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Welcome to A4GE

Sharing & Promotion Activity 1

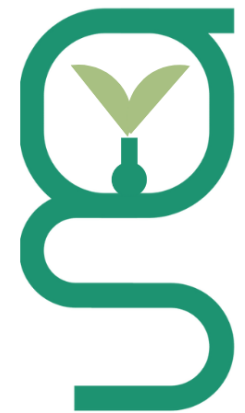
SHARING AND PROMOTION ACTIVITY 1

**Fostering sustainability accounting education:
Reflections of the academic community**

Montpellier, October 1 – October 3, 2025



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The Account4GreenEco Project



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To develop an open and interactive sustainability accounting online learning environment, **the Sustainability Accounting Learning Platform for a Green Economy**, to promote the integration of this topic into the business and accounting curricula in the European Higher Education Area and support the green transition of the EU economy

The Account4GreenEco Project



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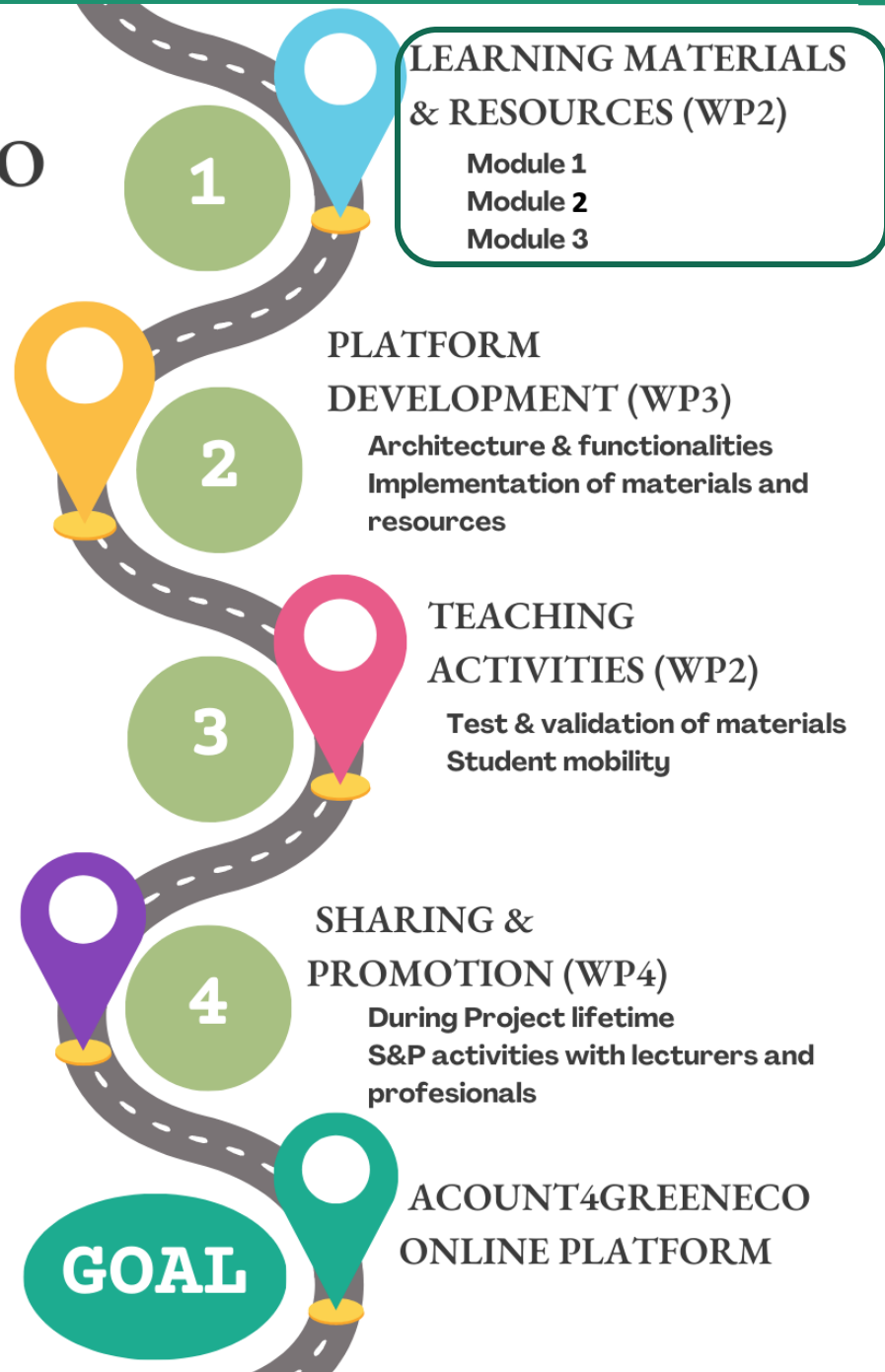
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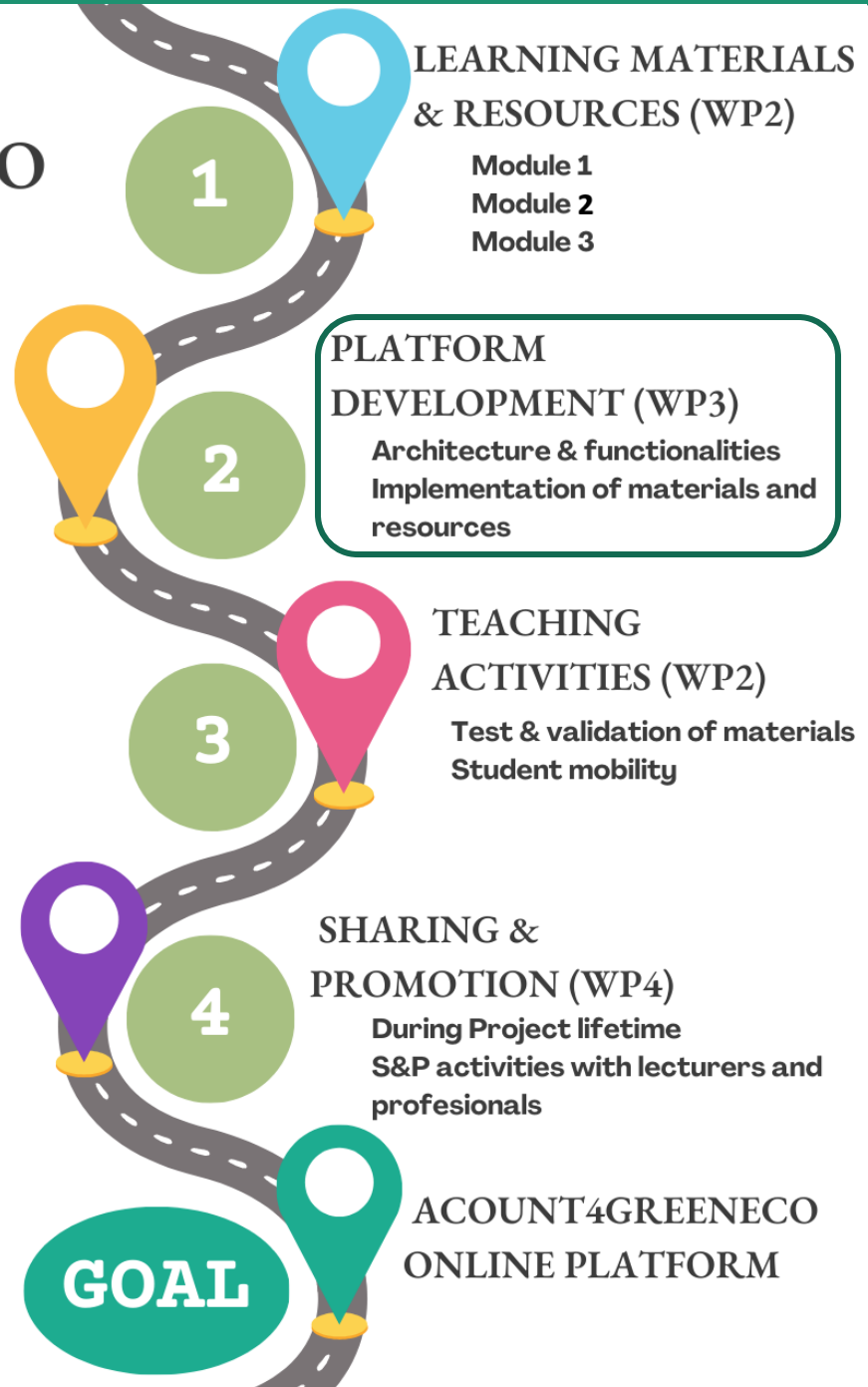
Associated partner



