

## SUSNET: a European project that helps the sustainability of companies and their partners

According to current marketing and advertising communication, everything and everyone seems to be genuinely sustainable into a sort of collective greenwashing, but can companies concretely be more sustainable and create networks to help achieve the goals of Agenda 2030?

This is what the '**SUSNET**' (SUStainability NETwork) project, funded by the European Commission through the **Erasmus+** programme, aims to address.

For two years, five companies from as many European countries will be engaged in the study and application of sustainable business and management models for the environment and social responsibility. There are also substantial incentives for more careful management and better economic performance of the company, in addition to the contribution to the 2030 Agenda.

SUSNET is promoted by the Spanish MEUS and involves the companies Lovila Limited (Cyprus), Coworking Plus (Denmark), Center for Education and Innovation (Greece) e OpenCom i.s.s.c. (Italy).

Given the nature of the partners, the project has practical activities and objectives geared towards direct and simply applicable benefits to make it easy for companies to introduce sustainable practices and measure them. Furthermore, SUSNET shows how such approaches can also be extended to other organisations, e.g. suppliers, to create a sustainability network in their own sphere.

After an initial research phase, the project will produce three products. The first is a **Guide to Sustainability Concepts** with information and instructions on the paths to be taken in the company to train staff in sustainability issues and dynamic behaviour.

The second is a **Good Practice Guide to Sustainability** in organizations and guidance on how to train their staff to apply the examples studied within your company.

The latest product is the 'Stakeholder Engagement Guide', a publication that can guide companies in building sustainable networks to contribute to the achievement of the 2030 Agenda goals, but also to increase the capacity of the relevant business system to make integrated and sustainable economies, with benefits for profitability

The SUSNET project started in 2021 and will end in 2024.

Coworking Plus, 07/11/2022