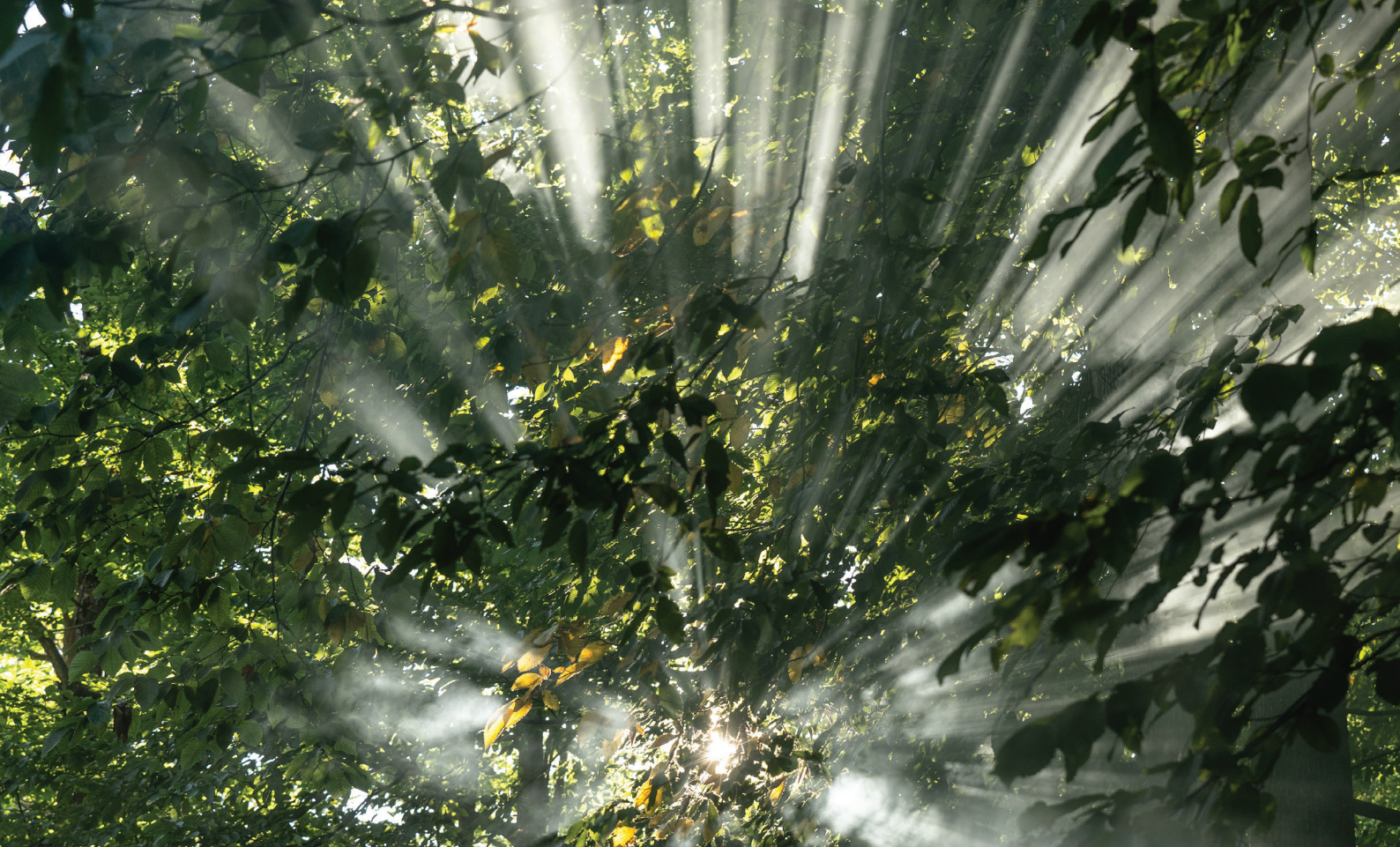
- Promoting CSR methodology to help improve the vocational training sector through technology,
- ensuring the active participation of disadvantaged people in vocational training,
- Increasing employability in business areas and promoting new roles through CSV@VET,
- Increasing awareness of the social responsibility of educational institutions, especially vocational training.
- Introducing environmentally friendly approaches, a more inclusive and participatory society.
- Mutual benefit for entrepreneurs and society. (win to win)

To learn more about the project, please visit our website

<https://csv4vet.eu/>

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INTRODUCTION

The landscape of work is changing. Today's students are entering a world where businesses are increasingly expected to operate responsibly, considering not just profits but also their impact on society and the environment. This is where Corporate Social Responsibility (CSR) comes in.

The manual is a collection of open educational resources (OERs) on Corporate Social Responsibility (CSR) tailored specifically for VET providers to increase the integration & motivation and overall CSV ideology by using digital learning, via our CSV-focal e-platform, among the VET institutions and companies.

The manual is composed of 2 parts:

1. Integrating CSR into VET Courses- A Guide for CSV@VET leaders
2. CSR-Support manual for VET Educators

PART 1

INTEGRATING CSR INTO VET COURSES: A GUIDE FOR VET TEACHERS

This training module equips VET teachers with the knowledge and skills to effectively teach Corporate Social Responsibility (CSR) within their online curriculum. Through a blend of interactive activities, discussions, and practical examples, participants will gain confidence in utilizing the online platform to deliver engaging and impactful CSR lessons.

This module covers the following key areas:

- Understanding CSR: We'll explore the core principles of CSR and its relevance to various industries.
- Adapting CSR for VET Programs: Learn how to tailor CSR concepts to fit the specific needs and learning outcomes of your VET courses.
- Engaging Online Delivery: Discover creative strategies for teaching CSR concepts effectively in an online learning environment.
- Utilizing the Online Platform: Gain hands-on experience navigating the features and functionalities of the online platform to deliver CSR content.
- Interactive Activities & Resources: Explore a variety of online tools and resources that can be used to create interactive learning experiences around CSR.
- Assessment & Evaluation: Learn best practices for assessing student comprehension and engagement with CSR topics in an online setting.

Benefits for VET Teachers:

- Enhance the Relevancy of Your Curriculum: Integrate in-demand CSR skills into your lessons, preparing students for workplaces increasingly focused on social responsibility.
- Engage Students in Online Learning: Develop interactive online activities that keep students motivated and actively learning about CSR.
- Expand your Teaching Toolkit: Discover valuable online resources and strategies for effective online CSR instruction.
- Prepare Students for Success: Empower your students with the knowledge and skills to become responsible and ethical professionals.

This module is designed for VET teachers with varying levels of experience with online learning platforms. The focus will be on providing practical tips and strategies that can be easily adapted to different online teaching environments.



Learning Module Structure for VET Teachers: Corporate Social Responsibility (CSR)

Module Title: Integrating Corporate Social Responsibility (CSR) into Vocational Education and Training (VET)

👥 TARGET AUDIENCE: VET TEACHERS

🕒 MODULE DURATION: FLEXIBLE (CAN BE ADJUSTED BASED ON THE ALLOCATED TIME)

Module Objectives:

- Define Corporate Social Responsibility (CSR) and its key principles.
- Explain the benefits of CSR for businesses and society.
- Identify the different areas of CSR focus (e.g., environmental, social, economic).
- Equip teachers with strategies to integrate CSR principles into their VET programs.
- Develop case studies and learning activities to promote CSR awareness among VET students.

Module Structure:

1. Introduction to CSR

🕒 2 HOURS

1.1. What is CSR?

- Definition of CSR and its evolution over time.
- Key principles of CSR (e.g., stakeholder engagement, transparency, accountability).
- <https://csv4vet.eu/wp/course-overview/>, Support manual for VET Educators

Reference: World Business Council for Sustainable Development (WBCSD)
<https://www.wbcsd.org/>

1.2. Why is CSR important?

- Benefits of CSR for businesses (e.g., enhanced reputation, risk management, attracting and retaining talent).
- Benefits of CSR for society (e.g., promoting sustainable practices, social justice, environmental protection).

Reference: European Commission
https://single-market-economy.ec.europa.eu/industry/sustainability/corporate-sustainability-and-responsibility_en

2. Areas of CSR Focus

🕒 2 HOURS

2.1. Environmental CSR

- Sustainable business practices (e.g., reducing waste, conserving energy, minimizing pollution).
- Environmental regulations and compliance.

Reference: Environmental Protection Agency (EPA)
<https://www.epa.gov/>

2.2. Social CSR

- Labor standards and fair working conditions.
- Diversity, equity, and inclusion (DE&I) practices.
- Community engagement and social investment.

Reference: International Labour Organization (ILO)

<https://www.ilo.org/>

2.3. Economic CSR

- Corporate governance and ethical business practices.
- Transparency in financial reporting.
- Contribution to economic development and local communities.

Reference: Organization for Economic Cooperation and Development (OECD)

<https://www.oecd.org/corporate/>

3. Integrating CSR into VET Programs

 2 HOURS

3.1. Strategies for VET teachers

- Identifying opportunities to integrate CSR principles into existing curriculum content.
- Developing case studies and learning activities that promote CSR awareness.
- Encouraging student participation in CSR projects and initiatives.

3.2. Resources and Tools

- Sharing relevant CSR resources and tools for VET teachers. <https://csv4vet.eu/wp/course-overview/> , support manual for VET Educators
- Highlighting examples of successful CSR integration in VET programs.

4. Assessment

🕒 1 HOUR

4.1. Case Study Analysis

- Students analyze a real-world CSR case study and discuss its implications.

4.2. Project Development

- Students develop a project proposal to promote CSR within a specific vocational field.

5. Conclusion

🕒 1 HOUR

- Recap of key learning points.
- Discussion on the future of CSR in VET education.
- Q&A session.

References:

World Business Council for Sustainable Development (WBCSD)

<https://www.wbcsd.org/>

European Commission

https://single-market-economy.ec.europa.eu/industry/sustainability/corporate-sustainability-and-responsibility_en

Environmental Protection Agency (EPA)

<https://www.epa.gov/>

International Labour Organization (ILO)

<https://www.ilo.org/>

Organization for Economic Cooperation and Development (OECD)

<https://www.oecd.org/corporate/>

Additional Notes:

- This is a flexible module structure and can be adapted based on the specific needs of VET teachers and the available time.
- Encourage active participation through discussions, group activities, and case study analysis.
- Use real-world examples and case studies relevant to the students' vocational fields.
- Invite guest speakers from businesses with strong CSR practices to share their experiences



PART 2

WELCOME TO CORPORATE SOCIAL RESPONSIBILITY (CSR) SUPPORT MANUAL FOR VET EDUCATORS!

This manual is designed to equip you, VET educators, with the knowledge and tools to effectively integrate CSR principles into your teaching, using technology and innovation.

We'll explore various aspects of CSR, from its core concepts to its practical application within the Vocational Education and Training (VET) sector.

This part provides a framework and a series of lesson plans as support for teaching Corporate Social Responsibility (CSR) in VET school setting, for the following topics.

Chapter 1: Introduction to CSR

We'll delve into the fundamentals of CSR, understanding its definition, drivers, and benefits for businesses, society, and the environment.

<https://csv4vet.eu/wp/courses/csv/csv-introduction-course/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 2: CSR and social inclusion in VET

We'll explore the inclusive and equitable education for VET school and specific role of VET in fostering a generation of responsible employees and future business leaders.

<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 3: Environmental CSR in VET

We'll focus on integrating environmental sustainability practices into your teaching, empowering students to contribute to a greener future.

<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet/>

<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet-2/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 4: Environmental Issues in Business

We'll analyse the environmental challenges faced by businesses today, equipping your students with the knowledge to navigate them responsibly.

<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-business/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 5: Living Sustainability

We'll go beyond theory and explore practical ways to promote a sustainable lifestyle, both within your classroom and in your students' future careers.

<https://csv4vet.eu/wp/courses/csv/living-sustainability/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 6: Right-Based CSR

We'll examine the ethical dimension of CSR, ensuring your students understand the importance of respecting human rights and labour standards in business practices.

<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 7: CSR & Sustainable Finance

We'll explore the growing role of social responsibility in financial decision-making, preparing your students to understand the intersection of business and environmental/social impact.

<https://csv4vet.eu/wp/courses/csv/reporting-sustainability-esg-and-csrd/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 8: Possible benefits for companies through CSR

We'll find information on how to assess the effects of business activities on others, develop and implement a corporate social responsibility strategy and commitments, and measure, evaluate and report on performance and engage with stakeholders.

<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 9: Equality & Children's Rights

We'll analyse the Equality & Children's Rights, Gender, Race and Social Status.

<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 10: Three Pillars of CSR

Studying texts, images and interactive exercises, will enable you to dive deeper into the world of CSR, its meaning and three pillars that are crucial to understand the idea of it. You will also be able to define the steps necessary to implement CSR into your life and future company.

<https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>

Lesson Plan A

Lesson Plan B

Lesson Plan C

Chapter 11: CSR/CSV and it's methodology

You will learn to understand the general ideas of corporate social responsibility and creating shared values ant its methodology!

<https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>

Lesson Plan A

Lesson Plan B

This lesson plans follow the content of the platform <https://csv4vet.eu/wp/course-overview/> and is designed to be interactive, with case studies, practical activities, and discussions to ensure you feel empowered to integrate CSR seamlessly into your teaching.

The lesson plans are our proposals as different teaching scenarios, they have a flexible structure and can be adapted based on the specific needs of VET teachers and the available time.

Get ready to be an agent of change! Let's work together to prepare a generation of responsible and skilled professionals who will contribute to a more sustainable and equitable future.

1. Lesson Plans: Introduction to Corporate Social Responsibility

1.A. INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (CSR) - LESSON PLAN A

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyse the benefits of CSR for businesses and society.
- Explore technological advancements that can contribute to responsible business practices.
- Identify case studies of companies with innovative CSR initiatives.
- Develop a creative solution integrating technology to address a CSR challenge within their chosen VET field.

Materials:

- Project platform
<https://csv4vet.eu/wp/course-overview/>
- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Case studies on companies with strong CSR practices (relevant to student's VET field)
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online Project platform
<https://csv4vet.eu/wp/course-overview/>
- Utilize online resources for researching CSR and case studies.
- Use presentation software to display key points, visuals, and data on CSR trends.
- Explore virtual tours of companies with innovative CSR programs (e.g., through company websites or documentaries).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

1.A.0. Introduction

15 MINUTES

1.A.0.1. BRAINSTORMING:

Ask students, “What does a responsible company look like?” Collect and discuss their responses, highlighting the concept of social responsibility beyond just profit-making.

1.A.0.2. INTRODUCTION TO CSR

Define CSR as a company’s commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

1.A.1. Activity 1: The Benefits of CSR:

20 MINUTES

1.A.1.1. PRESENTATION & DISCUSSION:

Discuss the potential benefits of CSR for businesses (e.g., enhanced brand reputation, increased employee engagement, improved risk management).

1.A.1.2. SOCIETAL BENEFITS:

Discuss how responsible business practices benefit society as a whole (e.g., stronger communities, environmental protection, improved labour conditions).

1.A.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific CSR initiatives relevant to their chosen VET field. Encourage them to find examples of companies excelling in that specific area.

1.A.2. Activity 2: Technology & Innovation for CSR

30 MINUTES

1.A.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of how technology can be utilized to enhance CSR practices (e.g., blockchain for supply chain transparency, AI-powered diversity and inclusion tools, sustainable resource management platforms).

1.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies known for their innovative CSR initiatives within their VET field (e.g., e-waste recycling programs, digital literacy training for employees).

1.A.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the case study assigned, focusing on the specific technology or innovative approach used by the company to address a CSR challenge. Encourage them to discuss the effectiveness and potential impact of the initiative.

1.A.3. Activity 3: Innovation Challenge

25 MINUTES

1.A.3.1. CHALLENGE:

Ask students to develop a creative solution integrating technology, if applicable, to address a specific CSR challenge within their chosen VET field. Encourage them to consider the solutions presented in the case studies. You can provide a specific scenario or allow them to choose their challenge (e.g., developing a mobile app that promotes ethical sourcing in the fashion industry).

1.A.3.2. SOLUTION PRESENTATIONS:

Provide each student or group with a short time to showcase their proposed solution to the class.

1.A.4. Wrap-up & Assessment

25 MINUTES

1.A.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of CSR, benefits for businesses and society, role of technology and innovation).

1.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.


Differentiation:

- Provide struggling students with a list of pre-selected CSR initiatives relevant to their VET field for research in Activity 1.
- Challenge advanced students to research and present on emerging technologies with the potential to revolutionize CSR practices within their chosen field.

References:

- Investopedia: Corporate Social Responsibility Definition
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Business Wire: Corporate Social Responsibility Case Studies
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019

1. B. INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (CSR) - LESSON PLAN B

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyse the benefits of CSR for businesses and society.
- Explore technological advancements that can contribute to responsible business practices.
- Identify case studies of companies with innovative CSR initiatives.
- Develop a creative solution integrating technology to address a CSR challenge within their chosen VET field.

