

HOLOSCOPE™ - DIPLOMA

I've now got a Sustainability Lens

MIA LINDGREN AT BRIGHTER BUSINESS AB

HoloScope™ is a digital innovation and sustainability program for all roles in a company. It is an education and an idea process where the opportunities in the UN's 17 goals for sustainable development is combined with the strengths of business and sustainable business models.

In this e-learning based education Mia has deepened their knowledge of:

- 1 Definition of sustainability and the importance of sustainable development in business. Planetary boundaries, innovation vs efficiency and Triple Bottom Line.
- 2 Agenda 2030: the UN's 17 Sustainable Development Goals (SDG) and their connection to innovation within a company.
- 3 Stakeholders: how do we go from shareholder value to stakeholder value?
- 4 Sustainable business models: theory, inspiration and best practice examples.
- 5 Circular economy: lifecycle analysis, circular strategies and best practice examples.
- 6 Industrial vs deep ecology: the difference between the philosophies and own reflection.

Mia has also carried out a idea generation workshop, where Mia has identified new potential business opportunities through evaluating the own team strengths and sustainability challenges that could be solved using them. These ideas have been forwarded to Brighter business AB's management team.



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VD
HoloHouse

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