

ONLINE DESIGN THINKING WORKSHOPS

Online design thinking workshops with experts in environmental solutions, CSR, circular economy, green transformation to develop a map of key technical and substantive competencies necessary for SMEs staff took place online on the 17th of July 2023.

Representatives of Projekt Tarnów (POLAND) and AUTPOST LIMITED (IRELAND) delivered workshops together.

PROPOSAL OF TRAINING PROGRAMME FOR MANAGERS

To ensure that management is well-equipped to steer an SME towards sustainability and green practices effectively, training should focus on critical areas where knowledge directly translates into actionable strategies.

In today's rapidly changing business landscape, small and medium-sized enterprises (SMEs) play a crucial role in driving innovation and sustainable development. As SMEs strive to embrace environmental solutions, corporate social responsibility (CSR), circular economy, and green transformation, it is essential to equip their staff with the necessary competencies. To address this need, online design thinking workshops were created bringing together experts in these domains.

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These workshops helped SMEs develop a map of key technical and substantive competencies required for their staff to thrive in the sustainable business environment.

Design thinking is a problem-solving approach that combines empathy, creativity, and rationality. By adopting design thinking principles, SMEs can foster a culture of innovation and discover sustainable solutions to complex challenges. The online workshops will introduce participants to the fundamentals of design thinking, allowing them to develop a deep understanding of its application in the context of environmental solutions, CSR, circular economy, and green transformation.

In the face of pressing environmental issues, SMEs need to identify and implement solutions that minimize their ecological impact. Experts in environmental solutions will guide participants through various methodologies and frameworks for assessing and mitigating environmental risks. Through interactive sessions and practical exercises, participants will learn how to integrate sustainable practices into their business operations, such as energy efficiency, waste reduction, and resource conservation.

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CSR has become a critical aspect of business strategy, enabling SMEs to build trust, enhance reputation, and contribute to the well-being of society. The workshops will bring in CSR experts who will help participants understand the importance of CSR and its integration into the core business model. They will explore strategies for stakeholder engagement, ethical decision-making, and social impact measurement. Through case studies and collaborative activities, participants will gain insights into how CSR can drive sustainable growth and create shared value.

The circular economy presents a paradigm shift from the traditional linear "take-make-dispose" model to one that focuses on resource efficiency and closed-loop systems. SMEs can benefit from understanding and implementing circular economy principles to reduce waste, optimize resource utilization, and create innovative business models. Experts in circular economy will guide participants in exploring circular design thinking, product life cycle assessment, and strategies for implementing circular practices within their organizations.

Green transformation involves transitioning to a low-carbon, sustainable business model. SMEs need to adapt their processes, products, and services to align with environmental goals and regulations.

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The workshops provided participants with insights into renewable energy, green supply chain management, eco-design, and sustainable marketing. Experts will share best practices and success stories to inspire and guide participants in their green transformation journey.

Online design thinking workshops with experts in environmental solutions, CSR, circular economy, and green transformation offered SMEs a unique opportunity to develop the key technical and substantive competencies necessary for their staff. By equipping their workforce with these competencies, SMEs can not only enhance their competitiveness but also contribute to a more sustainable and resilient future. Through interactive sessions, practical exercises, and collaborative learning, participants gained the knowledge and skills required to navigate the complexities of the sustainable business landscape. Together, SMEs and their staff can drive positive change and create a more environmentally conscious and socially responsible world.



ONLINE DESIGN THINKING WORKSHOPS

PLAN OF THE DESIGN THINKING WORKSHOPS

1. Understanding the philosophy and stages of design thinking
Empathy as a key to designing user-oriented solutions
Defining problems and challenges in the context of sustainable development
Ideation and generating ideas for innovations in the environmental field
Prototyping and testing ecological solutions
Introduction to teamwork and online collaboration methods.
2. Environmental Solutions for SMEs
Analysis of the ecological footprint of a company
Methods for assessing and mitigating environmental risks
Initiatives for energy efficiency and waste reduction
Application of renewable resources and closed-loop economy
Creating green products and services.
3. Corporate Social Responsibility (CSR) - business social responsibility
Basics and significance of CSR for SMEs
Integration of CSR with business models of companies
Stakeholder engagement and ethical decision making
Measurement and reporting of social impact
Examples of good practices in CSR.

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