Materials:

- Project platform
<https://csv4vet.eu/wp/course-overview/>
- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Case studies on companies with strong CSR practices (relevant to student's VET field)
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for information, researching CSR and case studies-Project platform
<https://csv4vet.eu/wp/course-overview/>
- Use presentation software to display key points, visuals, and data on CSR trends.
- Explore virtual tours of companies with innovative CSR programs (e.g., through company websites or documentaries).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

1.B.0. Introduction

 15 MINUTES

1.B.0.1. BRAINSTORMING:

Ask students, “What does ‘corporate social responsibility’ mean to you?” Collect and discuss their responses, highlighting the concept of a company’s social and environmental impact.

1.B.0.2. DEFINING CSR

Introduce the definition of CSR and its core principles (environmental responsibility, social responsibility, economic responsibility).

1.B.1. Activity 1: Benefits & Challenges of CSR

 20 MINUTES

1.B.1.1. PRESENTATION & DISCUSSION:

Discuss the potential benefits of CSR for businesses (e.g., enhanced brand reputation, employee morale, risk management).

1.B.1.2. CHALLENGE EXPLORATION:

Discuss the potential challenges of implementing CSR practices (e.g., initial costs, lack of resources, greenwashing concerns).

1.B.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific CSR challenges within their chosen VET field.

1.B.1.4. GROUP SHARING:

Divide students into groups and encourage them to share their research findings. Discuss potential solutions to overcome these challenges in their field.

1.B.2. Activity 2: Technology & Innovation for CSR

 30 MINUTES

1.B.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that can support CSR initiatives (e.g., blockchain for supply chain transparency, AI-powered social impact measurement, sustainable packaging innovations).

1.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field recognized for their innovative CSR approaches.

1.B.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on how the company utilizes technology to address specific social or environmental challenges.

1.B.3. Activity 3: Simulated CSR Strategy

 25 MINUTES

1.B.3.1. SCENARIO INTRODUCTION:

Introduce a simulated business scenario relevant to the students' VET field (e.g., a construction company seeking to improve its environmental footprint).

1.B.3.2. GROUP PLANNING:

Divide students into groups. Each group uses online collaboration tools or a worksheet to develop a plan for promoting CSR within the given scenario. Encourage them to consider the case studies analysed in Activity 2 and incorporate relevant technological solutions.

1.B.3.3. PLAN PRESENTATIONS:

Each group presents their CSR strategy to the class, highlighting the chosen CSR focus area, proposed actions, and the role of technology.

1.C. INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (CSR) - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyse the benefits of implementing strong CSR practices for businesses.
- Explore technological advancements that can support CSR initiatives.
- Identify case studies of companies with innovative CSR approaches.
- Develop a communication strategy to promote CSR within their chosen VET field.

Materials:

- Project platform
<https://csv4vet.eu/wp/course-overview/>
- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Case studies on companies with strong CSR practices (relevant to student's VET field)
<https://case.hks.harvard.edu/topics/corporate-social-responsibility/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies.
- Use presentation software to display key points, visuals, and data on CSR trends.
- Explore virtual tours of companies with innovative CSR programs (e.g., through company websites or documentaries).
- Encourage students to utilize collaboration tools to brainstorm communication strategies.

LESSON ACTIVITIES:

1.C.0. Introduction

 15 MINUTES

1.C.0.1. BRAINSTORMING:

Ask students, “What does ‘corporate social responsibility’ mean to you?” List their responses and introduce the concept of CSR as a company’s commitment to ethical behaviour and positive social impact.

1.C.0.2. CORE PRINCIPLES:

Highlight the core principles of CSR (e.g., environmental responsibility, fair labour practices, community engagement). Briefly discuss the benefits of CSR for society and the company’s reputation.

1.C.1. Activity 1: The Business Case for CSR

 20 MINUTES

1.C.1.1. PRESENTATION & DISCUSSION:

Discuss the growing importance of CSR in today’s business landscape. Present statistics on consumer preferences for socially responsible companies.

1.C.1.2. COST & BENEFIT ANALYSIS:

Facilitate a discussion on the potential cost savings and financial benefits associated with strong CSR practices (e.g., reduced employee turnover, improved brand image).

1.C.2. Activity 2: Technology & Innovation for CSR

🕒 30 MINUTES

1.C.2.1. TECHNOLOGY SHOWCASE:

Showcase a few examples of technological advancements that can support CSR initiatives (e.g., blockchain technology for supply chain transparency, AI-powered tools for ethical recruitment).

1.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field recognized for their innovative CSR approaches.

1.C.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on the specific technology or innovative practices the company utilizes to fulfil its CSR commitments.

1.C.3. Activity 3: Communication Strategies

🕒 25 MINUTES

1.C.3.1. COMMUNICATION IMPORTANCE:

Discuss the importance of effective communication in promoting a company's CSR initiatives.


1.C.3.2. TARGET AUDIENCE & CHANNELS:

Facilitate a discussion on identifying target audiences for CSR communication (e.g., consumers, investors, employees) and the most effective communication channels within their chosen VET field (e.g., social media, company reports, employee engagement programs).

1.C.3.3. COLLABORATION & CREATION:

Divide students into groups and assign them a specific target audience. Using online collaboration tools or individually, students develop a creative communication strategy to promote CSR within their chosen VET field. Encourage them to consider the technology showcased in Activity 2.

1.C.4. Wrap-up & Assessment

 10 MINUTES

1.C.4.1. GROUP PRESENTATIONS:

Each group shares their communication strategy with the class.

1.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, discussions, case study analysis, and the creativity, effectiveness, and target audience consideration of the proposed communication strategies in Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected case studies or talking points for case study analysis.
- Challenge advanced students to research and present on emerging technologies with high potential to revolutionize CSR practices within their chosen VET field.

References:

- Investopedia: Corporate Social Responsibility Definition
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Harvard Business School Case Studies: Corporate Social Responsibility
<https://case.hks.harvard.edu/topics/corporate-social-responsibility/>
- Project platform
<https://csv4vet.eu/wp/course-overview/>

2. Lesson Plans: Building Bridges - CSR & Social Inclusion in VET Schools

2.A. BUILDING BRIDGES - CSR & SOCIAL INCLUSION IN VET SCHOOLS - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its connection to social inclusion.
- Analyse the importance of social inclusion within VET programs.
- Explore how VET institutions can integrate social inclusion goals into their CSR strategies.
- Identify case studies of VET schools promoting social inclusion through innovative approaches.
- Develop a proposal for a social inclusion initiative within their chosen VET field.

Materials:

- Online resources on CSR and social inclusion e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://www.unesco.org/en/inclusion-education>,
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education>
- Information on social inclusion in VET programs
<https://school-education.ec.europa.eu/en/insights/news/towards-more-inclusive-vet>
- Case studies on VET schools promoting social inclusion (relevant to student VET fields)
https://capacity4dev.europa.eu/topics/environmental-education-training_en,
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR, social inclusion in VET, and case studies. Use the project platform
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>
- Use presentation software to display key points, visuals, and data on CSR and social inclusion.
- Explore virtual tours of VET schools with strong social inclusion initiatives.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.
- Use online resources or simulations to learn about the challenges faced by specific social groups in accessing VET programs (optional).

LESSON ACTIVITIES:

2.A.0. Introduction

 15 MINUTES

2.A.0.1. BRAINSTORMING:

Ask students, “What are some reasons someone might not be able to access a training program?” List their responses and introduce the concept of social inclusion.

2.A.0.2. CONNECTING CSR TO SOCIAL INCLUSION

Briefly define CSR and discuss how it’s not just about environmental impact but also social responsibility. Explain how social inclusion aligns with CSR by ensuring everyone has access to opportunities for learning and development.

2.A.1. Activity 1: VET & Social Inclusion:

 20 MINUTES

2.A.1.1. PRESENTATION & DISCUSSION:

Present the importance of social inclusion within VET programs. Discuss the benefits for individuals, businesses, and society as a whole when there is a diverse and inclusive learning environment.

2.A.1.2. BARRIERS TO ACCESS:

Explore various barriers to accessing VET programs that students from disadvantaged groups might face (e.g., financial constraints, language barriers, disabilities, lack of childcare support).

2.A.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research current trends in social inclusion within VET programs in their chosen field. They can focus on specific social groups that might be underrepresented.

2.A.2. Activity 2: VET as a CSR Champion

🕒 25 MINUTES

2.A.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology can be leveraged to promote social inclusion in VET programs (e.g., online learning platforms with accessibility features, virtual reality simulations for skills development regardless of location, digital translation tools for multilingual classrooms).

2.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of VET schools known for their innovative approaches to social inclusion within their chosen VET field (e.g., scholarship programs for underprivileged youth, offering flexible learning schedules for working adults, providing on-site childcare facilities).

2.A.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the assigned case study, focusing on the specific barriers addressed, the technology used (if applicable), and how the initiative promotes social inclusion within the VET program.

2.A.3. Activity 3: Designing an Inclusive VET Initiative

🕒 25 MINUTES

2.A.3.1. CHALLENGE:

Ask students to develop a proposal for a social inclusion initiative that can be integrated into a VET program within their chosen field. Encourage them to consider the social barriers identified in Activity 1 and explore how technology can be used to create a more inclusive learning environment.

2.A.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to draft their proposals. The proposal should outline the social group the initiative targets, the specific barriers addressed, the type of VET program it applies to, the technology used (if applicable), and the expected impact on increasing social inclusion.

2.A.3.3. SOLUTION PRESENTATIONS:

Invite students to present their social inclusion initiative proposals to the class, highlighting the chosen social group, the technological innovation (if any), and the potential benefits for increasing access to VET programs.

2.A.4. Wrap-up & Assessment

 10 MINUTES

2.A.4.1. RECAP:

Briefly summarize the key takeaways: CSR encompasses social responsibility, social inclusion ensures access to opportunities for all, and VET programs can utilize technology to create.

Sources:

1. https://repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>

2. B. BUILDING BRIDGES - CSR & SOCIAL INCLUSION IN VET SCHOOLS - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its social inclusion dimension.
- Analyse the importance of social inclusion in VET programs and the workplace.
- Explore how VET institutions and companies can integrate CSR practices promoting social inclusion.
- Identify case studies of successful social inclusion initiatives in VET.
- Develop a proposal for a social inclusion initiative within their chosen VET field.

Materials:

- Online resources on CSR and social inclusion e.g.:
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>,
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://www.unesco.org/en/socialinclusion-factsheet>
- Case studies on VET institutions or companies promoting social inclusion (relevant to student VET fields)
<https://ec.europa.eu/social/main.jsp?langId=en&catId=750>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR, social inclusion, and relevant case studies.
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>
- Use presentation software to display key points, statistics, and visuals on social inclusion in VET.
- Explore virtual tours of VET institutions or companies showcasing their social inclusion programs.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

2.B.0. Introduction

 15 MINUTES

2.B.0.1. BRAINSTORMING:

Ask students, “What are some barriers people might face in accessing vocational education or training?” Capture their responses and introduce the concept of social inclusion.

2.B.0.2. CONNECTING CSR & SOCIAL INCLUSION:

Define CSR and highlight its social dimension, including promoting social inclusion through responsible business practices.

2.B.1. Activity 1: Why Social Inclusion Matters in VET

 20 MINUTES

2.B.1.1. PRESENTATION & DISCUSSION:

Discuss the importance of social inclusion in VET programs, such as ensuring equal access to training opportunities for all regardless of background, disability, or other factors.

2.B.1.2. BENEFITS FOR ALL:

Explore the benefits of social inclusion for both individuals (improved skills, employment opportunities) and society (diverse workforce, economic growth).

2.B.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific challenges related to social inclusion in VET programs within their chosen field (e.g., accessibility for people with disabilities, language barriers for immigrants).

2.B.2. Activity 2: CSR for Inclusive VET

🕒 25 MINUTES

2.B.2.1. CSR PRACTICES FOR INCLUSION:

Showcase examples of how VET institutions and companies can integrate CSR practices promoting social inclusion (e.g., flexible learning options, scholarships for underprivileged groups, mentorship programs).

2.B.2.2. TECHNOLOGY AS AN ENABLER:

Discuss how technology can be utilized to enhance social inclusion in VET (e.g., online learning platforms with accessibility features, language translation tools).

2.B.2.3. CASE STUDY ANALYSIS:

Provide students with case studies of VET institutions or companies within their VET fields recognized for promoting social inclusion through CSR initiatives (e.g., providing childcare services for working parents, offering training programs in multiple languages).

2.B.2.4. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the assigned case study, focusing on the specific CSR practices employed and the role of technology in promoting social inclusion within the VET program or workplace.

2.B.3. Activity 3: Design Your Inclusion Initiative

🕒 25 MINUTES

2.B.3.1. CHALLENGE:

Ask students to develop a proposal for a social inclusion initiative that could be implemented within a VET program or company in their chosen field. Encourage them to consider the challenges identified in Activity 1 and explore potential solutions utilizing technology (if applicable) that aligns with CSR principles.

2.B.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to draft their proposals. The proposal should outline the specific social inclusion challenge

addressed, the target population, the CSR practices and technology involved (if applicable), and the expected positive impact on increasing inclusivity within their chosen VET field.

2.B.3.3. SOLUTION PRESENTATIONS:

Invite students to present their social inclusion initiative proposals to the class, highlighting the challenge addressed, the CSR approach, and the potential impact on achieving a more inclusive VET environment.

2.B.4. Wrap-up & Assessment

 10 MINUTES

2.B.4.1. RECAP:

Summarize the importance of CSR in promoting social inclusion within VET programs and workplaces. Discuss how technology can be a powerful tool for overcoming barriers and creating a more inclusive learning and working environment.


2.B.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, target population focus, technology utilization (if applicable), and potential impact analysis of the proposed social inclusion initiatives in Activity

Sources:

1. https://repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>

2. C. CSR & SOCIAL INCLUSION IN VET SCHOOLS - LESSON PLAN C

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its social inclusion dimension.
- Analyse the importance of social inclusion in VET programs and workplaces.
- Explore how technology and innovation can facilitate social inclusion initiatives within VET.
- Identify case studies of companies promoting social inclusion through VET programs or hiring practices.
- Develop a proposal for a social inclusion initiative within their chosen VET field, leveraging technology for implementation.

Materials:

- Online resources on CSR and social inclusion e.g.:
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://www.unesco.org/en/inclusion-education>
- Case studies on companies promoting social inclusion through VET (relevant to student VET fields)
<https://services.businesswire.com/distribution-analytics/demographic-targeting>,
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR, social inclusion, and relevant case studies.
<https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>
- Use presentation software to display key points, visuals, and data on social inclusion in VET and the role of technology.
- Explore virtual tours of organizations or companies with successful social inclusion programs in VET.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.
- Use online resources or simulations related to diversity and inclusion training (optional).

LESSON ACTIVITIES:

2.C.0. Introduction

 15 MINUTES

2.C.0.1. BRAINSTORMING:

Ask students, “What does it mean for a company or program to be inclusive?” List their responses and introduce the concept of social inclusion as ensuring equal access and participation for all.

2.C.1. Activity 1: CSR & Social Inclusion in VET

 25 MINUTES

2.C.1.1. PRESENTATION & DISCUSSION:

Define CSR and its focus on social responsibility. Discuss the specific dimension of social inclusion within CSR, emphasizing its importance in creating a more equitable and diverse VET landscape.

2.C.1.2. BENEFITS OF SOCIAL INCLUSION:

Explore the potential benefits of social inclusion in VET programs and workplaces (e.g., wider talent pool, richer learning environment, increased innovation).

2.C.1.3. CHALLENGES & TECHNOLOGY:

Briefly discuss potential challenges to social inclusion in VET (e.g., accessibility, unconscious bias) and how technology can be leveraged to overcome them.

2.C.1.4. ONLINE RESEARCH:

Students use laptops/tablets to research current initiatives or policies promoting social inclusion within their chosen VET field.

2.C.2. Activity 2: Tech-Enabled Social Inclusion in VET

25 MINUTES

2.C.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology advancements can facilitate social inclusion in VET (e.g., online learning platforms with accessibility features, virtual reality simulations for skills training, language learning apps for immigrant workers).

2.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields recognized for their social inclusion practices through VET programs or inclusive hiring initiatives (e.g., partnerships with NGOs to offer vocational training to underprivileged communities, providing mentorship programs for diverse student groups).

2.C.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyses the assigned case study, focusing on the specific technology or approach used to promote social inclusion and its effectiveness.

2.C.3. Activity 3: Designing a Tech-Driven Inclusion Initiative

25 MINUTES

2.C.3.1. CHALLENGE:

Ask students to develop a proposal for a social inclusion initiative within their chosen VET field. Encourage them to consider a specific social inclusion challenge and propose an innovative solution using technology to increase access and participation in VET programs or improve the inclusivity of workplaces.

2.C.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to draft their proposals. The proposal should outline the specific social inclusion challenge addressed, the target beneficiaries, the technology used for implementation, and the expected impact on promoting a more inclusive VET environment.