ACCOUNT4GREENECO ROADMAP



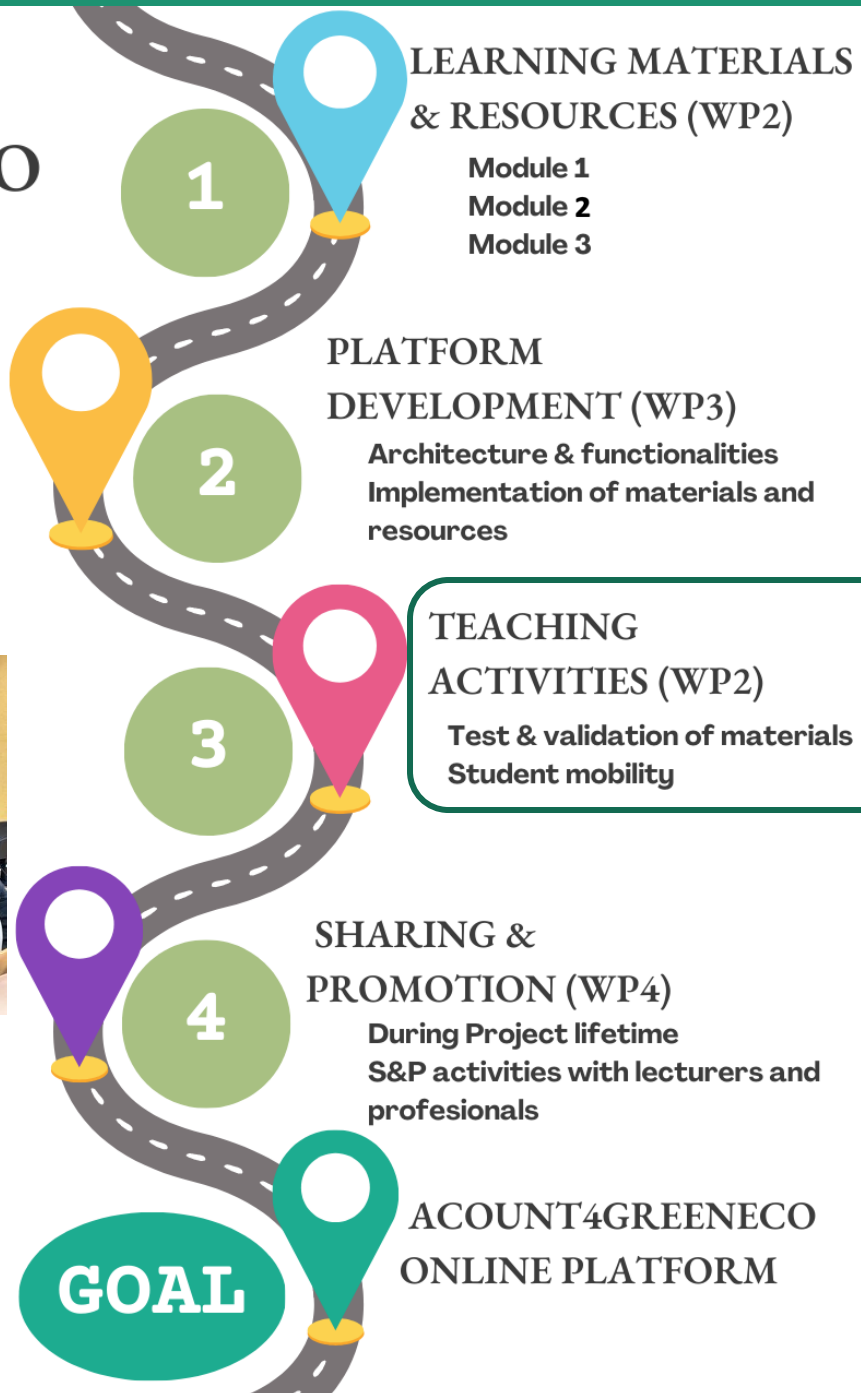
ACCOUNT4GREENECO ROADMAP



ACCOUNT4GREENECO ROADMAP



Burgos, September 2025



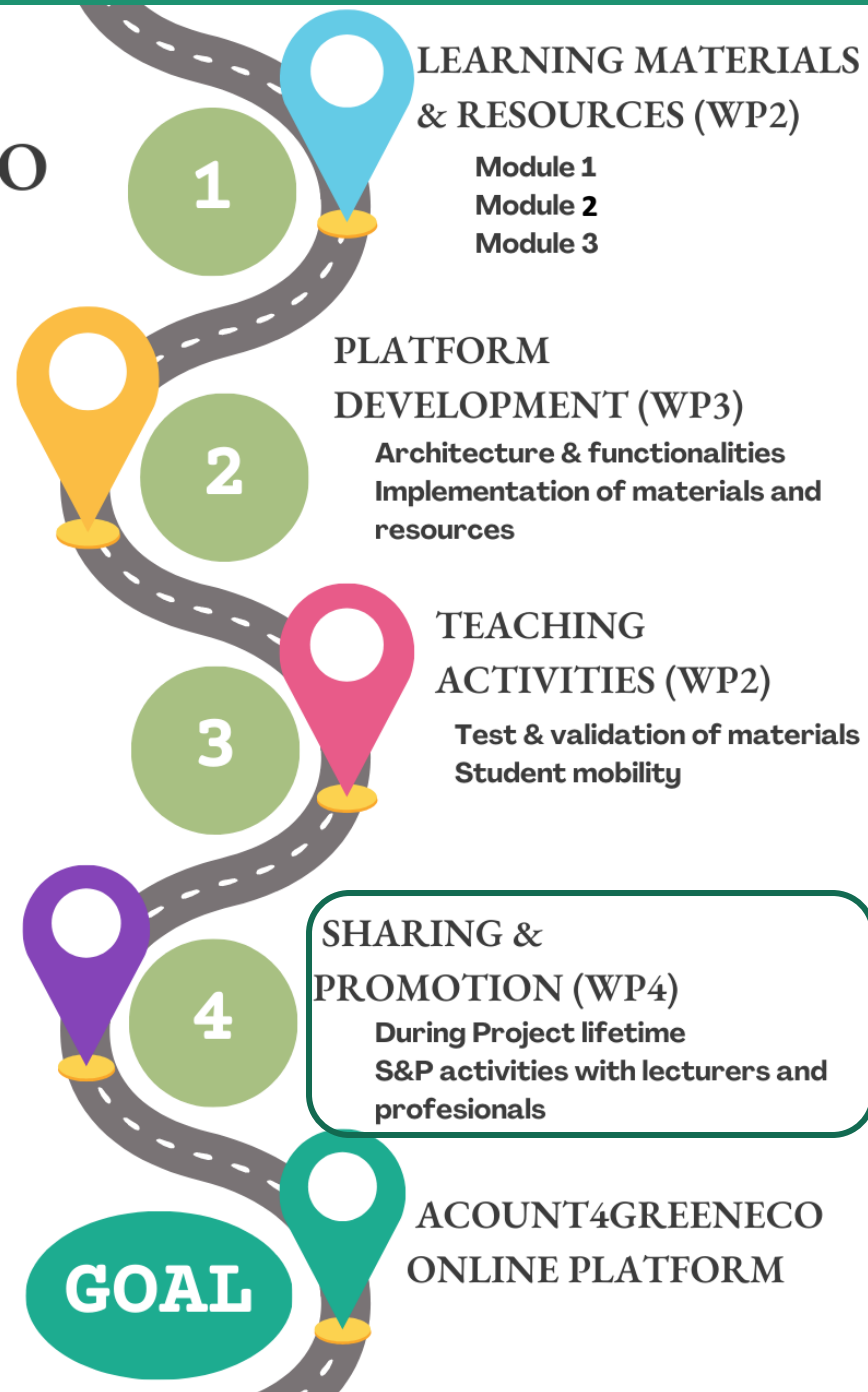
