



# SUAI International Online Summer School

## «Sustainable development & green economy»

Working language of the School is English.

Time is Moscow time.

Date	Time	Event
13.07.2020 Monday	10:30	Opening of the School
	11:00-12:30	Lecture 1 Novikova Oksana UNESCO and Sustainable Development Goals
	13:00-14:30	Lecture 2 Aleksankov Andrey System Approach in Sustainable Development
	14:30-15:30	Working in groups + Cultural program
14.07.2020 Tuesday	11:00-12:30	Lecture 3 Davydenko Elizaveta "Green Economy" as a New Paradigm of Sustainable Development and Innovativeness of the Economy
	13:00-14:30	Lecture 4 Inchaurrealde Carlos The Role of International Communication in a New Planet Earth. Sustainability and Ecology
	14:30-15:30	Working in groups + Cultural program
15.07.2020 Wednesday	11:00-12:30	Lecture 5 Berdina Marina Green Franchising: New Driver of Sustainable Economy
	13:00-14:00	Lecture 6 Aksenova Ekaterina Sustainability Projects Bushe Company – Russia
	14:00-15:00	Working in groups + Cultural program
16.07.2020 Thursday	11:00-12:30	Lecture 7 Hilvers Harm Corporate Social Responsibility in the Context of the Transition of Companies to Sustainable Development
	13:00-14:30	Lecture 8 Suvorova Aleksandra Green Procurement as an Effective Tool for Sustainable Development
	14:30-15:30	Working in groups + Cultural program
17.07.2020 Friday	11:00-12:30	Lecture 9 Litvinov Nikita Entrepreneurship in Sustainability and Ecology in Russia
	13:00-14:30	Lecture 10 Lebedev Boris Green Finance, Green Investments
	14:30-15:30	Working in groups + Cultural program
18.07.2020 Saturday	11:00	Group project presentations
	14:00	Closing of the School, awarding of certificates



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. What are the 17SDGs? What is UNESCO role in its achievement? Will find an answers in this lecture.

**Novikova Oksana**  
*Vice director of UNESCO Chair SUAI*



Environment is considered as a system containing different units linked one to another in accordance to humans' view on the system. Each particular unit has its own value and being combined one with another, they create summarized value of the system. In fact, sustainable development will mean maximizing total value of the system with harmonized growth of each particular unit. Units of some subsystems will be considered as well as approaches of linking them. Also ways of value estimation will be considered.

**Aleksankov Andrey**  
*PhD in Economics,  
Director of Innovation Development Centre, Saint-Petersburg state university of economics*



The lecture will be devoted to the green economy as a new modern paradigm of sustainable development and innovativeness. The problems and prospects of transition of the countries to green economy will be considered. Special attention will be paid to the study of the experience of different countries (e.g. Sweden, the USA etc.) and practical aspects of the implementation of the principles of green economy in Russia.

**Davydenko Elizaveta**  
*PhD in Economics,  
Associate Professor, International Entrepreneurship Chair, SUAI*



In this presentation I want to examine the role that communication in international settings may have for the creation of a new mindset that helps in the creation of a sustainable world. Sustainability depends on our ability to support the natural world and its resources. We can do this in many different ways, by reorganizing living conditions, changing economic sectors and work practices, developing new technologies, adjusting individual lifestyles that conserve natural resources, etc. But all of this requires a multi-format communicative style to help in the creation of the new worldview.

**Inchaurrealde Carlos**  
*PhD in Philology,  
Associate Professor, International Entrepreneurship Chair, SUAI*



The lecture is dedicated to one of the newest and most promising areas in the development of franchising which is green franchising. The definition of this term, the history of its appearance will be given. Particular emphasis will be placed on business areas where green franchising is currently being applied, and leading international franchising companies that practice this area will also be represented.

**Berdina Marina**

*PhD in Economics,*

*Associate Professor, International Entrepreneurship Chair, SUAI*



In this lecture we will talk about the following concepts: green economy and green finance as one of the conditions for sustainable development; the concept of green finance, theoretical and practical grounds. We will consider the investment sector of the green economy, the objects and instruments of green financing at the national and micro levels: green bonds, certificates, crowdfunding and crowdsourcing. We will talk about green banks, investing in major sectors of the economy, and environmental risks. In addition, we will discuss such topics as: budgetary and extrabudgetary sources of “green” financing and “green” taxation, principles of responsible financing, project financing and the principle of “equator”, as well as the political aspects of green finance.

**Lebedev Boris**

*PhD in Economics,*

*Associate Professor, International Entrepreneurship Chair, SUAI*



People and corporations have a joined responsibility to act in a sustainable way, because that's their moral imperative. In this lecture, we'll find out how bananas teach us how to give form and shape to this high obligation.

**Hilvers Harm**

*Professor, CHE, Ede, The Netherlands*



As a result of increase in anthropogenous impact at the environment, growth of number of environmental disasters, there is a task of decrease in negative impact on the surrounding environment more and more sharply. It is necessary to expand the use of economic instruments for environmental protection. Transition of economy of the state to sustainable development can become one of solutions of this problem. It will demand establishment of balance between economy, ecology and the social sphere. The system of «green» public procurements can become one of the tools promoting greening of economy, including market development of environmentally friendly products.

**Suvorova Aleksandra**

*Senior teacher, Regent Fitzroy International Private School, China*



We will talk conceptually about sustainable development and circular economy and show how SDGs are used in practice in Russian business. We will share the development experience of our company «Prostoe delo», successful practices and mistakes. The company's mission is to create a sustainable development culture through education, business and art in Russia. The main activity of the company is to develop and implement environmentally friendly, sustainable and effective solutions for business: companies and startups.

**Litvinov Nikita**

*Co-founder and CEO of LLC «Prostoe delo», environmental engineer, graduate of Bauman Moscow State Technical University*

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Sustainability projects in HORECA field is a seldom but really necessary initiative. Why it is so and how it is practically performed within BUSHE company (Saint-Petersburg, Moscow) will be discussed at the lecture by Ekaterina Aksenova – sustainability director BUSHE.

**Aksenova Ekaterina**

*Sustainability Director Bushe*

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