2.C.3.3. SOLUTION PRESENTATIONS:

Invite students to present their social inclusion initiative proposals to the class, highlighting the chosen challenge, the technological solution, and the potential benefits for increasing inclusivity within their chosen VET field.

2.C.4. Wrap-up & Assessment

10 MINUTES

2.C.4.1. RECAP:

Summarize the key takeaways - CSR promotes social responsibility, social inclusion ensures equal access in VET, and technology can be a powerful tool for overcoming barriers and fostering a more inclusive learning and work environment.

2.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, chosen social inclusion challenge, technology utilization, and potential impact analysis of the proposed initiatives in Activity 3

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/social-inclusion-inclusive-education/>

3. Lesson Plans: Environmental CSR in VET Schools

3.A. ENVIRONMENTAL CSR IN VET SCHOOLS - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **120 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its environmental dimension.
- Identify the benefits of implementing environmental CSR practices.
- Explore technological solutions and innovations for environmental sustainability within their chosen field.
- Develop a plan for integrating environmental considerations into their future careers.

Materials:

- Whiteboard or projector
- Markers or pens
- Computers with internet access (one per student or group)
- Presentation software (optional)

Technology Integration:

- Online research tools (e.g., search engines, sustainability reports)
- Project platform
<https://csv4vet.eu/wp/course-overview/>
- Virtual field trips (e.g., renewable energy facilities)
- Collaborative online platforms (e.g., for group work)

LESSON ACTIVITIES:

3.A.0. Introduction

 15 MINUTES

3.A.0.1. WARM-UP:

Begin with a brainstorming session. Ask students: “What are some environmental challenges we face today?” List their responses on the board.

3.A.0.2. INTRODUCTION TO CSR

Define CSR and discuss its three pillars: social, economic, and environmental. Briefly explain the concept of environmental CSR. Reference:

[Wikipedia Corporate social responsibility](https://en.wikipedia.org/wiki/Corporate_social_responsibility)

3.A.1. Activity 1: Exploring Environmental Impact:

 30 MINUTES

3.A.1.1. DIVIDE STUDENTS INTO GROUPS:

Assign a specific industry related to their field of study (e.g., construction, hospitality, healthcare).

3.A.1.2. TECHNOLOGY INTEGRATION:

Using online resources, each group researches the environmental impact of their assigned industry.

3.A.1.3. GROUP DISCUSSION:

Each group presents their findings, focusing on areas for improvement in environmental practices.

3.A.2. Activity 2: Innovation for Sustainability

45 MINUTES

3.A.2.1. INTRODUCE TECHNOLOGICAL SOLUTIONS:

Discuss examples of how technology is being used to address environmental challenges (e.g., green building materials, energy-efficient appliances, waste management apps).

3.A.2.2. INNOVATION CHALLENGE:

Students work individually or in groups to answer: "How can you utilize technology and innovation to make your chosen field more environmentally sustainable?"
Encourage out-of-the-box thinking!

3.A.2.3. TECHNOLOGY INTEGRATION:

Students can use online resources and presentation software to develop their ideas.

3.A.3. Wrap-up & Action Planning

30 MINUTES

3.A.3.1. PRESENTATIONS:

Each group/individual presents their innovation idea.

3.A.3.2. CLASS DISCUSSION:

Facilitate a discussion about the potential impact of these solutions and the challenges of implementation.

3.A.3.3. ACTION PLANNING:

Ask students to create a personal action plan outlining how they will integrate environmental considerations into their future careers. This could involve specific practices, advocating for change, or pursuing further education in sustainable technologies.

Assessment:

- Participation in class discussions
- Group presentations and individual innovation ideas
- Action plans

Differentiation:

- Provide additional support for students who struggle with online research.
- Offer alternative presentation formats (e.g., posters, videos) for students who prefer non-traditional methods.

Extension Activities:

- Invite a guest speaker who works in sustainability within the relevant industry.
- Organize a field trip to a local business implementing innovative environmental practices.

Technology Resources:

Virtual Field Trips:

- National Renewable Energy Laboratory (NREL): <https://www.nrel.gov/about/visiting-nrel.html>
- World Wildlife Fund (WWF): <https://www.worldwildlife.org/videos/virtual-field-trip-to-the-northern-great-plains>

Collaborative Online Platforms:

- Google Docs: <https://www.google.com/docs/about/>
- Miro: <https://miro.com/>

Conclusion:

This lesson plan utilizes technology and encourages innovation to engage VET students in environmental CSR. By integrating their chosen fields with sustainable solutions, students can develop a strong foundation for responsible practices in their future careers.

3. B. ENVIRONMENTAL CSR IN VET SCHOOLS - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **120 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Environmental CSR and its importance in businesses.
- Identify the impact of their chosen vocational field on the environment.
- Explore technological solutions and innovations for environmental sustainability.
- Develop strategies to integrate environmental practices into their future careers.

Materials:

- Projector and Screen (or Interactive Whiteboard)
- Whiteboard/Markers (or digital equivalent)
- Sticky notes or online collaboration tools
- Case Studies relevant to the students' vocational fields (can be found online or through CSR reports of relevant companies)
- Access to the internet for research and activity (optional: VR headsets for immersive experiences)

Technology Integration:

- Project platform
<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet/>
<https://csv4vet.eu/wp/course-overview/>
<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet-2/>
- Online polls and quizzes (e.g., Mentimeter, Kahoot!)
- Virtual field trips to sustainable businesses or environmental projects (YouTube)
- Online research tools and databases on environmental technologies
- Collaborative platforms for students to share ideas and solutions (e.g., Google Docs)

LESSON ACTIVITIES:

3.B.0. Introduction

🕒 20 MINUTES

3.B.0.1. ICEBREAKER

Use an online poll to gauge students' understanding of CSR. Ask: "What does Corporate Social Responsibility mean to you?" Discuss briefly..

3.B.0.2. INTRODUCTION TO ENVIRONMENTAL CSR

Define Environmental CSR with a clear presentation. Highlight its importance for businesses (e.g., brand reputation, resource efficiency, customer loyalty).

3.B.0.3. RELEVANCE TO THEIR FIELD

Facilitate a discussion on the environmental impact of their chosen vocational field. Ask: "In what ways does your chosen career path interact with the environment?"

3.B.1. Activity 1: Environmental Impact Analysis

🕒 40 MINUTES

3.B.1.1. DIVIDE STUDENTS INTO GROUPS:

Group students based on their vocational fields.

3.B.1.2. CASE STUDY ANALYSIS:

Provide each group with a case study of a company in their field that demonstrates good or bad environmental practices.

3.B.1.3. TECHNOLOGY INTEGRATION:

Students can use online research tools to gather information about the company's environmental performance.

3.B.1.4. GROUP DISCUSSION AND PRESENTATION:

Each group analyses the case study, identifying the environmental impacts and suggesting improvements through CSR practices. Encourage the use of sticky notes or online collaboration tools to brainstorm ideas.

3.B.1.5. PRESENTATIONS:

Each group presents their findings to the class, highlighting key environmental concerns and proposed solutions.

3.B.2. Activity 2: Tech for Sustainability

 40 MINUTES

3.B.2.1. TECHNOLOGY SHOWCASE:

Use a presentation or online resources to showcase innovative technologies that promote environmental sustainability within relevant industries.

3.B.2.2. VR OPTION:

If VR headsets are available, students can explore virtual tours of sustainable facilities or environmental challenges.

3.B.2.3. INNOVATION CHALLENGE

Challenge students to come up with their own innovative solutions for reducing the environmental impact of their chosen field. Encourage them to think creatively and consider the use of technology.

3.B.3. Wrap-up and Reflection

 20 MINUTES

3.B.3.1. CLASS DISCUSSION:

Discuss the key takeaways from the lesson. Encourage students to reflect on how they can integrate environmental practices into their future careers.

3.B.3.2. ACTION PLANNING:

Have students brainstorm individual action steps they can take to be more environmentally conscious in their professional lives.

3.B.3.3. EXIT TICKET:

Use an online poll or short writing prompt to assess student understanding and gauge their interest in environmental CSR.

Assessment:

- Participation in class discussions and activities
- Case study analysis and presentation
- Innovation challenge participation
- Reflection on action steps for environmental integration

Differentiation:

- Provide additional support or resources to students who need help with research or presentation skills.
- Offer alternative assignments for students who are not comfortable with technology.
- Tailor the case studies and technology examples to the specific vocational fields represented in the class.

References:

- World Business Council for Sustainable Development: <https://www.wbcsd.org/>
- The Global Reporting Initiative (GRI): <https://www.globalreporting.org/>
- UN Environment Programme - Finance Initiative: <https://www.unepfi.org/>
- <https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet/>

Note: This lesson plan serves as a framework and can be adapted to fit the specific needs of your students and the curriculum of your VET school.

3.C. ENVIRONMENTAL CSR IN VET SCHOOLS - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its environmental dimension.
- Identify the benefits of implementing environmental CSR practices.
- Explore technological advancements that can contribute to environmental sustainability.
- Analyse case studies of companies integrating environmental CSR in their operations.
- Develop innovative solutions to environmental challenges within their chosen VET field.

Materials:

- <https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet/>
- Case studies on companies with strong environmental CSR practices (relevant to student's VET field)
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for case studies and research.
- Use presentation software to display key points and visuals.
- Consider online collaboration tools for group activities.
- Explore virtual field trips to companies with innovative environmental practices (e.g., through company websites or documentaries).

LESSON ACTIVITIES:

3.C.0. Introduction

15 MINUTES

3.C.0.1. BRAINSTORMING:

Ask students, “What does Corporate Social Responsibility (CSR) mean?” Briefly discuss the concept and its core principles.

3.C.0.2. INTRODUCTION TO ENVIRONMENTAL CSR:

Define environmental CSR as a company’s commitment to minimizing its negative environmental impact and contributing to sustainability.

3.C.0.3. BENEFITS DISCUSSION:

Discuss the benefits of environmental CSR for businesses (e.g., cost savings, brand reputation, employee morale).

3.C.1. Activity 1: Technology & Innovation for Sustainability

30 MINUTES

3.C.1.1. TECHNOLOGY SHOWCASE:

Briefly present a few examples of technological advancements that contribute to environmental sustainability (e.g., renewable energy sources, smart grids, precision agriculture). Utilize visuals and online resources.

3.C.1.2. GROUP DISCUSSION:

Divide students into groups and assign each group a specific type of technology. Students research the technology’s benefits for environmental sustainability and its potential applications within their chosen VET field.

3.C.1.3. GROUP PRESENTATIONS:

Each group presents their findings to the class, highlighting how the technology can contribute to environmental responsibility in their field.

3.C.2. Activity 2: Case Study Analysis

30 MINUTES

3.C.2.1. CASE STUDY INTRODUCTION:

Briefly introduce the concept of case studies and their value in learning from real-world examples.

3.C.2.2. DISTRIBUTE CASE STUDIES:

Provide students with case studies of companies within their VET field known for their strong environmental CSR practices. Ensure the case studies showcase innovative approaches.

3.C.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on how the company utilizes technology and innovation to achieve environmental sustainability. Encourage them to identify specific practices that can be adapted to their VET field.

3.C.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

3.C.3. Wrap-up & Assessment

15 MINUTES

3.C.3.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of environmental CSR, role of technology and innovation).

3.C.3.2. CHALLENGE ACTIVITY:

Ask students to develop a creative and innovative solution to an environmental challenge within their VET field. Encourage them to incorporate the technologies or practices discussed in the lesson. This can be done individually or in small groups. (Optional: Students can use online collaboration tools to brainstorm and develop their solutions).

3.C.3.3. ASSESSMENT:

Collect the students' solutions and assess their understanding of the topic by evaluating the creativity, practicality, and incorporation of technology in their proposed solutions.

Differentiation:

- Provide additional support for struggling students by offering them a list of resources or guiding them towards relevant case studies.
- Challenge advanced students to research and present on emerging technologies related to environmental sustainability in their VET field.


References:


- Investopedia: Examples of Corporate Social Responsibility Environmental
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- <https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet/>
- Project platform
<https://csv4vet.eu/wp/course-overview/>
<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-vet-2/>

Note: This lesson plan is a framework and can be adapted to fit the specific needs of your students and the duration of your class. Feel free to modify the activities and resources to best suit your teaching style and the VET program.

4. Lesson Plans: Environmental Issues in Business

4.A. ENVIRONMENTAL ISSUES IN BUSINESS - LESSON PLAN A

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Identify key environmental challenges faced by businesses today.
- Analyze the impact of business practices on the environment.
- Explore technological advancements that can help businesses minimize their environmental footprint.
- Evaluate case studies of businesses implementing sustainable practices.
- Develop innovative solutions to environmental problems relevant to their chosen VET field.

Materials:

- Case studies on businesses with innovative environmental practices (relevant to student's VET field)
<https://sbc.org.nz/>
- Short video clips showcasing environmental issues caused by businesses (optional) (Use with caution and ensure age-appropriateness)
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Online brainstorming tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for research on environmental issues and case studies.
Project platform
<https://csv4vet.eu/wp/course-overview/>
- Use presentation software to display key points and visuals.
- Employ online brainstorming tools for collaborative identification of environmental challenges.
- Explore virtual tours of companies with leading sustainable practices (e.g., through company websites or documentaries).
- Utilize online design tools to prototype or visualize student-developed solutions.

LESSON ACTIVITIES:

4.A.0. Introduction

15 MINUTES

4.A.0.1. BRAINSTORMING:

Ask students, “What are some environmental issues facing the world today?” List their responses on the board or utilize an online brainstorming tool.

4.A.0.2. CONNECTING BUSINESS & ENVIRONMENT:

Discuss how business activities can contribute to environmental problems (e.g., pollution, resource depletion, waste generation).

4.A.0.3. BENEFITS OF SUSTAINABILITY:

Briefly highlight the benefits of sustainable business practices (e.g., cost savings, improved brand image, regulatory compliance).

4.A.1. Activity 1: Environmental Impact Assessment:

20 MINUTES

4.A.1.1. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group identifies specific environmental challenges that businesses within their field might contribute to.

4.A.1.2. IMPACT ANALYSIS:

Encourage students to analyze the specific ways these businesses impact the environment (e.g., energy consumption, waste generation in a manufacturing setting).

4.A.1.3. CLASS SHARING:

Each group shares their findings with the class, creating a comprehensive picture of environmental challenges across different VET fields.

4.A.2. Technology for Environmental Solutions

🕒 30 MINUTES

4.A.2.1. TECHNOLOGY SHOWCASE:

Briefly present a few examples of technological advancements that can help businesses minimize their environmental footprint (e.g., renewable energy sources, energy-efficient technologies, waste reduction technologies).

4.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field known for their innovative environmental practices.

4.A.2.3. INDIVIDUAL ANALYSIS:

Students analyze the case studies, focusing on the specific technologies or practices used by the company to address environmental challenges.

4.A.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

4.A.3. Activity 3: Innovation for Sustainability

🕒 25 MINUTES

4.A.3.1. CHALLENGE ACTIVITY:

Ask students to develop a creative and innovative solution, utilizing technology if applicable, to address a specific environmental challenge within their chosen VET field. Encourage them to consider the solutions presented in the case studies.

4.A.3.2. SOLUTION PRESENTATIONS:

Students can present their ideas using online design tools if available, or through hand-drawn sketches or verbal explanations.

4.A.4. Wrap-up & Assessment

 10 MINUTES

4.A.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (environmental impact of businesses, role of technology in sustainability).

4.A.4.2. REFLECTION:

Ask students to reflect on how businesses in their chosen field can contribute to a more sustainable future.

4.A.4.3. ASSESSMENT:

Consider ongoing assessment based on class participation, the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:

- Provide additional support for struggling students by offering them a list of resources or guiding them towards relevant case studies.
- Challenge advanced students to research and present on emerging technologies with the potential to revolutionize sustainability practices within their VET field.

4. B. ENVIRONMENTAL ISSUES IN BUSINESS - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Identify key environmental challenges faced by businesses.
- Analyse the impact of business operations on the environment.
- Explore technological advancements that can contribute to environmental sustainability.
- Evaluate case studies of businesses implementing innovative solutions to environmental issues.
- Develop a plan for incorporating sustainable practices within their chosen VET field.

Materials:

- Case studies on businesses with innovative environmental solutions (relevant to student's VET field)
<https://www.forbes.com/>
- Short video clips showcasing environmental damage caused by businesses (optional) (Use with caution and ensure age-appropriateness)
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online brainstorming tools (e.g., MURAL, Padlet) (optional)

Technology Integration:

- Utilize online resources for research on environmental issues and innovative solutions. Project platform
<https://csv4vet.eu/wp/course-overview/>
<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-business/>
- Use presentation software or online brainstorming tools to capture student ideas.
- Explore virtual tours of companies with leading sustainable practices (e.g., through company websites or documentaries).
- Encourage students to utilize online research tools to analyse case studies.

LESSON ACTIVITIES:

4.B.0. Introduction

15 MINUTES

4.B.0.1. BRAINSTORMING:

Ask students, “What are some environmental issues facing the world today?” List their responses on the board or utilize an online brainstorming tool.

4.B.0.2. CONNECTING BUSINESS & ENVIRONMENT

Explain how business operations can contribute to environmental issues (e.g., resource consumption, pollution, waste generation).

4.B.0.3. REGULATION & CONSUMER PRESSURE:

Briefly discuss the role of environmental regulations and consumer pressure in driving businesses towards sustainability.

4.B.1. Activity 1: Environmental Impact Assessment

20 MINUTES

4.B.1.1. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group identifies specific environmental challenges that businesses within their field might contribute to.

4.B.1.2. LIFE CYCLE ANALYSIS (OPTIONAL):

Introduce the concept of Life Cycle Analysis (LCA) as a tool for assessing the environmental impact of products or services. You can use a simplified version or provide online resources for further exploration.

4.B.1.3. CLASS SHARING:

Each group shares their findings with the class, creating a comprehensive list of environmental concerns related to different VET fields.

4.B.2. Activity 2: Technology for a Sustainable Future

30 MINUTES

4.B.2.1. TECHNOLOGY SHOWCASE:

Briefly present a few examples of technological advancements that can help businesses minimize their environmental impact (e.g., renewable energy sources, energy efficiency solutions, circular economy practices). Utilize visuals and online resources.

4.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of businesses within their VET field known for implementing innovative solutions to environmental challenges.

4.B.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on the specific technological tools or innovative practices used by the company to achieve environmental sustainability.

4.B.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

4.B.3. Activity 3: Sustainable Solutions in Your Field

25 MINUTES

4.B.3.1. CHALLENGE ACTIVITY:

Ask students to develop a plan for incorporating a sustainable practice within their chosen VET field. Encourage them to consider the technologies or solutions presented in the case studies and brainstorm how they could be adapted to their specific industry.

4.B.3.2. PLAN PRESENTATIONS:

Students present their plans to the class, highlighting the chosen sustainable practice, its potential benefits, and any technological considerations.

4.B.4. Wrap-up & Assessment

 10 MINUTES

4.B.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of environmental sustainability in business, role of technology and innovation).

4.B.4.2. REFLECTION:

Ask students to reflect on how their understanding of environmental issues and business practices has been impacted by the lesson.

4.B.4.3. ASSESSMENT:

Consider ongoing assessment based on class participation, the creativity and practicality of the proposed sustainable practices in Activity 3, and the incorporation of technology in their plans.


Differentiation:


- Provide additional support for struggling students by offering them a list of resources or guiding them towards relevant case studies with clear applications to their VET field.
- Challenge advanced students to research and present on emerging technologies with the potential to significantly reduce environmental impact within their chosen field.

References:

- Forbes: Corporate Social Responsibility
<https://www.forbes.com/>
- <https://csv4vet.eu/wp/courses/csv/environmental-issues-in-business/>

4. C. ENVIRONMENTAL ISSUES IN BUSINESS - LESSON PLAN C

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Identify key environmental issues impacting businesses.
- Analyse the business case for environmental sustainability.
- Explore technological advancements that can mitigate environmental impact.
- Evaluate case studies of businesses implementing sustainable practices.
- Develop innovative solutions to environmental challenges within their chosen VET field.

Materials:

- Online resources on environmental issues e.g.:
<https://www.epa.gov/>
- Case studies on businesses implementing sustainable practices (relevant to student's VET field)
<https://hbsp.harvard.edu/cases/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)

Technology Integration:

- Utilize online resources for research on environmental issues and case studies.
<https://csv4vet.eu/wp/courses/csv/environmental-issues-in-business/>
- Use presentation software to display key points, statistics, and visuals.
- Explore interactive simulations or virtual reality experiences related to environmental challenges (e.g., climate change impacts).
- Encourage students to utilize online collaboration tools (e.g., Padlet, MURAL) for group activities.

LESSON ACTIVITIES:

4.C.0. Introduction

 15 MINUTES

4.C.0.1. BRAINSTORMING:

Ask students, “What are some environmental issues facing the world today?” Briefly discuss their responses and acknowledge the impact on businesses.

4.C.0.2. INTRODUCTION & IMPACT:

Define environmental issues in business and highlight the potential consequences of environmental degradation (e.g., resource scarcity, increased regulations, consumer pressure).

4.C.1. Activity 1: The Business Case for Sustainability

 20 MINUTES

4.C.1.1. COST & BENEFIT ANALYSIS:

Present a brief overview of the financial benefits and cost savings associated with implementing sustainable practices (e.g., energy efficiency, waste reduction).

4.C.1.2. ONLINE RESEARCH:

Students use laptops/tablets to research specific environmental issues relevant to their chosen VET field. They then identify the potential financial and reputational risks associated with those issues for businesses in their field.

4.C.1.3. GROUP DISCUSSION:

Divide students into groups and encourage them to share their research findings. Discuss how these environmental issues can impact businesses financially and affect their brand reputation.

4.C.2. Activity 2: Technology for Environmental Solutions

🕒 30 MINUTES

4.C.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that can help businesses mitigate their environmental impact (e.g., renewable energy sources, smart grids, precision agriculture). Utilize visuals and online resources.

4.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field recognized for their innovative approaches to environmental sustainability.

4.C.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on the specific technologies or practices the company utilizes to reduce its environmental footprint. Encourage them to consider the applicability of these solutions to their chosen field.

4.C.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to analyse the effectiveness of the implemented solutions and discuss potential challenges.

4.C.3. Activity 3: Innovation Challenge

🕒 25 MINUTES

4.C.3.1. CHALLENGE:

Ask students to develop a creative and innovative solution, utilizing technology if applicable, to address a specific environmental challenge within their chosen VET field. Encourage them to consider the solutions presented in the case studies.

4.C.3.2. SOLUTION PRESENTATIONS:

Provide each student or group with a short time to showcase their proposed solution to the class.

4.C.4. Wrap-up & Assessment

10 MINUTES

4.C.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (environmental issues, business case for sustainability, role of technology and innovation).

4.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected environmental issues relevant to their VET field for research in Activity 1.
- Challenge advanced students to research and present on emerging technologies that have the potential to revolutionize environmental sustainability in their chosen field.

References:

- United States Environmental Protection Agency (EPA):
<https://www.epa.gov/>
- Harvard Business School Case Studies: Business Sustainability
<https://hbsp.harvard.edu/cases/>
- <https://csv4vet.eu/wp/courses/csv/environmental-issues-in-business/>

5. Lesson Plans: Living Sustainability

5.A. LIVING SUSTAINABILITY - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define the concept of living sustainably and its importance.
- Identify personal environmental footprint and explore ways to reduce it.
- Explore technological advancements that can support sustainable lifestyles.
- Analyse the impact of individual choices on the environment and society.
- Develop a personalized action plan for sustainable living.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online footprint calculators e.g.:
<https://www.footprintcalculator.org/>
- Sustainable living resources (e.g., websites, apps)
- Craft materials (optional)

Technology Integration:

- Utilize online footprint calculators, sustainable living resources, and presentation software.
- Encourage students to participate in online discussions or forums related to sustainable living.
- Explore virtual tours of sustainable communities or eco-friendly homes.
- Consider using online collaborative tools (e.g., Padlet, MURAL) to brainstorm ideas for sustainable action plans.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/living-sustainability/>

LESSON ACTIVITIES:

5.A.0. Introduction

15 MINUTES

5.A.0.1. BRAINSTORMING:

Ask students, “What does ‘living sustainably’ mean to you?” List their responses on the board.

5.A.0.2. DEFINING SUSTAINABILITY:

Define living sustainably as meeting our present needs without compromising the ability of future generations to meet theirs.

5.A.0.3. BENEFITS DISCUSSION:

Discuss the benefits of living sustainably on a personal level (e.g., healthier lifestyle, cost savings) and on a global level (e.g., environmental protection, resource conservation).

5.A.1. Activity 1: Measuring Our Impact

20 MINUTES

5.A.1.1. FOOTPRINT CHALLENGE:

Introduce online footprint calculators. Students use them to calculate their individual carbon footprint and explore the impact of daily choices.

5.A.1.2. ANALYSIS & DISCUSSION:

Facilitate a discussion on the factors that contribute to students’ footprints. Encourage them to reflect on areas for improvement.

5.A.2. Tech for Sustainable Living

🕒 30 MINUTES

5.A.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that can help people live more sustainably (e.g., smart home devices managing energy use, apps for finding local, sustainable products). Utilize visuals and online resources.

5.A.2.2. RESOURCE EXPLORATION:

Students research and explore online resources dedicated to sustainable living (e.g., websites, apps) focusing on areas relevant to their lifestyle (e.g., transportation, food choices, waste reduction). Use the project platform

<https://csv4vet.eu/wp/courses/csv/living-sustainability/>

5.A.2.3. GROUP PRESENTATIONS (OPTIONAL):

If time allows, have student groups share their findings and discuss the most interesting sustainable living resources they discovered.

5.A.3. Activity 3: Action Plan Development

🕒 25 MINUTES

5.A.3.1. ACTION PLAN BRAINSTORMING:

Encourage students to brainstorm individual action steps they can take to live more sustainably. Consider utilizing online collaborative tools for this activity.

5.A.3.2. ACTION PLAN CREATION:

Students create a personalized action plan with specific actions and target timelines for reducing their environmental footprint.

5.A.3.3. CRAFT ACTIVITY (OPTIONAL):

Students can create a visual representation of their action plan using recycled materials or craft supplies.

5.A.4. Wrap-up & Assessment

10 MINUTES

5.A.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of sustainable living, role of technology, personal action plans).

5.A.4.2. ACTION PLAN SHARING (OPTIONAL):

Students can share their action plans with the class for peer feedback and motivation.

5.A.4.3. ASSESSMENT:

Collect students' action plans and assess their understanding of the topic by evaluating the comprehensiveness, specificity, and feasibility of their proposed actions.

Differentiation:

- Provide struggling students with pre-selected online resources for research in Activity 2.
- Challenge advanced students to research and present on a specific social enterprise or business model promoting sustainable living.

References:

- Footprint Calculator: <https://www.footprintcalculator.org/>
- Project platform <https://csv4vet.eu/wp/courses/csv/living-sustainability/>

Note: This lesson plan is a framework and can be adapted to fit the specific needs of your students and the duration of your class.

5. B. LIVING SUSTAINABILITY - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define the concept of living sustainably.
- Analyse the environmental impact of daily life choices.
- Explore technological advancements that can support sustainable living.
- Identify opportunities to integrate sustainability into their chosen VET field.
- Develop personal action plans to live more sustainably.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online footprint calculator e.g.:
<https://www.footprintcalculator.org/>
- Sustainable product examples (optional)

Technology Integration:

- Utilize online resources for information on sustainable living and technology. Use the project platform
<https://csv4vet.eu/wp/courses/csv/living-sustainability/>
- Use presentation software to display key points, statistics, and visuals.
- Encourage students to utilize the online footprint calculator to assess their environmental impact.
- Explore online resources showcasing innovative sustainable living practices (e.g., smart home technology, sustainable food production).

LESSON ACTIVITIES:

5.B.0. Introduction

 15 MINUTES

5.B.0.1. BRAINSTORMING:

Ask students, “What does it mean to live sustainably?” Capture their responses on the board.

5.B.0.2. DEFINING SUSTAINABILITY:

Define living sustainably as making choices that minimize our negative environmental impact and ensure the well-being of future generations.

5.B.0.3. REGULATION & CONSUMER PRESSURE:

Briefly discuss the role of environmental regulations and consumer pressure in driving businesses towards sustainability.

5.B.1. Activity 1: Your Environmental Footprint

 20 MINUTES

5.B.1.1. ONLINE FOOTPRINT CALCULATOR:

Briefly introduce the concept of an ecological footprint and its impact on the environment.

5.B.1.2. INDIVIDUAL ASSESSMENT:

Students access the online footprint calculator and follow the instructions to assess their individual ecological footprint.

5.B.1.3. REFLECTION & DISCUSSION:

Facilitate a class discussion where students share their results and reflect on the factors contributing to their footprint. Encourage them to identify areas for improvement.

5.B.2. Activity 2: Technology for Sustainable Living

🕒 30 MINUTES

5.B.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that can help people live more sustainably (e.g., smart appliances, energy-efficient lighting, sustainable transportation options). Utilize visuals and online resources.

5.B.2.2. RESEARCH & PRESENTATION:

Divide students into groups. Each group researches a specific technology related to sustainable living and its benefits for the environment.

5.B.2.3. GROUP PRESENTATIONS:

Each group presents their findings to the class, highlighting how the technology promotes sustainability and its potential application in students' daily lives.

5.B.3. Activity 3: Integrating Sustainability in Your Field

🕒 20 MINUTES

5.B.3.1. VET FIELD ANALYSIS:

Ask students to consider how sustainability can be integrated into their chosen VET field. Encourage them to think beyond personal living habits and explore opportunities within their future professions.

5.B.3.2. BRAINSTORMING:

Divide students into groups and encourage them to brainstorm specific ways to promote sustainable practices within their VET fields. Examples might include using recycled materials in construction (carpentry), offering eco-friendly cleaning services (cleaning), or designing energy-efficient buildings (architecture).

5.B.3.3. CLASS DISCUSSION:

Facilitate a class discussion where students share their ideas. Encourage them to consider the challenges and potential benefits of integrating sustainability into their chosen fields.

5.B.4. Activity 4: My Sustainable Action Plan

🕒 15 MINUTES

5.B.4.1. ACTION PLAN DEVELOPMENT:

Ask students to develop a personal action plan outlining specific practices they can implement to live more sustainably. This can include changes in their daily routines, consumption habits, or technology choices.

5.B.4.2. SHARING & REFLECTION:

Encourage students to share their action plans with a partner or in small groups. This fosters accountability and allows for peer feedback.

5.B.5. Wrap-up & Assessment

🕒 10 MINUTES

5.B.5.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of living sustainably, role of technology and innovation, integrating sustainability into your field).

5.B.5.2. ASSESSMENT:

Collect the students' action plans and assess their understanding by evaluating the thoughtfulness, variety, and practical application of the proposed actions

Differentiation:

- Provide additional support for struggling students by offering them a list of pre-selected sustainable practices to consider for their action plans.
- Challenge advanced students to research and present on emerging innovations that have the potential to revolutionize sustainable living in the future.

References:

- Footprint Calculator: <https://www.footprintcalculator.org/>
- Project platform <https://csv4vet.eu/wp/courses/csv/living-sustainability/>

5.C. LIVING SUSTAINABILITY - LESSON PLAN C

👤 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define sustainability and its core principles in everyday life.
- Analyze personal consumption habits and their environmental impact.
- Explore technological advancements that promote sustainable living.
- Identify innovative solutions and lifestyle changes for a more sustainable future.
- Develop a personalized sustainability action plan.

Materials:

- Online carbon footprint calculator e.g.:
<https://philanthropynewsdigest.org/features/on-the-web/nature-conservancy-carbon-footprint-calculator>
- Sustainability resources and case studies e.g.:
<https://www.theworldcounts.com/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Collaborative online platforms (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching sustainability and case studies.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/living-sustainability/>
- Use presentation software to display key points, visuals, and statistics.
- Facilitate online carbon footprint calculations.
- Employ collaborative online platforms for brainstorming and activity participation.
- Explore virtual tours of sustainable communities or eco-friendly homes.

LESSON ACTIVITIES:

5.C.0. Introduction

15 MINUTES

5.C.0.1. BRAINSTORMING:

Ask students, “What does ‘living sustainably’ mean to you?” Collect and discuss their responses, highlighting the concept of meeting present needs without compromising future generations’ ability to do the same.

5.C.0.2. CORE PRINCIPLES:

Introduce the key principles of sustainability (environmental, social, economic) and their interconnectedness. Briefly discuss how individual choices can impact all three aspects.

5.C.1. Activity 1: Personal Sustainability Audit

20 MINUTES

5.C.1.1. CARBON FOOTPRINT CALCULATION:

Introduce the concept of a carbon footprint and its connection to climate change.

5.C.1.2. ONLINE CALCULATOR:

Guide students to utilize online carbon footprint calculators to estimate their personal environmental impact based on their lifestyle choices.

5.C.1.3. REFLECTION:

Students reflect on their calculated footprint and identify areas for potential improvement.

5.C.2. Activity 2: Technology for a Sustainable Future

 30 MINUTES

5.C.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that promote sustainable living (e.g., smart home devices for energy efficiency, electric vehicles, sustainable fashion innovations).

5.C.2.2. RESOURCE EXPLORATION:

Students use laptops/tablets to research technological solutions for sustainable living within their chosen VET field.

5.C.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group shares their research findings and discusses how technology can be used within their field to promote sustainable practices.

5.C.3. Activity 3: Innovation & Action Planning

 25 MINUTES

5.C.3.1. CASE STUDIES:

Briefly present case studies of individuals or families who have embraced sustainable living or communities promoting sustainability. Ensure some case studies align with student VET fields.

5.C.3.2. INNOVATION BRAINSTORMING:

Encourage students to brainstorm innovative solutions or lifestyle changes they can implement to live more sustainably, considering the technological advancements and case studies explored.

5.C.3.3. ACTION PLAN DEVELOPMENT:

Students use collaborative online platforms or individual worksheets to develop a personalized sustainability action plan with specific goals and strategies to reduce their environmental impact.

5.C.4. Wrap-up & Assessment

🕒 10 MINUTES

5.C.4.1. STUDENT SHARING:

Invite students to share one action from their sustainability action plan with the class.

5.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, carbon footprint calculations (Activity 1), research findings (Activity 2), and the creativity and practicality of the personalized sustainability action plans (Activity 3).

Differentiation:

- Provide additional support for struggling students by offering pre-selected case studies relevant to their chosen VET field for analysis in Activity 3.
- Challenge advanced students to research and present on emerging trends in sustainable living or the technological advancements with the most significant potential to revolutionize sustainability.

References:

- The World Counts:
<https://www.theworldcounts.com/>
- Nature Conservancy: Carbon Footprint Calculator
<https://philanthropynewsdigest.org/features/on-the-web/nature-conservancy-carbon-footprint-calculator>
- Project platform
<https://csv4vet.eu/wp/courses/csv/living-sustainability/>

6. Lesson Plans: Rights-based CSR and Equality

6.A. RIGHTS-BASED CSR AND EQUALITY - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Rights-based CSR and its connection to equality.
- Identify international human rights principles relevant to the workplace.
- Explore how technology can promote equality and diversity in the workplace.
- Analyse case studies of companies integrating rights-based CSR practices.
- Develop strategies to advocate for fair and equitable treatment within their chosen VET field.

Materials:

- Case studies on companies with strong rights-based CSR practices (relevant to student's VET field)
<https://www.globalreporting.org/>
- Access to online human rights resources e.g.: The UN Office of the High Commissioner for Human Rights
https://www.ohchr.org/en/ohchr_homepage
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for case studies, research, and exploring human rights principles. Use the project online platform
<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>
- Use presentation software to display key points, statistics, and visuals.
- Consider online collaboration tools for group activities.
- Explore virtual tours of companies promoting workplace equality through technology (e.g., diversity training programs, accessible work environments).

LESSON ACTIVITIES:

6.A.0. Introduction

15 MINUTES

6.A.0.1. BRAINSTORMING:

Ask students, “What does equality in the workplace mean?” Briefly discuss the concept and its importance for a healthy work environment.

6.A.0.2. INTRODUCTION TO RIGHTS-BASED CSR:

Define Rights-based CSR as a company’s commitment to respect human rights throughout its operations and supply chain. Discuss the connection between equality and human rights.

6.A.0.3. INTERACTIVE ACTIVITY:

Use an online tool like Padlet to create a collaborative word cloud where students contribute keywords related to human rights in the workplace (e.g., fair wages, non-discrimination, safe working conditions).

6.A.1. Activity 1: Technology for Equality & Diversity

25 MINUTES

6.A.1.1. TECH SHOWCASE:

Briefly present a few examples of how technology can be used to promote equality and diversity in the workplace (e.g., accessible recruitment platforms, unconscious bias training software, flexible work arrangements). Utilize visuals and online resources.

6.A.1.2. GROUP DISCUSSION:

Divide students into groups. Each group researches a specific technology promoting equality/diversity and analyses its impact on a chosen aspect of their VET field (e.g., recruitment process, training delivery, career advancement).

6.A.1.3. GROUP PRESENTATIONS:

Each group presents their findings to the class, highlighting how the technology can contribute to creating a more equitable workplace in their field.

6.A.2. Case Study Analysis & Advocacy

35 MINUTES

6.A.2.1. CASE STUDY INTRODUCTION:

Briefly introduce how case studies can showcase real-world examples of rights-based CSR practices.

6.A.2.2. DISTRIBUTE CASE STUDIES:

Provide students with case studies of companies within their VET field known for their strong rights-based CSR practices. Ensure the case studies showcase innovative approaches to promoting equality.

6.A.2.3. ANALYSIS & ADVOCACY PLANNING:

Students analyse the case studies, focusing on how the company uses technology and innovation to ensure fair and equal treatment for all employees. Encourage them to identify specific practices and policies that can be adapted to their VET field. Students then plan a short advocacy campaign (e.g., social media post, short video) raising awareness on the importance of rights-based CSR in their chosen field. They can utilize online tools to collaborate on their campaigns.

6.A.2.4. CAMPAIGN SHARING:

Students present their advocacy campaign ideas to the class, receiving feedback and suggestions for improvement..

6.A.3. Wrap-up & Assessment

10 MINUTES

6.A.3.1. RECAP:

Briefly summarize the key takeaways from the lesson (definition of rights-based CSR, role of technology in promoting equality).

6.A.3.2. REFLECTION ACTIVITY:

Ask students to reflect on their own role in promoting equality within their future workplaces. Encourage them to brainstorm ways they can advocate for fair treatment and uphold human rights principles.

6.A.3.3. ASSESSMENT:

Collect students' advocacy campaign plans or completed campaigns (if time allows) and assess their understanding of the topic by evaluating the integration of technology, clarity of message, and effectiveness in promoting equality within their chosen VET field.


Differentiation:

- Provide students with additional resources on specific human rights principles relevant to their VET field.
- Challenge advanced students to research international labor standards and their impact on workplace equality.

References:

- Global Reporting Initiative: <https://www.globalreporting.org/>
- The UN Office of the High Commissioner for Human Rights:
- Project platform: <https://csv4vet.eu/wp/courses/csv/rights-based-csr/>

6. B. RIGHTS-BASED CSR AND EQUALITY - LESSON PLAN B

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Rights-Based Corporate Social Responsibility (CSR) and its connection to equality.
- Identify key human rights principles relevant to their chosen VET field.
- Explore how technology and innovation can promote equality in workplaces.
- Analyse case studies of companies integrating rights-based CSR practices.
- Develop innovative solutions to address equality challenges within their VET field.

Materials:

- Case studies on companies with strong rights-based CSR practices (relevant to student's VET field)
<https://unglobalcompact.org/what-is-gc/our-work/social/human-rights>
- Resources on international human rights standards
https://www.ohchr.org/en/ohchr_homepage
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for case studies, research, and international human rights standards. Use the project online platform
<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>
- Use presentation software to display key points and visuals.
- Consider online collaboration tools for group activities.
- Explore virtual tours of companies with innovative practices promoting workplace equality (e.g., through company websites or documentaries).

LESSON ACTIVITIES:

6.B.0. Introduction

🕒 15 MINUTES

6.B.0.1. BRAINSTORMING:

Ask students, “What does equality mean in the workplace?” Discuss different aspects of equality (e.g., gender equality, equal pay for equal work, disability inclusion).

6.B.0.2. INTRODUCTION TO RIGHTS-BASED CSR:

Define rights-based CSR as a business approach that respects human rights throughout its operations and supply chains. Briefly discuss the connection between CSR and achieving workplace equality.

6.B.1. Activity 1: Human Rights & VET Fields

🕒 20 MINUTES

6.B.1.1. INTRODUCING HUMAN RIGHTS STANDARDS:

Briefly introduce key international human rights principles relevant to the workplace (e.g., non-discrimination, fair treatment, freedom of association). Utilize online resources from the Office of the High Commissioner for Human Rights https://www.ohchr.org/en/ohchr_homepage.

6.B.1.2. GROUP DISCUSSION:

Divide students into groups and assign each group a specific human right principle. Students research the principle and discuss its specific application within their chosen VET field. Encourage them to identify potential equality challenges related to that principle.

6.B.1.3. GROUP PRESENTATIONS:

Each group presents their findings to the class, highlighting the chosen human right principle and its relevance to equality in their VET field.

6.B.2. Activity 2: Tech & Innovation for Equality

🕒 30 MINUTES

6.B.2.1. TECHNOLOGY SHOWCASE:

Briefly showcase examples of how technology and innovation can promote equality in the workplace (e.g., accessible technology tools, diversity recruitment platforms, unconscious bias training software). Utilize visuals and online resources.

6.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field recognized for their rights-based CSR practices and focus on innovative approaches to promoting equality.

6.B.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on how the companies leverage technology and innovation to address specific equality challenges in their field.

6.B.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

6.B.3. Wrap-up & Assessment

🕒 25 MINUTES

6.B.3.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of rights-based CSR, role of technology and innovation in promoting workplace equality).

6.B.3.2. CHALLENGE ACTIVITY:

Ask students to develop a creative and innovative solution to address an equality challenge within their chosen VET field. Encourage them to incorporate technologies or practices discussed in the lesson. This can be done individually or in small groups. (Optional: Students can use online collaboration tools to brainstorm and develop their solutions).

6.B.3.3. ASSESSMENT:

Collect the students' solutions and assess their understanding of the topic by evaluating the creativity, practicality, and incorporation of technology and human rights principles in their proposed solutions.

Differentiation:

- Provide struggling students with additional resources on specific human rights principles or offer them a list of relevant companies to explore for case study analysis.
- Challenge advanced students to research and present on emerging technologies that could significantly impact workplace equality in their chosen VET field.

References:

- The United Nations Global Compact: Business Respect for Human Rights
<https://unglobalcompact.org/what-is-gc/our-work/social/human-rights>
- The Office of the High Commissioner for Human Rights (OHCHR)
https://www.ohchr.org/en/ohchr_homepage
- Project online platform
<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>

6.C. RIGHTS-BASED CSR AND EQUALITY - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Rights-Based Corporate Social Responsibility (CSR) and its connection to equality.
- Analyze how businesses can promote human rights and equal opportunities through their CSR practices.
- Explore technological advancements that can support rights-based CSR and equality initiatives.
- Develop innovative solutions to address rights and equality concerns within a chosen VET field.

Materials:

- Case studies on companies with strong Rights-Based CSR practices (relevant to student's VET field)
<https://www.linkedin.com/pulse/b-corp-make-business-force-good-net-pos-n1yle>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access (optional)
- Presentation software (optional)
- Online survey platform (e.g., SurveyMonkey, Google Forms) (optional)
- Short video clips showcasing rights violations in the workplace (optional) (Use with caution and ensure age-appropriateness)

Technology Integration:

- Utilize online resources for research on Rights-Based CSR and case studies. Use the project online platform
<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>
- Use presentation software to display key points and visuals.
- Conduct online surveys to gauge student awareness of rights and equality issues in their chosen field.
- Explore virtual tours of companies with innovative rights-based CSR programs (e.g., through company websites or documentaries).

LESSON ACTIVITIES:

6.C.0. Introduction

15 MINUTES

6.C.0.1. BRAINSTORMING:

Ask students, “What are some basic human rights everyone deserves?” List their responses on the board.

6.C.0.2. INTRODUCTION TO RIGHTS-BASED CSR:

Define Rights-Based CSR as a business approach that integrates respect for human rights throughout its operations and supply chain. Emphasize the connection with equality.

6.C.0.3. BENEFITS DISCUSSION:

Discuss the benefits of Rights-Based CSR for businesses (e.g., increased employee satisfaction, reduced risk of labour violations, enhanced brand reputation)..

6.C.1. Activity 1: Assessing Rights & Equality in Your Field

20 MINUTES

6.C.1.1. ONLINE SURVEY (OPTIONAL):

If technology allows, conduct a quick online survey to gauge student awareness of rights and equality issues within their chosen VET field.

6.C.1.2. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group discusses potential rights violations or instances of inequality that might occur in their chosen field (e.g., unfair labour practices, gender pay gap, discrimination).

6.C.1.3. CLASS SHARING:

Each group shares their findings with the class, creating a comprehensive list of potential issues.

6.C.2. Activity 2: Technology & Innovation for Rights & Equality

30 MINUTES

6.C.2.1. TECHNOLOGY SHOWCASE:

Briefly present a few examples of how technology can be utilized to promote rights and equality in the workplace (e.g., anonymous reporting systems for harassment, AI-powered bias detection tools in recruitment).

6.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET field known for strong Rights-Based CSR practices. Ensure the case studies showcase innovative approaches to promoting rights and equality.

6.C.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on the technological tools or innovative solutions the company uses to address rights and equality concerns within their operations.

6.C.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

6.C.3. Activity 3: Developing Solutions

25 MINUTES

6.C.3.1. CHALLENGE ACTIVITY:

Ask students to develop a creative and innovative solution, utilizing technology if applicable, to address a specific rights or equality concern within their chosen VET field. Encourage them to consider the solutions presented in the case studies.

6.C.3.2. SOLUTION PITCHES:

Provide each student or group with a short time to pitch their solution to the class.

6.C.4. Wrap-up & Assessment

10 MINUTES

6.C.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of Rights-Based CSR for promoting equality, role of technology and innovation).

6.C.4.2. REFLECTION:

Ask students to reflect on how their understanding of rights and equality has been impacted by the lesson.

6.C.4.3. ASSESSMENT:

Consider ongoing assessment based on class participation, survey results (if applicable), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:


- Provide additional support for struggling students by offering them a list of resources or guiding them towards relevant case studies.
- Challenge advanced students to research and present on emerging technologies with potential to significantly improve rights and equality within their VET field.


References:

- B Lab: Business for Social Responsibility
<https://www.linkedin.com/pulse/b-corp-make-business-force-good-net-pos-n1yle>
- Project online platform
<https://csv4vet.eu/wp/courses/csv/rights-based-csr/>

7. Lesson Plans: Lesson Plans: Rights-based CSR and Equality

7.A. CSR & SUSTAINABLE FINANCE - LESSON PLAN A

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its connection to sustainable finance.
- Analyse the growing importance of sustainable finance for businesses.
- Explore how technology facilitates sustainable financial practices.
- Evaluate case studies of companies integrating CSR and sustainable finance.
- Develop innovative solutions for integrating sustainable finance within their chosen VET field.

Materials:

- Online resources on sustainable finance e.g.:
<https://www.gsi-alliance.org/>
- Case studies on companies with strong CSR and sustainable finance practices (relevant to student's VET field)
<https://www.investopedia.com/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, Miro) (optional)

Technology Integration:

- Utilize online resources for researching sustainable finance and case studies.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/reporting-sustainiability-esg-and-csrd/>
- Use presentation software to display key points, statistics, and visuals.
- Explore online platforms showcasing impact investments and sustainable financial products.
- Conduct online simulations or interactive activities related to sustainable financial decision-making.
- Encourage students to utilize collaboration tools for group activities and brainstorming sessions.

LESSON ACTIVITIES:

7.A.0. Introduction

🕒 15 MINUTES

7.A.0.1. BRAINSTORMING:

Ask students, “What does Corporate Social Responsibility (CSR) mean?” Briefly discuss the concept and its core principles.

7.A.0.2. INTRODUCTION TO SUSTAINABLE FINANCE:

Define sustainable finance as the consideration of environmental, social, and governance (ESG) factors alongside financial returns when making investment decisions.

7.A.0.3. RELEVANCE & BENEFITS:

Discuss the growing importance of sustainable finance for businesses (e.g., attracting investors, managing risk, enhancing brand reputation).

7.A.1. Activity 1: Technology & Sustainable Finance

🕒 25 MINUTES

7.A.1.1. TECHNOLOGY SHOWCASE:

Present a few examples of how technology facilitates sustainable financial practices (e.g., blockchain technology for transparent supply chains, AI-powered ESG assessment tools, fintech solutions for green energy projects).

7.A.1.2. ONLINE EXPLORATION:

Students use laptops/tablets to research and explore online platforms that showcase impact investments in various sectors or platforms that offer sustainable financial products. Use the project platform

<https://csv4vet.eu/wp/courses/csv/reporting-sustainability-esg-and-csrd/>

7.A.1.3. GROUP DISCUSSION:

Divide students into groups. Each group discusses the role of technology in facilitating sustainable finance within their chosen VET field. Encourage them to brainstorm potential applications of technology for promoting sustainable financial practices.

7.A.2. Activity 2: Case Study Analysis

🕒 30 MINUTES

7.A.2.1. CASE STUDY INTRODUCTION:

Briefly introduce the concept of case studies and their value in learning from real-world examples.

7.A.2.2. DISTRIBUTE CASE STUDIES:

Provide students with case studies of companies within their VET field known for integrating CSR and sustainable finance practices. Ensure the case studies showcase innovative approaches.

7.A.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on how the company utilizes technology and innovation to connect their CSR efforts with sustainable financing strategies.

7.A.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to analyse the effectiveness of the company's approach and identify potential challenges.

7.A.3. Activity 3: Innovation Challenge

🕒 20 MINUTES

7.A.3.1. CHALLENGE:

Ask students to develop a creative and innovative solution, utilizing technology if applicable, for integrating sustainable finance within their chosen VET field. Encourage them to consider the solutions showcased in the case studies and the technologies explored in Activity 1.

7.A.3.2. SOLUTION PITCHES:

Provide each student or group with a short time to present their proposed solution to the class.

7.A.4. Wrap-up & Assessment

10 MINUTES

7.A.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of CSR & sustainable finance, role of technology and innovation).

7.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, research findings (Activity 1), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected resources or prompts for research in Activity 1.
- Challenge advanced students to research and present on emerging technological trends that have the potential to revolutionize sustainable finance within their chosen VET field.

References:

- The Global Alliance for Sustainable Investment (GIASI): <https://www.gsi-alliance.org/>
- Investopedia: <https://www.investopedia.com/>
- Project platform <https://csv4vet.eu/wp/courses/csv/reporting-sustainability-esg-and-csrd/>

7. B. CSR & SUSTAINABLE FINANCE - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its connection to sustainable finance.
- Understand the principles of sustainable finance and its role in achieving environmental and social goals.
- Explore the role of technology and innovation in promoting sustainable finance practices.
- Analyze case studies of financial institutions implementing CSR and sustainable finance initiatives.
- Develop innovative solutions for integrating sustainable financial practices within their chosen VET field.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on sustainable finance e.g.:
<https://www.gsi-alliance.org/>
- Case studies on financial institutions with strong CSR and Sustainable Finance practices (relevant to student's VET field)
<https://www.unepfi.org/>

Technology Integration:

- Utilize online resources for research on sustainable finance and case studies.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/reporting-sustainiability-esg-and-csrd/>
- Use presentation software to display key points, statistics, and visuals.
- Explore interactive online tools or simulations related to sustainable finance (e.g., impact investing simulators).
- Encourage students to utilize online collaboration tools (e.g., Padlet, MURAL) for brainstorming and activity participation.

LESSON ACTIVITIES:

7.B.0. Introduction

 15 MINUTES

7.B.0.1. BRAINSTORMING:

Ask students, “What does Corporate Social Responsibility (CSR) mean?” Briefly discuss the concept and its core principles.

7.B.0.2. INTRODUCTION TO CSR & SUSTAINABLE FINANCE:

Define CSR and introduce the concept of Sustainable Finance as a financial approach that considers environmental, social, and governance (ESG) factors alongside traditional financial metrics.

7.B.1. Activity 1: Demystifying Sustainable Finance

 20 MINUTES

7.B.1.1. PRINCIPLES OF SUSTAINABLE FINANCE:

Explain the core principles of sustainable finance (e.g., impact investing, green bonds, exclusionary screening) and their potential benefits for businesses and society.

7.B.1.2. THE ROLE OF TECHNOLOGY:

Briefly discuss how technology can be used to facilitate sustainable finance practices (e.g., big data analytics for ESG risk assessments, blockchain technology for green bond issuance).

7.B.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific aspects of sustainable finance relevant to their chosen VET field. Encourage them to find examples of how financial institutions are integrating sustainable finance practices within that field.

7.B.2. Activity 2: Case Study Analysis

30 MINUTES

7.B.2.1. CASE STUDY INTRODUCTION:

Briefly introduce the concept of case studies and their value in learning from real-world examples.

7.B.2.2. CASE STUDY DISTRIBUTION:

Provide students with case studies of financial institutions known for their strong CSR and sustainable finance practices relevant to the students' VET fields.

7.B.2.3. GROUP ANALYSIS:

Divide students into groups and assign each group a case study. Each group analyses the case study, focusing on the specific sustainable finance practices implemented by the financial institution and the role of technology (if applicable).

7.B.2.4. CLASS DISCUSSION:

Facilitate a class discussion where students share their insights from the case studies. Encourage them to compare and contrast different approaches and identify best practices.

7.B.3. Activity 3: Innovation for Sustainability

25 MINUTES

7.B.3.1. CHALLENGE:

Ask students to develop a creative and innovative solution for integrating sustainable financial practices within their chosen VET field. Encourage them to consider the technologies and approaches discussed in the lesson.

7.B.3.2. SOLUTION PRESENTATIONS:

Provide each student or group with a short time to present their proposed solution to the class.

7.B.4. Wrap-up & Assessment

10 MINUTES

7.B.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of CSR and sustainable finance, role of technology and innovation).

7.B.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:

- Provide additional support for struggling students by offering them a list of pre-selected resources or guiding them towards relevant case studies.
- Challenge advanced students to research and present on emerging technological advancements that have the potential to significantly change the landscape of sustainable finance.

References:

- The Global Alliance for Sustainable Investment (GASI):
<https://www.gsi-alliance.org/>
- UNEP FI - Sustainable Finance Observatory:
<https://www.unepfi.org/>
- Project platform
<https://csv4vet.eu/wp/courses/csv/reporting-sustainability-esg-and-csrd/>

7.C. CSR & SUSTAINABLE FINANCE - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its connection to sustainable finance.
- Analyze how financial institutions incorporate sustainability principles into their practices.
- Explore technological advancements that facilitate sustainable finance solutions.
- Identify case studies of financial institutions leading in sustainable finance.
- Develop innovative solutions to integrate sustainable finance within their chosen VET field.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on sustainable finance e.g.:
<https://www.unepfi.org/training/training/sustainable-finance-training-programme/>
- Case studies on financial institutions with strong sustainable finance practices (relevant to student's VET field)
<https://gfmag.com/sustainable-finance/sustainable-finance-awards-2023-global-winners/>
- Online simulation tools related to sustainable finance (optional)
<https://esg.wharton.upenn.edu/centers-labs/impact-investing-research-lab/>

Technology Integration:

- Utilize online resources for researching sustainable finance and case studies.
<https://csv4vet.eu/wp/course-overview/>
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/reporting-sustainability-esg-and-csrd/>
- Use presentation software to display key points, visuals, and data on financial trends.
- Explore online simulation tools to provide students with hands-on experience evaluating sustainable investment opportunities (optional).
- Encourage students to utilize collaborative online platforms (e.g., Padlet, MURAL) to brainstorm and develop solutions.

LESSON ACTIVITIES:

7.C.0. Introduction

 15 MINUTES

7.C.0.1. BRAINSTORMING:

Ask students, “What does CSR stand for? Can you think of any ways corporations might be involved in financial activities?” Discuss their responses and introduce the concept of CSR in finance.

7.C.0.2. SUSTAINABLE FINANCE EXPLAINED:

Define sustainable finance as the consideration of environmental, social, and governance (ESG) factors alongside financial returns when making investment decisions.

7.C.1. Activity 1: The Rise of Sustainable Finance

 20 MINUTES

7.C.1.1. PRESENTATION & DISCUSSION:

Discuss the growing importance of sustainable finance and its drivers (e.g., climate change concerns, investor demand for ESG integration).

7.C.1.2. IMPACT INVESTING:

Briefly introduce the concept of impact investing as a specific strategy within sustainable finance.

7.C.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research current trends and regulations related to sustainable finance within their chosen VET field.

7.C.1.4. GROUP SHARING:

Divide students into groups and encourage them to share their research findings. Discuss the potential impact of sustainable finance on their chosen field.

7.C.2. Activity 2: Technology & Sustainable Finance Solutions

🕒 30 MINUTES

7.C.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that facilitate sustainable finance solutions (e.g., blockchain for green bond verification, AI-powered ESG risk assessments).

7.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of financial institutions recognized for their leadership in sustainable finance practices within their VET field (e.g., microfinancing for green enterprises, green bonds for renewable energy projects).

7.C.2.3. INDIVIDUAL ANALYSIS:

Students analyze the case studies, focusing on the specific technological tools or innovative practices the institution utilizes to integrate sustainability into its financial products or services.

7.C.3. Activity 3: Innovation Challenge

🕒 25 MINUTES

7.C.3.1. CHALLENGE:

Ask students to develop a creative and innovative solution, utilizing technology if applicable, to integrate sustainable finance practices within their chosen VET field. Encourage them to consider the solutions presented in the case studies. Consider framing the challenge based on a specific scenario (e.g., developing a sustainable loan product for small businesses transitioning to renewable energy).

7.C.3.2. SOLUTION PRESENTATIONS:

Provide each student or group with a short time to showcase their proposed solution to the class.

7.C.4. Wrap-up & Assessment

🕒 10 MINUTES

7.C.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of CSR in finance, role of sustainable finance, impact of technology and innovation).

7.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, practicality, and incorporation of technology in the proposed solutions from Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected resources or prompts for research in Activity 1.
- Challenge advanced students to research and present on emerging technology with the potential to significantly change the landscape of sustainable finance in their chosen field.

References:

- United Nations Environment Programme (UNEP): Finance Initiative - Principles for Sustainable Finance
<https://www.unepfi.org/training/training/sustainable-finance-training-programme/>
- Global Green Finance Awards: Sustainable Finance Leadership Awards
<https://gfmag.com/sustainable-finance/sustainable-finance-awards-2023-global-winners/>
- The Wharton School: Impact Investing Simulation
- Project platform
<https://csv4vet.eu/wp/course-overview/>

8. Lesson Plans: The Power of Purpose - Business Benefits of CSR

8.A. THE POWER OF PURPOSE - BUSINESS BENEFITS OF CSR - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyze the various benefits that CSR initiatives can bring to companies.
- Explore how technology and innovation can enhance CSR practices and amplify their positive impact.
- Evaluate real-world examples of companies leveraging CSR for business success.
- Develop a communication strategy to promote potential CSR benefits to company leadership within their chosen VET field.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>
- Case studies showcasing companies with successful CSR initiatives and their business outcomes (relevant to student's VET field)
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies. Use the project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>
- Use presentation software to display key points, visuals, and data on CSR benefits.
- Explore interactive CSR impact assessment tools (optional).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

8.A.0. Introduction

🕒 15 MINUTES

8.A.0.1. BRAINSTORMING:

Ask students, “What are some reasons why companies might choose to engage in social responsibility efforts?” Briefly discuss their responses and acknowledge the growing importance of CSR in today’s business landscape.

8.A.0.2. INTRODUCTION TO CSR:

Define CSR as a company’s commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

8.A.1. Activity 1: Unveiling the Benefits of CSR

🕒 25 MINUTES

8.A.1.1. PRESENTATION & DISCUSSION:

Present the different categories of benefits companies can experience through CSR initiatives (e.g., financial benefits, reputational gains, employee engagement, risk management). Utilize visuals and data to illustrate the positive impact.

8.A.1.2. STUDENT EXPLORATION:

Divide students into groups based on their VET fields. Each group researches specific benefits of CSR relevant to their field (e.g., how CSR can attract skilled talent in the healthcare industry). Encourage them to find examples of companies excelling in that specific CSR benefit area.

8.A.1.3. GROUP SHARING:

Groups present their findings, highlighting the chosen CSR benefit and its connection to business success within their chosen VET field.

8.A.2. Activity 2: Technology & Innovation for Amplified CSR

🕒 25 MINUTES

8.A.2.1. TECHNOLOGY SHOWCASE:

Highlight how technology can enhance various CSR practices (e.g., AI-powered diversity and inclusion initiatives, blockchain for supply chain transparency, sustainable resource management platforms).

8.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies recognized for successfully leveraging technology and innovation within their CSR initiatives, ensuring relevance to their VET fields (e.g., using virtual reality training to improve workplace safety or utilizing online platforms to connect with local communities for volunteer projects).

8.A.2.3. CLASS DISCUSSION:

Facilitate a class discussion where students analyze how the case study companies utilize technology to amplify the positive impact of their CSR initiatives. Encourage them to discuss the specific technologies used and their effectiveness in achieving the desired outcomes.

8.A.3. Activity 3: Communicating the Value of CSR

🕒 25 MINUTES

8.A.3.1. COMMUNICATION CHALLENGE:

Ask students to develop a communication strategy for presenting the potential benefits of CSR to company leadership within their chosen VET field. This could be a presentation, a written proposal, or an infographic. Encourage them to consider the specific audience and tailor their message accordingly.

8.A.3.2. COLLABORATION & REFINEMENT:

Students use online collaboration tools or work individually to refine their communication strategies, ensuring they effectively convey the positive impact CSR can have on financial performance, brand reputation, employee engagement, and other relevant business aspects.

8.A.3.3. STRATEGY SHARING (OPTIONAL):

Provide an opportunity for students to share their communication strategies with the class, allowing for peer feedback and improvement.

8.A.4. Wrap-up & Assessment

10 MINUTES

8.A.4.1. RECAP:

Briefly summarize the key takeaways from the lesson (importance of CSR, diverse benefits for businesses, role of technology and innovation, communication strategies for promoting CSR).

8.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, group research findings (Activity 1), case study analysis (Activity 2), and the creativity, clarity, and persuasiveness of the communication strategies developed in Activity 3.

Differentiation:

- Provide struggling students with a list of pre-selected CSR benefits and relevant companies within their chosen VET field for research in Activity 1.

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>

8. B. THE POWER OF PURPOSE - BUSINESS BENEFITS OF CSR - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyse the various benefits that CSR initiatives can bring to companies.
- Explore how technology and innovation can enhance CSR practices and unlock further benefits.
- Evaluate real-world case studies of companies profiting from strong CSR programs.
- Develop a proposal for a CSR initiative that benefits both a company and society within their chosen VET field.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>
- Case studies on companies with successful CSR programs that align with student VET fields
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies.
- Use the Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>
- Use presentation software to display key points, visuals, and data on CSR benefits.
- Explore virtual field trips or company presentations showcasing innovative CSR initiatives.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

8.B.0. Introduction

🕒 15 MINUTES

8.B.0.1. BRAINSTORMING:

Ask students, “What are some reasons companies might choose to give back to society?” List their responses and introduce the concept of CSR as a strategic business approach.

8.B.0.2. DEFINING CSR:

Define CSR as a company’s commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

8.B.1. Activity 1: Unveiling the Benefits of CSR

🕒 25 MINUTES

8.B.1.1. PRESENTATION & DISCUSSION:

Present the various benefits of CSR for companies, categorized by area (e.g., Financial: cost savings, risk management, brand reputation; Human Resources: employee engagement, talent attraction; Marketing & Sales: brand loyalty, customer preference).

8.B.1.2. INTERACTIVE ACTIVITY:

Divide the class into groups and assign each group a specific CSR benefit category (e.g., Financial, Human Resources, Marketing & Sales). Using online resources, students research and identify real-world examples of companies that have benefited from strong CSR practices within their assigned category.

8.B.1.3. GROUP SHARING:

Each group presents their findings to the class, highlighting the specific example and how CSR contributed to the company’s success in that particular area.

8.B.2. Activity 2: Technology & Innovation for Enhanced CSR

🕒 25 MINUTES

8.B.2.1. TECHNOLOGY SHOWCASE:

Briefly showcase how technology can be leveraged to enhance CSR practices (e.g., AI for diversity and inclusion initiatives, blockchain for supply chain transparency, sustainable resource management platforms).

8.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their chosen VET fields recognized for their innovative and successful CSR programs that utilize technology.

8.B.2.3. INDIVIDUAL ANALYSIS:

Students analyse the case studies, focusing on how the company utilizes technology to achieve its CSR goals and the specific benefits this approach brings to the business. Encourage them to consider the scalability and potential application of such practices within their chosen field.

8.B.3. Activity 3: Designing a Win-Win CSR Initiative

🕒 25 MINUTES

8.B.3.1. CHALLENGE:

Ask students to develop a proposal for a CSR initiative that benefits both a company and society within their chosen VET field. Encourage them to consider the various benefits discussed in Activity 1 and how technology can be integrated for better impact. Provide a template or guiding questions to ensure key elements are addressed in their proposal (e.g., target social/environmental issue, CSR approach, technological integration, potential benefits for the company).

8.B.3.2. COLLABORATION & REFINEMENT:

Students can utilize online collaboration tools to brainstorm ideas, share initial proposals, and receive feedback from peers before finalizing their individual proposals.

8.B.4. Wrap-up & Assessment

10 MINUTES

8.B.4.1. STUDENT PRESENTATIONS:

Invite a few students to share their proposed CSR initiatives with the class, sparking discussion on the potential impact and innovative elements.

8.B.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, contributions in group activities, and the overall quality of the CSR initiative proposals developed in Activity 3 (clarity, potential benefits for company and society, innovative use of technology).

Differentiation:

- Provide struggling students with a list of pre-selected CSR benefits and relevant case studies within their chosen VET field for Activities 1 and 2.
- Challenge advanced students to research and present on emerging technologies with the potential to significantly transform CSR practices and unlock new benefits for companies within their chosen field.

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>

8.C. THE POWER OF PURPOSE - BUSINESS BENEFITS OF CSR - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Analyse the various benefits that CSR initiatives can bring to companies.
- Explore how technology and innovation can enhance CSR practices and unlock further benefits.
- Evaluate real-world case studies of companies profiting from strong CSR programs.
- Develop a proposal for a CSR initiative that benefits both a company and society within their chosen VET field.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>
- Case studies on companies with successful CSR programs that align with student VET fields
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies.
- Use presentation software to display key points, visuals, and data on CSR benefits.
- Explore virtual field trips or company presentations showcasing innovative CSR initiatives.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

8.C.0. Introduction

15 MINUTES

8.C.0.1. BRAINSTORMING:

Ask students, “What are some reasons companies might choose to give back to society?” List their responses and introduce the concept of CSR as a strategic business approach.

8.C.0.2. DEFINING CSR:

Define CSR as a company’s commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

8.C.1. Activity 1: Unveiling the Benefits of CSR

25 MINUTES

8.C.1.1. PRESENTATION & DISCUSSION:

Present the various benefits of CSR for companies, categorized by area (e.g., Financial: cost savings, risk management, brand reputation; Human Resources: employee engagement, talent attraction; Marketing & Sales: brand loyalty, customer preference).

8.C.1.2. FOCUS ON YOUR FIELD:

Discuss how these benefits might specifically translate to their chosen VET field. For example, how could strong CSR practices benefit a hospitality business or a healthcare provider?

8.C.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research a specific CSR benefit (e.g., employee engagement) and find an example of a company within their VET field that demonstrates this benefit through its CSR initiatives.

8.C.2. Activity 2: Technology & Innovation for Enhanced CSR

🕒 25 MINUTES

8.C.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology can be leveraged to achieve CSR goals more effectively (e.g., AI for diversity and inclusion training, blockchain for ethical supply chain management, sustainable resource management platforms).

8.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields known for their innovative CSR initiatives that incorporate technology (e.g., recycling programs using mobile apps, digital education platforms for employee training).

8.C.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyses the case study assigned, focusing on the specific technology used and how it enhances the effectiveness and reach of the CSR program.

8.C.3. Activity 3: Designing a Win-Win CSR Initiative

🕒 25 MINUTES

8.C.3.1. CHALLENGE:

Ask students to develop a proposal for a CSR initiative that benefits both a company and society within their chosen VET field. Encourage them to consider the CSR benefits discussed in Activity 1 and the technological advancements explored in Activity 2.

8.C.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their proposals. The proposal should outline the specific CSR issue addressed, the target beneficiaries, the technology (if applicable) used for implementation, and the expected benefits for both the company and society.

8.C.3.3. SOLUTION PRESENTATIONS:

Invite students to present their CSR initiative proposals to the class, highlighting the win-win aspects for the company and society.

8.C.4. Wrap-up & Assessment

10 MINUTES

8.C.4.1. RECAP:

Summarize the key takeaways: CSR benefits companies in multiple ways, technology empowers innovative CSR programs, and strong CSR can create a positive impact for both businesses and society.

8.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, social impact, and potential financial benefits of the proposed CSR initiatives in Activity 3.

Differentiation:


- Provide struggling students with a list of pre-selected CSR benefits and relevant companies within their chosen VET field for Activity 1.
- Challenge advanced students to research


References:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. Project platform
<https://csv4vet.eu/wp/courses/csv/implementation-of-csr-for-business/>

9. Lesson Plans: Equality & Children's Rights

9.A. EQUALITY & CHILDREN'S RIGHTS - LESSON PLAN A

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define key concepts of equality and children's rights.
- Analyze the importance of promoting equality and children's rights within their chosen VET field.
- Identify case studies of organizations using technology to promote these rights.
- Develop an innovative solution utilizing technology to address an equality or children's rights issue within their VET field.

Materials:

- Online resources on equality and children's rights e.g.:
<https://www.unicef.org/child-rights-convention/convention-text-childrens-version>
- Case studies of organizations using technology to promote equality or children's rights (relevant to student's VET field)
<https://www.ashoka.org/en-us>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching equality, children's rights, and relevant case studies. Use the project platform
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>
- Use presentation software to display key points, statistics, and visuals.
- Explore online simulations or virtual reality experiences related to children's rights challenges (e.g., refugee camps, child labour).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

9.A.0. Introduction

🕒 15 MINUTES

9.A.0.1. BRAINSTORMING:

Ask students, “What does equality mean to you? What are some basic rights all children should have?” Discuss their responses, highlighting the concepts of equality and children’s rights as fundamental to a just society.

9.A.1. Activity 1: Understanding Equality & Children’s Rights

🕒 20 MINUTES

9.A.1.1. PRESENTATION & DISCUSSION:

Discuss the different aspects of equality (e.g., gender, race, ability) and the core principles of the Convention on the Rights of the Child.

<https://www.unicef.org/child-rights-convention/convention-text-childrens-version>

9.A.1.2. CONNECTING TO VET FIELDS:

Facilitate a class discussion on how issues of equality and children’s rights might manifest within their chosen VET fields. For example, consider gender representation in construction trades or accessibility for children with disabilities in tourism services.

9.A.2. Activity 2: Technology as a Champion for Equality & Children’s Rights

🕒 30 MINUTES

9.A.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of how technology is being used to promote equality and children’s rights (e.g., AI-powered tools to identify potential child trafficking victims,

educational apps for underprivileged children, virtual communication platforms connecting children with healthcare providers). Use the project platform <https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>

9.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of organizations within their VET field utilizing technology to address challenges related to equality or children's rights (e.g., accessibility apps for children with disabilities in hospitality services, digital literacy programs bridging the gender gap in technology careers).

9.A.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the case study, focusing on the specific technology used and its impact on promoting equality or children's rights.

9.A.3. Activity 3: Innovation Challenge

25 MINUTES

9.A.3.1. CHALLENGE:

Ask students to develop an innovative solution utilizing technology to address an equality or children's rights issue within their chosen VET field. Encourage them to consider the solutions presented in the case studies and identify areas for further technological intervention.

9.A.3.2. SOLUTION DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their proposed solutions. The proposal should outline the specific issue addressed, the target beneficiaries, the technology used, and the expected impact on promoting equality or children's rights within their VET field.

9.A.3.3. SOLUTION PRESENTATIONS:

Invite students to present their solutions to the class, highlighting the creativity and potential impact of their technological interventions.

9.A.4. Wrap-up & Assessment

10 MINUTES

9.A.4.1. RECAP:

Summarize the importance of promoting equality and children's rights within the VET field and the potential of technology to create positive change.

9.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, contributions to discussions (Activity 1 & 2), case study analysis (Activity 2), and the creativity, impact, and technical feasibility of the proposed solutions in Activity 3.


Differentiation:


- Provide struggling students with a list of pre-selected issues related to equality or children's rights within their VET field for Activity 3.
- Challenge advanced students to research and present on emerging technologies with the potential to revolutionize the approach to equality and children's rights within their chosen field.

Sources:

1. www.reddit.com/r/Adopted/comments/uchipk/would_you_adopt/
2. Use the project platform
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>

9. B. EQUALITY & CHILDREN'S RIGHTS - LESSON PLAN B

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define key concepts of equality and children's rights.
- Explore innovative solutions that promote equality and protect children's rights within their chosen VET field.
- Develop a creative campaign utilizing technology to raise awareness about a specific equality or children's rights issue relevant to their VET field.

Materials:

- Online resources on equality and children's rights e.g.:
<https://www.unicef.org/child-rights-convention/convention-text-childrens-version>
- <https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>
- Age-appropriate case studies on technology impacting children's rights (adaptable to VET field)
<https://www.unicef.org/protection/violence-against-children-online>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching equality, children's rights, and relevant case studies. Use the project platform
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>
- Use presentation software to display key points, statistics, and visuals.
- Explore virtual tours or documentaries highlighting children's rights issues around the world.
- Encourage students to utilize online collaboration tools for brainstorming and campaign development.
- Consider incorporating age-appropriate social media platforms for responsible campaign execution (optional, with supervision).

LESSON ACTIVITIES:

9.B.0. Introduction

 15 MINUTES

9.B.0.1. BRAINSTORMING:

Ask students, “What does equality mean to you?” and “What rights do you think children deserve?” Collect and discuss their responses, highlighting the importance of equal opportunities and protection for all children.

9.B.0.2. DEFINING THE CONCEPTS:

Define equality as the state of being equal in rights, opportunities, and treatment. Briefly introduce the concept of children’s rights as outlined by the United Nations Convention on the Rights of the Child.

9.B.1. Activity 1: Technology & The Double-Edged Sword

 25 MINUTES

9.B.1.1. PRESENTATION & DISCUSSION:

Discuss the positive and negative impacts of technology on equality and children’s rights. (e.g., positive: educational access, negative: cyberbullying, online exploitation).

9.B.1.2. REAL-WORLD EXAMPLES:

Present age-appropriate case studies showcasing how technology can both benefit and harm children’s rights within their chosen VET field. For example, a healthcare professional could explore telemedicine for remote access to care in underserved areas, while someone in IT could examine online safety concerns for children using technology.

9.B.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research a specific impact of technology on equality or children’s rights relevant to their VET field (e.g., accessibility features for children with disabilities).

9.B.2. Activity 2: Tech-Powered Solutions for Equality & Children's Rights

🕒 25 MINUTES

9.B.2.1. INNOVATION SHOWCASE:

Present examples of innovative technological solutions that promote equality and protect children's rights (e.g., AI-powered tools for detecting child trafficking online, educational apps in multiple languages).

9.B.2.2. CONNECTING THE DOTS:

Encourage students to analyze how these technological solutions address the challenges identified in their research from Activity 1.

9.B.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group discusses how technology can be used to create innovative solutions that address equality or children's rights challenges within their specific field.

9.B.3. Activity 3: Building Awareness Campaigns

🕒 25 MINUTES

9.B.3.1. CAMPAIGN CHALLENGE:

Ask students to develop a creative campaign utilizing technology to raise awareness about a specific equality or children's rights issue relevant to their VET field. Encourage them to consider the technological solutions explored in Activity 2 and the target audience for their campaign.

9.B.3.2. COLLABORATION & DESIGN:

Students use online collaboration tools or individual worksheets to brainstorm campaign ideas, identify the target audience, and outline the technology platform they would utilize (e.g., social media video campaign, mobile app promoting child online safety tips).

9.B.3.3. CAMPAIGN PITCHES:

Invite students to present their awareness campaign ideas, highlighting the chosen technology and its effectiveness in reaching their target audience.

9.B.4. Wrap-up & Assessment

 10 MINUTES

9.B.4.1. RECAP:

Briefly summarize the key takeaways of the lesson (importance of equality and children's rights, positive and negative impacts of technology, solutions and awareness campaigns).

9.B.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), analysis of technology's impact (Activity 2), and the creativity, impact, and feasibility of the proposed solutions in Activity 3.

Sources:

1. www.reddit.com/r/Adopted/comments/uchipk/would_you_adopt/
2. <https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>

9.C. EQUALITY & CHILDREN'S RIGHTS - LESSON PLAN C

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define key concepts of equality and children's rights.
- Analyse the importance of promoting equality and children's rights within their chosen VET field.
- Identify case studies and innovative solutions promoting equality and children's rights globally.
- Develop a creative proposal utilizing technology to advocate for or support equality and children's rights within their VET field.

Materials:

- Online resources on equality and children's rights e.g.:
<https://www.unicef.org/child-rights-convention/convention-text-childrens-version>,
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>
- Case studies on initiatives promoting equality and children's rights (relevant to student VET fields)
<https://crifund.org/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching equality, children's rights, and relevant case studies. Use the project platform
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>
- Use presentation software to display key points, statistics, and visuals.
- Explore virtual tours of organizations or initiatives working towards equality and children's rights.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.
- Use educational apps or online simulations related to promoting equality and children's rights (if age-appropriate).

LESSON ACTIVITIES:

9.C.0. Introduction

 15 MINUTES

9.C.0.1. BRAINSTORMING:

Ask students, “What does equality mean to you?” and “What are some rights all children should have?” Capture their responses and introduce the concepts of equality and children’s rights.

9.C.1. Activity 1: Understanding Equality & Children’s Rights

 20 MINUTES

9.C.1.1. PRESENTATION & DISCUSSION:

Present a brief overview of key principles of equality (e.g., non-discrimination, equal opportunities) and the UN Convention on the Rights of the Child.

9.C.1.2. CONNECTING TO VET:

Discuss the importance of promoting equality and children’s rights within their chosen VET field. For example, ensuring equal access to training opportunities or creating safe and inclusive working environments for young workers.

9.C.1.3. ONLINE RESEARCH:

Divide students into groups based on their VET fields. Each group uses laptops/tablets to research specific challenges related to equality and children’s rights within their assigned field.

9.C.2. Activity 2: Technology for Equality & Children's Rights

🕒 25 MINUTES

9.C.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of technological advancements that can help address challenges related to equality and children's rights (e.g., assistive technology for children with disabilities, online educational platforms for children in remote areas, platforms promoting child protection awareness).

9.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of organizations or initiatives utilizing technology to promote equality and children's rights, with some relevant to their VET fields.

<https://crifund.org/>

9.C.2.3. GROUP DISCUSSION:

Students analyse the case studies in their groups, focusing on the specific technology used and how it addresses an equality or children's rights challenge. Encourage them to discuss the effectiveness and potential impact of the initiative.

9.C.3. Activity 3: Innovation Challenge: Tech-Enabled Advocacy

🕒 25 MINUTES

9.C.3.1. CHALLENGE:

Ask students to develop a creative proposal utilizing technology for a campaign or initiative that advocates for or supports equality and children's rights within their chosen VET field. Encourage them to consider the challenges identified in Activity 1 and the technological solutions explored in Activity 2.

9.C.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their proposals. The proposal should outline the specific equality or children's rights issue addressed, the target audience, the technology used for the campaign/initiative, and its potential impact.

9.C.3.3. SOLUTION PRESENTATIONS:

Invite students to present their proposals to the class, highlighting the innovative use of technology to advocate for a more equal and rights-respecting environment within their chosen VET field.

9.C.4. Wrap-up & Assessment

 10 MINUTES

9.C.4.1. RECAP:

Summarize the importance of promoting equality and children's rights, and how technology can be a powerful tool for advocacy and creating positive change.

9.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, impact, and use of technology in the proposed solutions from Activity 3.

Differentiation:


- Provide struggling students with a list of pre-selected CSR benefits and relevant companies within their chosen VET field for Activity 1.
- Challenge advanced students to research


Sources:

1. www.reddit.com/r/Adopted/comments/uchipk/would_you_adopt/
2. Project platform
<https://csv4vet.eu/wp/courses/csv/equality-childrens-rights/>

10. Lesson Plans: 3 Pillars of CSR - A Foundation for Sustainable Business

10.A. 3 PILLARS OF CSR - A FOUNDATION FOR SUSTAINABLE BUSINESS - LESSON PLAN A

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how businesses can integrate CSR practices within each pillar relevant to their chosen VET field.
- Explore technological advancements that empower businesses to achieve their CSR goals across all three pillars.
- Develop a practical action plan outlining CSR initiatives for a company within their chosen VET field, considering all three pillars.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and its different pillars.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>
- Use presentation software to display key points, visuals, and data on CSR practices.
- Explore virtual tours of companies with strong CSR programs focused on each pillar (environmental, social, economic).
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

10.A.0. Introduction

 15 MINUTES

10.A.0.1. BRAINSTORMING:

Ask students, “What are some ways companies can give back to society?” Capture their responses and introduce the concept of CSR as a strategic business approach that goes beyond just profit.

10.A.1. Activity 1: The Three Pillars of CSR

 20 MINUTES

10.A.1.1. PRESENTATION & DISCUSSION:

Introduce and define the three pillars of CSR: environmental (protecting the environment), social (ethical labor practices, community engagement), and economic (sustainable business practices). Discuss how these pillars are interconnected and contribute to a company’s long-term success.

10.A.1.2. CONNECTING TO VET:

Divide students into groups based on their chosen VET fields. Each group discusses how the three pillars of CSR might be relevant to their specific field.

10.A.1.3. EXAMPLES & ONLINE RESEARCH:

Students use laptops/tablets to research examples of companies within their VET field who are actively integrating CSR practices. Encourage them to find examples that address each of the three pillars.

10.A.2. Activity 2: Technology & Innovation for CSR

 25 MINUTES

10.A.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of how technology advancements are empowering businesses to achieve their CSR goals across the three pillars (e.g., renewable energy solutions for environmental sustainability, AI-powered diversity and inclusion training for social responsibility, data analytics for tracking economic impact).

10.A.2.2. EXPLORING BEST PRACTICES:

Divide students back into their VET field groups. Each group analyses the companies they researched in Activity 1, focusing on the specific technology (if any) used to implement their CSR initiatives across all three pillars.

10.A.2.3. GROUP DISCUSSION:

Encourage students to discuss the effectiveness of the technologies used and how they contribute to the overall success of the CSR programs.

10.A.3. Activity 3: Building a Sustainable Business Plan

🕒 25 MINUTES

10.A.3.1. SCENARIO & CHALLENGE:

Briefly introduce a scenario (e.g., a local bakery) within their chosen VET field.

Challenge students to develop a practical action plan outlining specific CSR initiatives for this company, considering each of the three pillars. Encourage them to incorporate technology, if applicable, to enhance the effectiveness of their proposed initiatives.

10.A.3.2. ACTION PLAN DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their CSR action plans. The plan should identify specific goals and strategies for each pillar (e.g., environmental: reducing waste, social: employee training programs, economic: supporting local suppliers).

10.A.3.3. SOLUTION PRESENTATIONS:

Invite students to present their CSR action plans for the bakery to the class, highlighting the integration of the three pillars and the potential benefits for the company and society.

10.A.4. Wrap-up & Assessment

10 MINUTES

10.A.4.1. RECAP:

Summarize the key takeaways: CSR is built on three pillars (environmental, social, economic) and technology can be a powerful tool for achieving CSR goals.

10.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1 & 3), analysis of best practices (Activity 2), and the comprehensiveness, practicality, and incorporation of technology in the proposed CSR action plans from Activity 3.


Differentiation:


- Provide struggling students with a list of pre-selected companies within their chosen VET field known for strong CSR practices across all three pillars for Activity 1.
- Challenge advanced students to research and present on emerging technologies with the potential to significantly impact CSR practices within their chosen field, considering all three

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>

10. B. UNVEILING CSR'S PILLARS - A TECH-DRIVEN EXPLORATION - LESSON PLAN B

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how technology and innovation can contribute to achieving each CSR pillar within a chosen VET field.
- Identify case studies showcasing companies excelling in specific CSR pillars.
- Develop a plan for integrating a chosen CSR pillar into the operations of a company within their VET field, using technology.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>
- Case studies on companies demonstrating strong performance in specific CSR pillars (relevant to student VET fields)
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies. Use the project platform <https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>
- Use presentation software to display key points, visuals, and data on CSR pillars and technological advancements.
- Explore virtual tours of companies with innovative CSR practices related to each pillar.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

10.B.0. Introduction

🕒 15 MINUTES

10.B.0.1. BRAINSTORMING:

Ask students, “What does a responsible company look like?” Collect and discuss their responses, highlighting the concept of CSR beyond just profit-making.

10.B.0.2. INTRODUCING CSR:

Define CSR as a company’s commitment to operating ethically and sustainably, considering social, environmental, and economic factors in its decision-making.

10.B.1. Activity 1: The Three Pillars of CSR

🕒 20 MINUTES

10.B.1.1. PRESENTATION & DISCUSSION:

Introduce the three pillars of CSR:

- Environmental (e.g., minimizing pollution, resource conservation)
- Social (e.g., fair labour practices, community engagement)
- Economic (e.g., ethical business practices, contributing to long-term economic growth)

10.B.1.2. INTERCONNECTEDNESS:

Emphasize the interconnectedness of the pillars. For example, strong environmental practices can lead to economic benefits through cost savings.

10.B.1.3. VET FIELD FOCUS:

Discuss how companies within specific VET fields can prioritize each CSR pillar. For example, how can a hospitality business prioritize environmental sustainability, or a healthcare provider prioritize social responsibility?

10.B.1.4. ONLINE RESEARCH:

Students use laptops/tablets to research a specific CSR pillar and find an example of a company within their chosen VET field demonstrating excellence in that pillar.

10.B.2. Activity 2: Tech Powering Each Pillar

🕒 25 MINUTES

10.B.2.1. TECHNOLOGY SHOWCASE:

Present a few examples of how technology can be leveraged to achieve goals within each CSR pillar (e.g., Environmental: renewable energy solutions, AI for waste management; Social: online platforms for employee training, virtual volunteering opportunities; Economic: blockchain for supply chain transparency, data analytics for informed business decisions).

10.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields known for their strong performance in a specific CSR pillar and their use of technology (e.g., recycling programs using mobile apps, AI-powered training programs for employees).

10.B.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyses the case study assigned, focusing on the specific technology used and its role in enhancing the effectiveness of the CSR initiative within that pillar. Encourage them to discuss the impact of this technology on the company and society.

10.B.3. Activity 3: Integrating CSR with Technology

🕒 25 MINUTES

10.B.3.1. CHALLENGE:

Ask students to develop a plan for integrating a chosen CSR pillar (environmental, social, or economic) into the operations of a company within their VET field. Encourage them to consider the technological solutions explored in Activity 2.

10.B.3.2. PLAN DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their

plans. The plan should outline the chosen CSR pillar, the specific company or industry type within their VET field, the technology they plan to use, and a description of how this integration will contribute to the company's CSR goals.

10.B.3.3. SOLUTION PRESENTATIONS:

Invite students to present their plans to the class, highlighting the chosen CSR pillar, the company/industry type, the technology used, and the expected benefits for both the company and society.

10.B.4. Wrap-up & Assessment

 10 MINUTES


10.B.4.1. RECAP:


Summarize the key takeaways: CSR encompasses environmental, social, and economic concerns, technology empowers

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>

10.C. UNVEILING CSR'S POWERHOUSE - THE THREE PILLARS WITH TECHNOLOGY & INNOVATION (VET SCHOOLS) - LESSON PLAN C

 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Explain the three pillars of CSR (environmental, social, and economic) and their interconnectedness.
- Analyse how technology and innovation can contribute to achieving each CSR pillar within a VET field.
- Identify case studies showcasing companies excelling in specific CSR pillars relevant to VET fields.
- Develop a proposal for a CSR initiative focusing on one of the pillars within their chosen VET field, leveraging technology for implementation.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>
- Case studies on companies demonstrating strong practices in each CSR pillar, relevant to student VET fields
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR and case studies. Use the project platform <https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>
- Use presentation software to display key points, visuals, and data on CSR pillars and innovative solutions.
- Explore virtual tours of companies with strong CSR practices or online demonstrations of relevant technologies.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

10.C.0. Introduction

🕒 15 MINUTES

10.C.0.1. BRAINSTORMING:

Ask students, “What are some ways a company can be responsible beyond just making a profit?” Record their responses and introduce the concept of CSR.

10.C.0.2. DEFINING CSR:

Define CSR as a company’s commitment to operating ethically and sustainably, considering environmental, social, and economic factors in its decision-making.

10.C.1. Activity 1: The Three Pillars of CSR

🕒 20 MINUTES

10.C.1.1. PRESENTATION & DISCUSSION:

Introduce the three core pillars of CSR: environmental (protecting the environment), social (fair labour practices, community engagement), and economic (sustainable business practices). Discuss the interconnectedness of these pillars.

10.C.1.2. CONNECTING TO VET:

Discuss how each CSR pillar might be relevant to their chosen VET field. For example, how can a hospitality business prioritize environmental sustainability or a healthcare provider promote social well-being in its community?

10.C.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific examples of companies within their VET field demonstrating strong practices in one of the CSR pillars.

10.C.2. Activity 2: Technology & Innovation for Each

Pillar

🕒 25 MINUTES

10.C.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology can be leveraged to achieve goals within each CSR pillar (e.g., environmental: AI-powered energy management systems, social: digital literacy training programs for employees, economic: online platforms for fair trade sourcing).

10.C.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields known for their excellence in a specific CSR pillar and the technological advancements utilized (e.g., waste reduction programs using smart technology in manufacturing, digital skills development initiatives for employees in the construction industry).

10.C.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyses the assigned case study, focusing on the specific CSR pillar addressed, the technology used, and the impact of the company's initiative.

10.C.3. Activity 3: Crafting a Tech-Driven CSR Initiative

🕒 25 MINUTES

10.C.3.1. CHALLENGE:

Ask students to develop a proposal for a CSR initiative focusing on one of the CSR pillars within their chosen VET field. Encourage them to consider the technological solutions explored in Activity 2 and how they can be applied to address a specific CSR challenge.

10.C.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their proposals. The proposal should outline the chosen CSR pillar, the specific challenge addressed, the target beneficiaries, the technology used for implementation, and the expected positive impact on the environment, society, or responsible economic practices.

10.C.3.3. SOLUTION PRESENTATIONS:

Invite students to present their CSR initiative proposals to the class, highlighting the chosen CSR pillar, the technological innovation, and the potential benefits for the company and stakeholders.

10.C.4. Wrap-up & Assessment

 10 MINUTES

10.C.4.1. RECAP:

Briefly summarize the key takeaways: CSR encompasses environmental, social, and economic responsibility, technology plays a key role in achieving CSR goals, and innovative initiatives can create a positive triple bottom line impact.

10.C.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the comprehensiveness, chosen CSR pillar

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/three-pillars-of-csr-esg/>

11. Lesson Plans: Building Bridges - CSR, Shared Values & Technology in VET Schools

11.A. BUILDING BRIDGES - CSR, SHARED VALUES & TECHNOLOGY IN VET SCHOOLS - LESSON PLAN A

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Understand the concept of shared values and their importance in CSR.
- Explore the “Create Shared Value” (CSV) methodology for integrating CSR into business practices.
- Analyze the role of technology and innovation in facilitating CSV initiatives.
- Develop a creative proposal for a CSV initiative within their chosen VET field.

Materials:

- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>,
<https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>
- Information on the “Create Shared Value” (CSV) methodology e.g.:
<https://csv4vet.eu/wp/>
- Case studies of companies implementing successful CSV initiatives relevant to student VET fields
<https://services.businesswire.com/investor-relations-services/corporate-social-responsibility>
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR, CSV, and case studies. <https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>
- Use presentation software to display key points, visuals, and data on CSR trends and CSV principles.
- Explore virtual tours of companies with strong CSV initiatives or online interviews with CSR/CSV professionals.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

11.A.0. Introduction

15 MINUTES

11.A.0.1. BRAINSTORMING:

Ask students, “What are some ways a company can show responsibility beyond making a profit?” Record their responses and introduce the concept of CSR.

11.A.1. Activity 1: Demystifying CSR & Shared Values

20 MINUTES

11.A.1.1. PRESENTATION & DISCUSSION:

Define CSR and its core principles. Introduce the concept of “shared values” as the intersection between a company’s business interests and the needs and aspirations of society. Explain why shared values are crucial for impactful CSR.

11.A.1.2. THE “CREATE SHARED VALUE” APPROACH:

Introduce the CSV methodology as a framework for companies to identify and create opportunities that address social issues while also enhancing their competitiveness.

11.A.1.3. ONLINE RESEARCH:

Students use laptops/tablets to research specific examples of companies implementing successful CSV initiatives within their chosen VET field.

11.A.2. Activity 2: Technology & Innovation for CSV

25 MINUTES

11.A.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology can be leveraged to facilitate CSV initiatives (e.g., blockchain for transparent supply chains in the fashion industry, AI-

powered upskilling programs for employees, online platforms connecting businesses with social causes).

11.A.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields known for their successful CSV initiatives and the technological advancements utilized (e.g., sustainable agriculture projects empowering local communities, digital literacy training programs for employees and customers).

11.A.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the assigned case study, focusing on the specific social issue addressed, the technology used, and how it contributes to shared value creation.

11.A.3. Activity 3: Design Thinking for CSV Solutions

🕒 25 MINUTES

11.A.3.1. CHALLENGE:

Ask students to develop a proposal for a CSV initiative within their chosen VET field using design thinking principles. Encourage them to consider the social challenges identified in Activity 1, the technological advancements explored in Activity 2, and the concept of shared value creation.

11.A.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to develop their proposals. The proposal should outline the social issue addressed, the target beneficiaries, the technology used for implementation, the expected social impact, and how the initiative aligns with business interests and creates shared value for the company.

11.A.3.3. SOLUTION PRESENTATIONS:

Invite students to present their CSV initiative proposals to the class, highlighting the social need addressed, the innovative use of technology, and the potential for shared value creation.

11.A.4. Wrap-up & Assessment

 10 MINUTES

11.A.4.1. RECAP:

Briefly summarize the key takeaways: CSR focuses on responsible business practices, shared values are core for impactful CSR, the CSV methodology offers a framework for creating shared value through innovative solutions.

11.A.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, social impact, and alignment with shared value principles in the proposed CSV initiatives (Activity 3).

Differentiation:

- Provide struggling students with pre-selected examples of social challenges and companies known for their CSV initiatives within their chosen fields.

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>

11.B. BUILDING BRIDGES - CSR, SHARED VALUES - LESSON PLAN B

👥 TARGET AUDIENCE: **VET STUDENTS** (ADAPTABLE TO SPECIFIC PROGRAMS)

🕒 LESSON DURATION: **90 MINUTES** (ADAPTABLE)

Learning Objectives:

- Define Corporate Social Responsibility (CSR) and its core principles.
- Understand the concept of shared values and its importance in CSR.
- Explore the “Create Shared Value” (CSV) methodology for integrating CSR into business practices.
- Analyze the role of technology and innovation in facilitating CSV initiatives.
- Develop a creative proposal for a CSV initiative within their chosen VET field.

Materials:

- Online resources on CSR e.g.:
<https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
- Information on the “Create Shared Value” (CSV) methodology
<https://csv4vet.eu/wp/>
- Case studies on companies implementing CSV in relevant VET fields
<https://csv4vet.eu/wp/>
- Whiteboard or projector
- Markers or pens
- Laptops/Tablets with internet access
- Presentation software (optional)
- Online collaboration tools (e.g., Padlet, MURAL) (optional)

Technology Integration:

- Utilize online resources for researching CSR, CSV methodology, and case studies.
- Use the project platform
<https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>
- Use presentation software to display key points, visuals, and data on CSR and CSV.
- Explore virtual tours of companies or projects showcasing successful CSV initiatives.
- Encourage students to utilize online collaboration tools for brainstorming and activity participation.

LESSON ACTIVITIES:

11.B.0. Introduction

 15 MINUTES

11.B.0.1. BRAINSTORMING:

Ask students, “What are some ways companies can contribute positively to society besides making a profit?” Record their responses and introduce the concept of CSR.

11.B.1. Activity 1: Beyond Profit - Exploring CSR & Shared Values

 20 MINUTES

11.B.1.1. PRESENTATION & DISCUSSION:

Define CSR as a company’s commitment to operating ethically and sustainably, considering social and environmental factors alongside financial goals.

11.B.1.2. SHARED VALUES DEFINED:

Introduce the concept of “shared values” - values held by both a company and its stakeholders (e.g., employees, customers, community) that create a foundation for mutual benefit.

11.B.1.3. THE CSV APPROACH:

Explore the “Create Shared Value” (CSV) methodology, focusing on how companies can identify and address social or environmental challenges while creating business value.

11.B.1.4. ONLINE RESEARCH:

Students use laptops/tablets to research examples of companies within their chosen VET field known for their focus on shared values and implementing CSV principles.

11.B.2. Activity 2: Technology & Innovation for CSV

🕒 25 MINUTES

11.B.2.1. TECHNOLOGY SHOWCASE:

Highlight a few examples of how technology advancements contribute to CSV initiatives (e.g., blockchain for transparent supply chains in agriculture, digital skills training programs for employees, AI-powered solutions for environmental monitoring).

11.B.2.2. CASE STUDY ANALYSIS:

Provide students with case studies of companies within their VET fields renowned for their CSV initiatives and their use of technology (e.g., utilizing renewable energy sources in manufacturing while reducing costs, offering online training programs to address skill gaps in the workforce).

11.B.2.3. GROUP DISCUSSION:

Divide students into groups based on their VET fields. Each group analyzes the assigned case study, focusing on the specific shared value addressed, the technology employed, and how the initiative creates both social/environmental and business benefits.

11.B.3. Activity 3: Design a Tech-Driven CSV Initiative

🕒 25 MINUTES

11.B.3.1. CHALLENGE:

Ask students to develop a proposal for a CSV initiative within their chosen VET field. Encourage them to consider a social or environmental challenge relevant to their field and propose an innovative solution using technology that creates value for both the company and stakeholders.

11.B.3.2. PROPOSAL DEVELOPMENT:

Students utilize online collaboration tools or individual worksheets to draft their proposals. The proposal should outline the shared value addressed, the specific social/environmental challenge, the target beneficiaries, the technology used for implementation, and the expected positive impact on society, the environment, and the company's business practices.

11.B.3.3. SOLUTION PRESENTATIONS:

Invite students to present their CSV initiative proposals to the class, highlighting the shared value focus, the technological innovation, and the potential benefits for all stakeholders involved.

11.B.4. Wrap-up & Assessment

10 MINUTES

11.B.4.1. RECAP:

Summarize the key takeaways - CSR emphasizes social responsibility, shared values provide a foundation for mutual benefit with stakeholders, and the CSV approach integrates social/environmental solutions with business value creation. Technology can be a powerful tool for implementing CSV initiatives.

11.B.4.2. ASSESSMENT:

Consider ongoing assessment based on class participation, online research findings (Activity 1), case study analysis (Activity 2), and the creativity, chosen shared value focus, technology utilization, and potential impact analysis of the proposed CSV initiatives in Activity 3

Sources:

1. repositorio.ufmg.br/bitstream/1843/31621/4/TrevorTisler_MastersThesis_FINAL_UnSustainablePolicyParadigm_Nov122019.pdf
2. <https://csv4vet.eu/wp/courses/csv/what-means-csr-or-csv/>

The research for this material has been conducted with the aid of artificial intelligence tools.



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SHARED VALUE @VET

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Layout design **Rogepa**

Publisher **CSV@VET consortium**

Free publication **September 2024**



csv4vet.eu