Leuphana, November 2024



Trento, October 2023



ACCOUNT4GREENECO ROADMAP



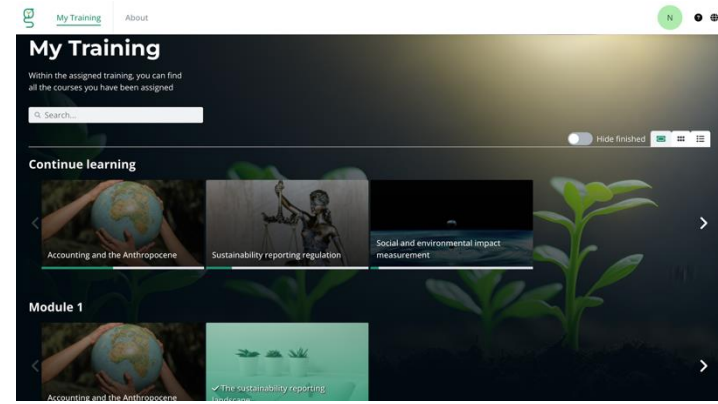
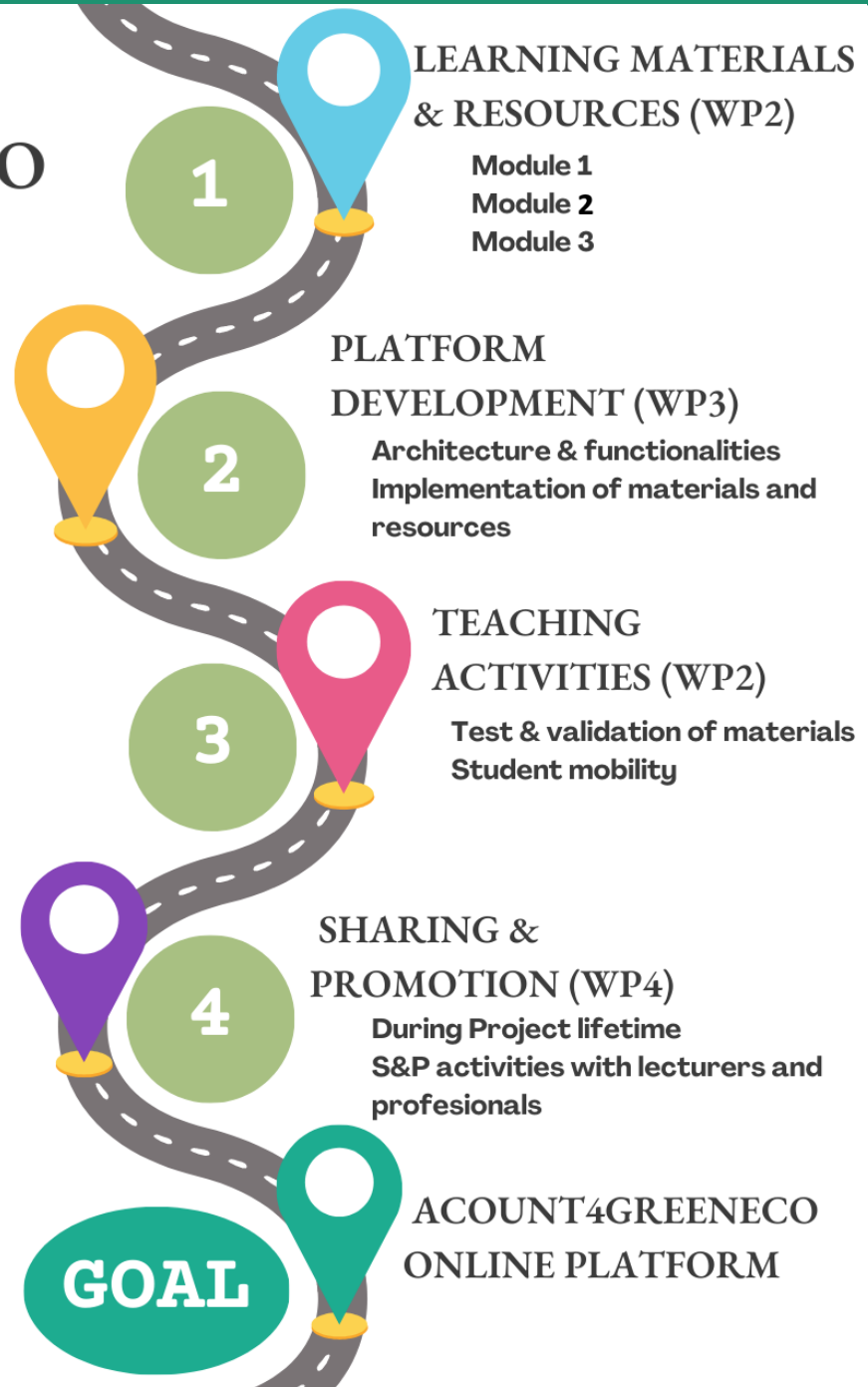
SP1 with lecturers

Montpellier

October 1 – 3, 2025



ACCOUNT4GREENECO ROADMAP



Sharing and Promotion Activity 1



For Account4GreenEco

- To present the **Sustainability Accounting Learning Platform for a Green Economy** (Account4GreenEco Learning Platform)
- To learn from you about how we can **envision alternative ways** to teach sustainability accounting

For you

- A **collaborative forum for advancing** sustainability accounting education through peer discussion
- A space for **engaging with and meeting colleagues** with similar interests



Welcome to MBS and
Montpellier



Agenda

Wednesday, October 1, 2025	
15.00 – 20.00	Hotel check-in – Hotel Campanille
20.00 – 22.00	Welcome dinner - Brasserie du théâtre

Thursday, October 2, 2025	
Venue: MBS- Salle des Actes (3 rd floor)	
9.00 – 9.30	Registration
9.30 – 10.00	Opening session J. Senn & N. García-Torea
10.00 – 11.00	Icebreaker activity J. Benkert
11.00 – 11.15	Morning Tea Break
11.15 – 13.00	Working on... designing courses on sustainability accounting N. García-Torea & J. Senn
13.00 – 14.30	Lunch – Campus cafeteria (1 st floor)
14.30 – 16.00	Working on... teaching pedagogies for sustainability accounting education E. Costa & G. Balenciaga
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17.30 – 19.00	Guided walking tour of the historic centre - Tourist office - Place de la Comédie
19.30 – 21.30	Dinner - Petit Jardin

Friday, October 3, 2025	
Venue: MBS - Salle des Actes (3 rd floor)	
9.15 – 9.30	Day 1 wrap-up and introduction to day 2
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Venue: Montpellier, historic centre	
16:30 – 19:30	Free time
19.30 – 21.30	Dinner - Rosemarie

Some key information before we start

- **Documentation**

- Sign attendance list in all sessions (morning/afternoon)
- Sign data protection document
- Sign ethical consent form

- **Certificate of attendance**

- By email after the end of the activity



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Icebreaker Activity

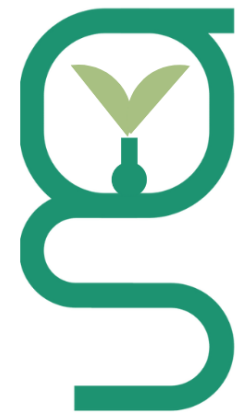
SHARING AND PROMOTION ACTIVITY 1

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Montpellier, October 1 – October 3, 2025



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Let's get to know each other!

How does it work?

- There will be **4 rounds of group** interaction (of 10 minutes each).
- In each round, **groups will rotate** so that we interact with many people as possible.
- In each round, we'll **answer a prompt question** within your group to get to know each other.



Round 1

What inspired you to specialize in sustainability accounting in the first place?

Remember to introduce yourself!



Round 2

Can you share an experience or moment when you realized the importance of sustainability in business or society?

Remember to introduce yourself!



Round 3

Outside of academia, is there a particular sustainability practice or habit you've adopted in your daily life that you're proud of?

Remember to introduce yourself!



Round 4

What's one book, film, or experience that has had a lasting impact on your perspective or teaching?

Remember to introduce yourself!





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Working on Designing courses on sustainability accounting

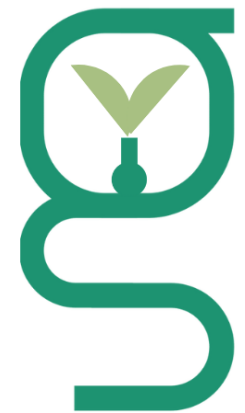
SHARING AND PROMOTION ACTIVITY 1

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The goal of the session



To foster a collective reflection on the content of sustainability accounting courses to co-create meaningful, relevant, and future-oriented curricula.



Session structure

- Group discussion (45 minutes)
- Group presentation (4-3 minutes) and debate (4-3 minutes)
- The Account4GreenEco Project's approach (10 minutes)

For discussion

- **Question 1:** Which concepts and competencies are essential for students to understand the role of sustainability accounting, and how should they shape the curriculum design?
- **Question 2:** How can we integrate emerging sustainability challenges (e.g., climate risk, biodiversity, modern slavery) into sustainability accounting education and teaching approaches?
- **Question 3:** How can we ensure our courses remain relevant and forward-looking to the evolving sustainability accounting landscape, and what processes can we put in place for this?
- **Question 4:** To what extent should we balance theoretical and practical knowledge in our courses? Who should be involved for this?



Groups and QR codes

Group A

Question 1

Group B

Question 2

Group C

Question 3

Group D

Question 4

Now it's your turn

- Each **group will present** their conclusions for **3-4 minutes**
- A **short debate** will follow to discuss the key points **3-4 minutes**



The Account4GreenEco Project's approach

Module 1 Sustainability accounting in the 21 st century	Module 2 Sustainability information production and regulation	Module 3 Sustainability management accounting and control
U1.1. Accounting and the Anthropocene U1.2. The sustainability reporting landscape	U2.1. Sustainability reporting regulation U2.2. Social and environmental impact measurement	U3.1. Sustainability management accounting U3.2. Sustainability management control

The Account4GreenEco Project's approach



Module 1
Sustainability accounting
in the 21st century

Unit 1.1
ACCOUNTING AND THE
ANTHROPOCENE

Sustainability Accounting Learning Platform
for a Green Economy

2022-1-ES01-KA220-HED-000089844



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The Account4GreenEco Project's approach



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Module 1
Sustainability accounting
in the 21st century

Unit 1.2
THE SUSTAINABILITY REPORTING
LANDSCAPE

Sustainability Accounting Learning Platform
for a Green Economy

2022-1-ES01-KA220-HED-000089844



The Account4Green



Module 2

Sustainability information production and regulation

Unit 2.1

SUSTAINABILITY REPORTING REGULATION

Sustainability Accounting Learning Platform
for a Green Economy

2022-1-ES01-KA220-HED-000089844



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The Account4GreenEco Project's approach

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Module 2

Sustainability information production and regulation

Unit 2.2

SOCIAL AND ENVIRONMENTAL IMPACT MEASUREMENT

Sustainability Accounting Learning Platform
for a Green Economy

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The Account4GreenEco Project's approach



Module 3

Sustainability management accounting and control

Unit 3.1

SUSTAINABILITY MANAGEMENT ACCOUNTING

Sustainability Accounting Learning Platform
for a Green Economy

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The Account4GreenEco Project's approach



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Module 3

Sustainability management accounting and control

Unit 3.2

SUSTAINABILITY MANAGEMENT CONTROL

Sustainability Accounting Learning Platform
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Working on...

Reflecting on teaching pedagogies for sustainability accounting education

SHARING AND PROMOTION ACTIVITY 1

**Fostering sustainability accounting education:
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Montpellier, October 1 – October 3, 2025



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The goal of the session



This session aims to create a space for critical reflection and collective learning among sustainability accounting educators. The goal is to surface insights, share challenges and innovations, and inspire new pedagogies to sustainability accounting education that are responsive, inclusive, and future-oriented.



Session structure

- Group discussion – 45 minutes
- Group presentation and debate - 4 minutes per group + 10 minutes
- The Account4GreenEco Project's approach – 10 minutes

For discussion

Q1: Which pedagogical methods (e.g., case studies, project-based learning, simulations, role play, problem-based learning, service learning) are most effective for teaching sustainability accounting, and under what conditions?

Q2: How should we assess learning in sustainability accounting courses so as to reflect deeper, transformative understanding rather than superficial competence?

Q3: What barriers exist (within universities, departments, accreditation systems, faculty incentives, student expectations) to transforming accounting pedagogy toward sustainability, and how might we overcome them?

Q4: What does it mean to be an educator in sustainability accounting today – and how might our roles need to evolve to support transformative learning? How do we balance being content experts, facilitators of critical dialogue, and agents of change?



Groups and QR codes

Group A

Question 1

Group B

Question 2

Group C

Question 3

Group D

Question 4

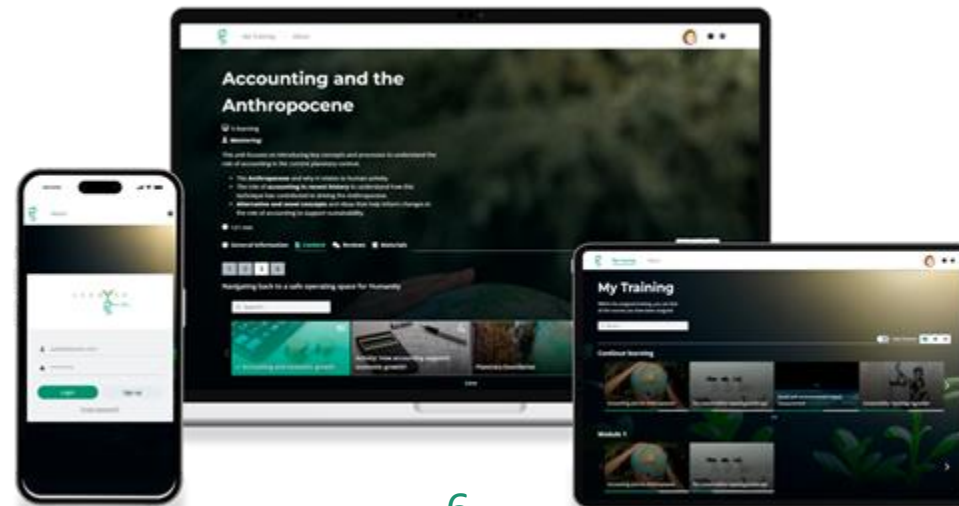
Now it's your turn

- Each **group will present** their conclusions for **4 minutes**
- A **short debate** will follow to discuss the key points among groups – **10 minutes**



Our Pedagogical Approach: A User-Centered and Gamified Model

- **LXP E-learning Platform:** Our solution is a platform that prioritizes the **student experience**, ensuring intuitive and enjoyable learning.
- **Key Principles:** We use two innovative methodologies: **microlearning** to offer content in short capsules and **gamification** to turn learning into an interactive and motivating experience.
- **Purpose:** We aim to transform sustainability accounting education by enhancing student motivation and engagement through a modern pedagogical design.



Content Structure: Gamified Seasons and Chapters

- **Microlearning Format:** Courses are divided into **seasons and short chapters**, making knowledge assimilation easier without overwhelming the student.



- **Gamification Elements:** Each chapter combines theoretical content with playful activities to reinforce learning. This includes:
 - **Assessment:** Quizzes.
 - **Reinforcement:** Roulette, puzzles, video quiz, fill in the gaps, exercises.



- **Purpose:** This model allows learning to be enjoyable, fun, and effective, reinforcing content in a dynamic, non-evaluative way.

Real-Life Simulation: Learning Through Role-Play

- **Key Differentiator:** We implement a **Role-Play** format that places students in **real-life situations** related to sustainability accounting.



- **Interactive Mechanism:** The student makes decisions that define their own learning path, allowing them to experience the consequences of their choices in a **virtual and safe environment**.
- **Message:** Role-Play is a powerful tool for **practical and experiential learning**, fostering critical thinking, decision-making, and engagement in a unique and memorable way.



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Wrap-up day 1 and introduction to day 2

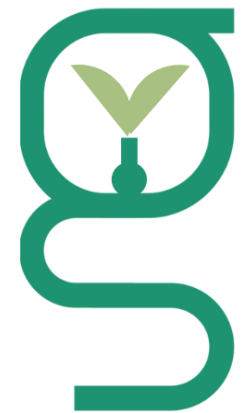
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Working on... integrating sustainability accounting into university curricula

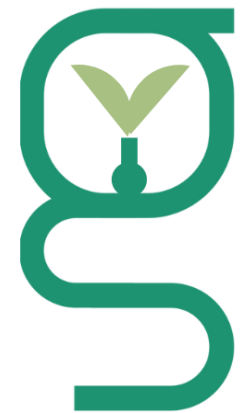
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The goal of the session



to discuss practical strategies and collaborative approaches for overcoming institutional, pedagogical, and resource-related challenges in integrating sustainability accounting into university curricula



Session structure

- Group discussion – 45 minutes
- Group presentation and debate - 4 minutes per group + 10 minutes
- The Account4GreenEco Project's approach – 10 minutes

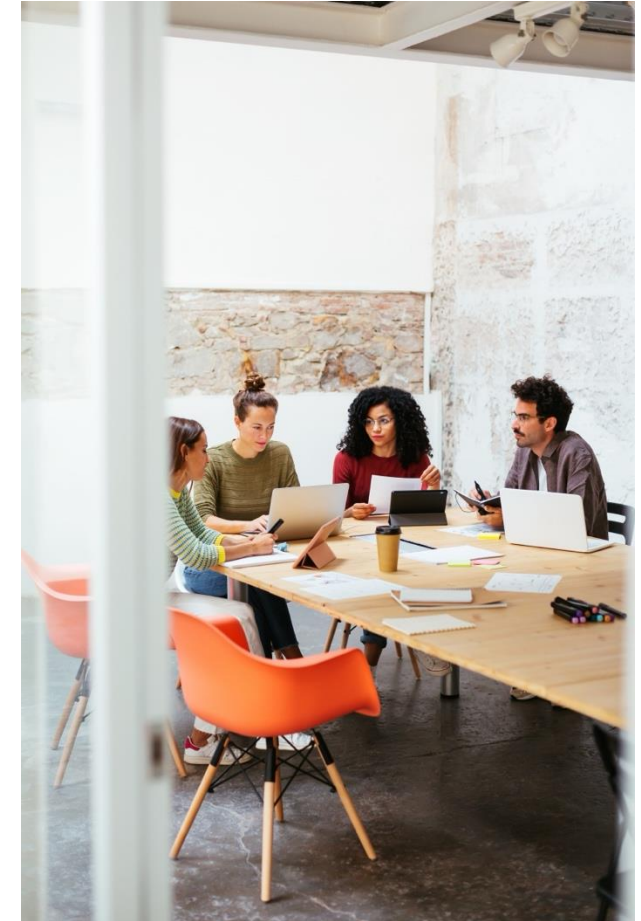
For discussion

Q1: How can universities effectively address the interdisciplinary nature of sustainability to create cohesive sustainability accounting curricula that engage multiple departments without overwhelming existing course structures?

Q2: Should we consider sustainability accounting a course on its own, and if so, who should be responsible for this offering (e.g. accounting departments, others)?

Q3: Keeping in mind the ideas and perspectives we collected yesterday, what could be the best next step to foster the integration of sustainability accounting in (your) higher education institutions?

Q4: What are institutional and operational challenges in fostering the integration of sustainability accounting into higher education curricula and how can they be addressed?



Groups and QR codes

Group A

Question 1

Group B

Question 2

Group C

Question 3

Group D

Question 4

Now it's your turn

- Each **group** will **present** their conclusions for **4 minutes**
- A **short debate** will follow to discuss the key points among groups – **10 minutes**



Thank you!



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Navigating the Sustainability Accounting Learning Platform

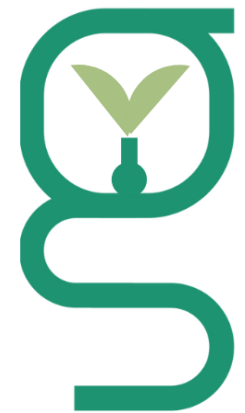
SHARING AND PROMOTION ACTIVITY 1

**Fostering sustainability accounting education:
Reflections of the academic community**

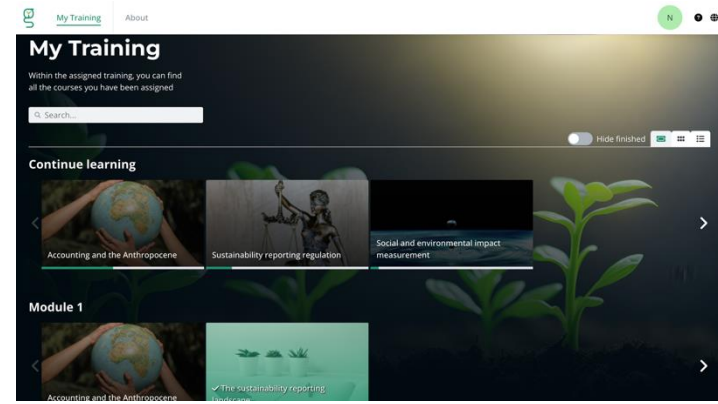
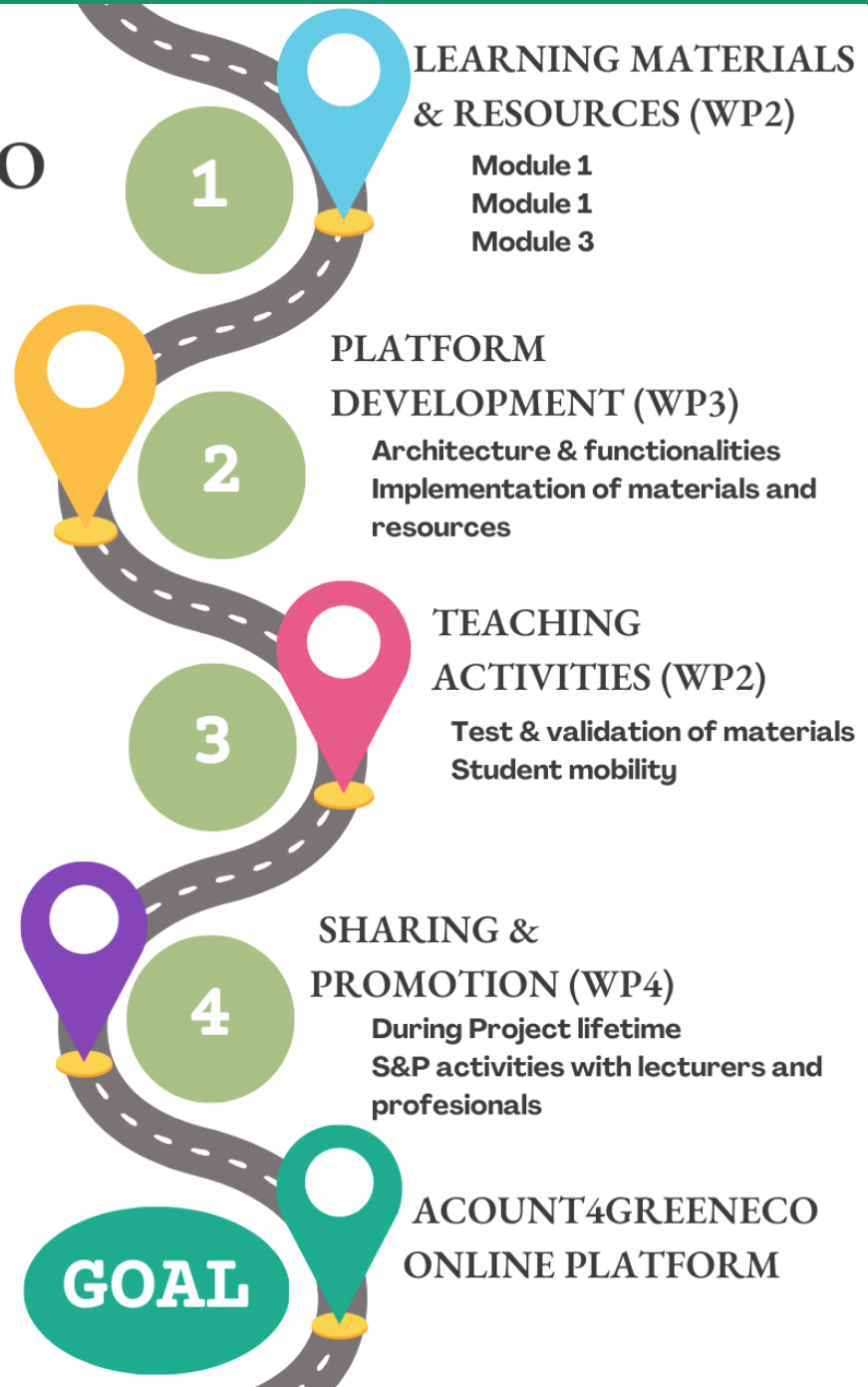
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ACCOUNT4GREENECO ROADMAP



The goal of the session



To present the content and functioning of the Sustainability Accounting Learning Platform for a Green Economy.

Open



Friendly



Dynamic



The Platform's syllabus



Module 1	Module 2	Module 3
Sustainability accounting in the 21 st century	Sustainability accounting production	Sustainability management accounting
U1.1. Accounting and the Anthropocene	U2.1. Sustainability reporting regulation	U3.1. Sustainability management accounting
U1.2. The sustainability reporting landscape	U2.2. Social and environmental impact measurement	U3.2. Sustainability management control

The Platform's syllabus



Module 1
Sustainability accounting
in the 21st century

Unit 1.1
ACCOUNTING AND THE
ANTHROPOCENE

Sustainability Accounting Learning Platform
for a Green Economy

2022-1-ES01-KA220-HED-000089844



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1.1.	DEFINING THE ANTHROPOCENE	3
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2.1.	DOMINATION OF NATURE AND EARLY MODERN ACCOUNTING SYSTEMS	12
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2.3.	COLONIALISM, GLOBALIZATION, AND THE ROLE OF NATURAL RESOURCES	22
3.	NAVIGATING BACK TO A SAFE OPERATING SPACE FOR HUMANITY	25
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4.	SUSTAINABILITY ACCOUNTING: WHAT IS NEXT?	35



The Platform's pedagogical approach: Gamification

User-Centered LXP: Our platform leverages microlearning and gamification to deliver engaging and motivating sustainability accounting education, focused on the student experience.

Structured Content: Courses are broken into short, interactive "seasons and chapters," blending theory with gamified activities (quizzes, puzzles) for dynamic knowledge reinforcement.

Role-Play Simulation: A unique Role-Play feature allows students to apply learning in realistic, risk-free virtual scenarios, fostering critical thinking and experiential decision-making.

Let's see the Platform



learn.a4ge.eu





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Wrap up session

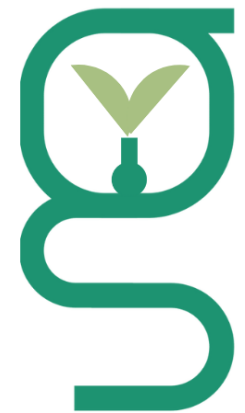
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During these two days



Some food for thought regarding

Content

- Ensuring **common language**
- Accounting as **social practice**
- Complementarity with **sustainability courses** (e.g., circular economy, etc.)
- **Basic** knowledge vs **applied** knowledge
- **Update** of content
- **Responsibility** of managing content
- Development of **competences** (e.g, critical thinking, system thinking...)

Pedagogies

- Developing students' **interaction and involvement**
- Additional **resources**
- Promoting **continuous** assessment
- Use of AI
- **Resistance** to innovative teaching
- Creating **attractive classes**
- Understanding your **audience**

Institutional aspects

- Importance of **legitimacy**
- Recognition of accounting scholars as **champions**
- **Resistance** of the accounting profession
- **Framing** of accounting
- **Position** of sustainability accounting vis-à-vis **financial accounting**
- **Dialogic engagement** with diverse stakeholders
- Sustainability as an **overarching principle**

What should we prioritize?

Content

Pedagogies

Institutional aspects



1

Vai a wooclap.com

2

Immettere il codice dell'evento nel banner superiore

Codice evento
XOXQPH

Is something missing beyond...?

Content

Pedagogies

Institutional aspects



1

Vai a wooclap.com

2

Immettere il codice dell'evento nel banner superiore

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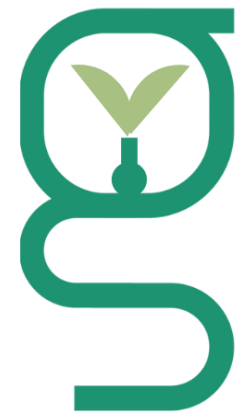


Satisfaction survey and feedback

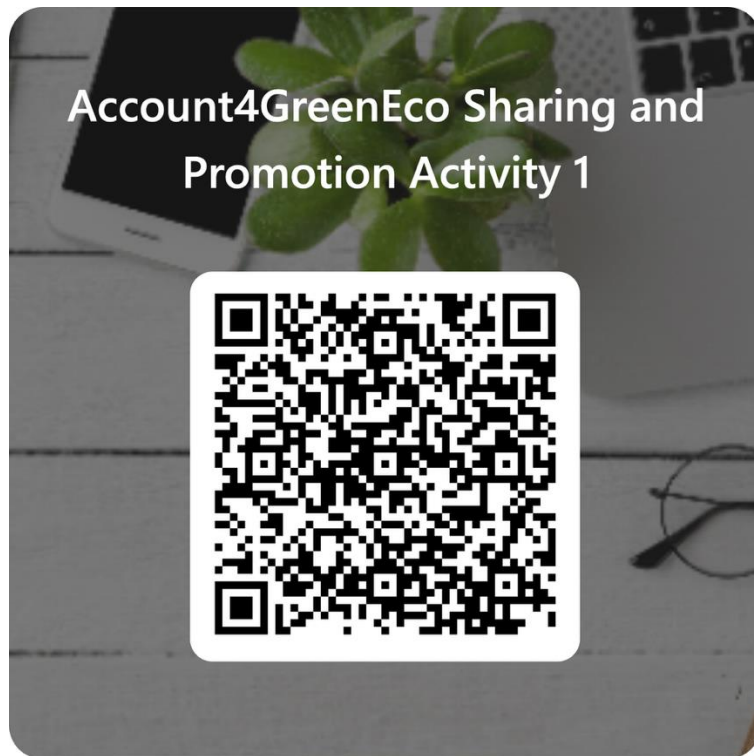
SHARING AND PROMOTION ACTIVITY 1

**Fostering sustainability accounting education:
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We want your feedback on the activity and platform



Link: <https://forms.office.com/e/gftJUPxQsf>

Send your notes: account4greeneco@ubu.es

merci
graciñas
eskerrik asko
gracias
danke
grazie



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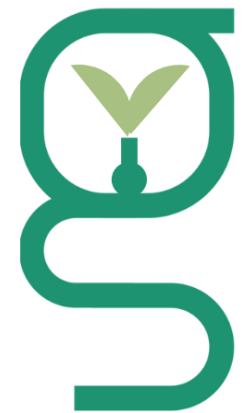


Closing session and farewell

SHARING AND PROMOTION ACTIVITY 1

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Montpellier, October 1 – October 3, 2025



Goal of Sharing and Promotion Activity 1



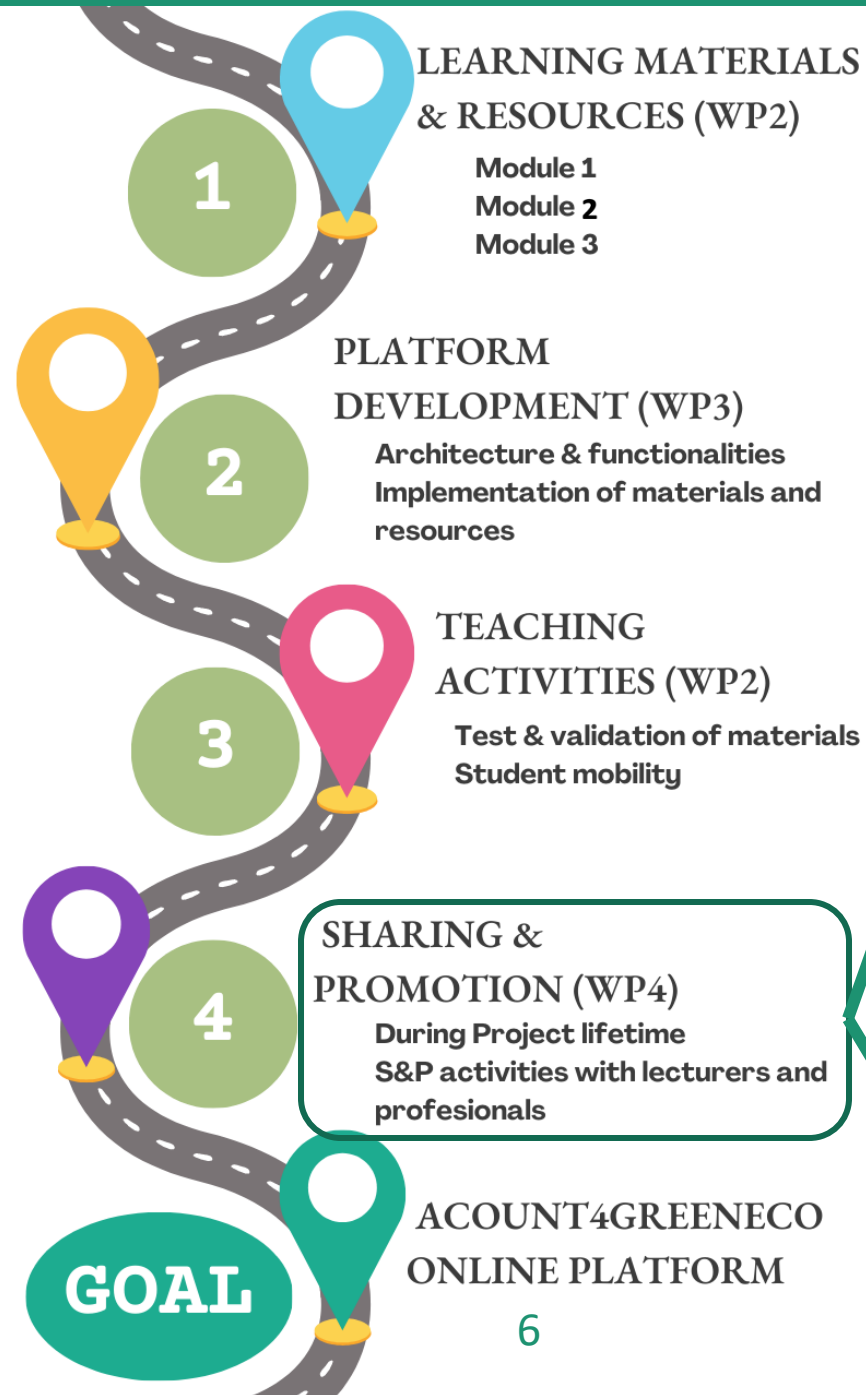
For Account4GreenEco

- To present the **Sustainability Accounting Learning Platform for a Green Economy** (Account4GreenEco Learning Platform)
- To learn from you about how we can **envision alternative ways** to teach sustainability accounting

For you

- A **collaborative forum for advancing** sustainability accounting education through peer discussion
- A space for **engaging and meeting colleagues** with similar interests

Account4 GreenEco move to its final phase



SP1 with lecturers

Montpellier

October 1 – 3, 2025



SP2 Closing conference

Madrid and online

November 13, 2025

Sharing and Promotion Activity 2

Final Conference

	Session	Speakers
12.00 – 12.15	Opening words and introduction to the event	Juliette Senn (MBS School of Business)
12.15 – 13.15	Panel discussion: Current trends in sustainability accounting education Moderator: M. Andreaus (University of Trento)	M. Rodrigue (University of Laval, CSEAR ECoP) S. Russell (University of St. Andrews, CSEAR EcoP) J. M. Moneva (Universidad de Zaragoza, EFRAG) G. Michelin (University of Padova)
13.15 – 14.15	Panel discussion: Practitioners' view of sustainability accounting profession Moderator: E. Costa (University of Trento)	N. Rodríguez (DIRSE, Naturgy) P. A. Rivera González (BBVA) L. Romeu (KPMG)
14.15 – 15.15	Buffet lunch	
15.15 – 15.45	The Sustainability Accounting Learning Platform	N. García Torea (Universidad de Burgos) & E. Pérez (Gestionet) A. Castilla (EY)
15.45 – 16.45	Panel discussion: Bridging sustainability accounting practice and education Moderator: J. Benkert (University of Leuphana)	C. Larrinaga (Universidad de Burgos) V. Aggarwal (ACCA) M. Luque (University of Córdoba)
16.45 – 17.00	Closing remarks	N. García Torea (Universidad de Burgos)



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ACCOUNT 4Green Eco

Account4GreenEco

Sharing and promotion activity 2

Bridging practice and university for advancing sustainability accounting education

November 13 2025

Hotel AC Atocha (Madrid, Spain)

In-person & online

Registrations required



Images generated by recraft.ai

Registration: <https://a4ge.eu/sharing-and-promotion-activity-2/>

Sharing and Promotion Activity 2 Final Conference



The Project ▾ News Teaching activities ▾

DO YOU WANT TO JOIN US FOR SP2?

Please fill in this form to register for SP2, indicating if you wish to attend in-person or online.

Sharing and Promotion Activity 2

Final Conference

Bridging practice and university for advancing sustainability acco

November 13, 2025

Hotel AC Atocha – Calle de las Delicias, 42, 28045, Madrid

Online

Link: <https://a4ge.eu/sharing-and-promotion>

Name *

First

Last

Email *

Country *

Organization *

Position *

Attendance *

☐ In-person ☐ Virtual

Submit



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Certificates of participation

Reception

- Email with which you register for the activity
- After the activity



SP1 Green report

From participants:

- