

ENVIRONMENTAL SUSTAINABILITY FOR BUSINESSES

Degree(s):	Economics; Management; Finance; Mathematics Applied to Economics and Management
Type:	Optional course unit
Curricular year/semester:	3rd year - 1st Semester
ECTS / hours per week:	4 ECTS / 3.0 Hours
Workload per week:	2 Theoretical/Practical x 1.5 Hours
Teacher responsible:	Professor Idalina Sardinha

OBJECTIVES

Grounded in the mission of the ISEG, this course aims to educate students on environmental sustainability, a fundamental career requirement to enable them to create a better world.

The program framework is based on the environmental sustainability work areas that a chief sustainability officer has to address. Concepts, tools and practices of sustainability management, in particular, environmental issues will be discussed. Students should:

- Understand key environmental issues in companies: Improve understanding of key environmental and social issues related to the global (business) world;
- Recognize sustainability as business responsibility: Consider sustainability issues as regular businesses activities and strategic decisions;
- Identify the challenges of companies: Understand the set of areas and activities that are object of chief sustainability officer.

PROGRAM

- Global concepts of sustainability and environment useful for businesses;
- National and international reference policies and regulations;
- Introduction to environmental sustainability tools;
- Case studies of environmental and sustainable intervention areas in companies.

Concepts such as strong and weak sustainability, natural capital, introduction to the circular economy and dematerialization, and environmental and social externalities of businesses are addressed. International and normative policies on natural resources, waste prevention and control, energy efficiency, climate change and green procurement for businesses will be lectured.

An overview will be made to the different sustainability and environmental tools related to energy efficiency, carbon inventory, greenhouse gas reduction, green value chain management, supplier engagement, and environmental life cycle assessment. The main areas of intervention in the companies that will be addressed in case study mode include: materiality assessment and stakeholder involvement; environmental management; sustainable and green marketing; incentives and workers environmental education; ecosystem services and biodiversity; sustainability reporting; assessment and sustainable investments.

Knowledge will be obtained through presentations, small group discussions, practical exercises and case studies.

BIBLIOGRAPHY

Recommended Bibliography:

- Idalina Dias Sardinha, Lucas Reijnders, Evaluating environmental and social performance of large Portuguese companies: a balanced scorecard approach. *Business Strategy and the Environment* , John Wiley & Sons Inc, Vol. 14, p. 73-91. , 2005
- John Elkington, Towards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development , *California Management Review*, Vol. 36 No. 2, Winter 1994; pp. 90-100, 1994
- Marc J. Epstein, Adriana Rejc Buhovac, Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts , Berrett-Koehler Publishers, pp. 288., 2014
- Paul Shrivastava, The Role of Corporations in Achieving Ecological Sustainability , *The Academy of Management Review* Vol. 20, No. 4, Oct., 1995, pp. 936-960., 1995
- Robert Goodland and Herman Daly, Environmental Sustainability: Universal and Non-Negotiable , *Ecological Applications*, Vol. 6, No. 4 Nov., 1996, pp. 1002-1017., 1996

- Stefan Schaltegger, Roger Burritt, Holger Petersen, An Introduction to Corporate Environmental Management: Striving for Sustainability , Management of Environmental Quality: An International Journal, Vol. 14 Iss: 4, pp.541 ? 54, 2003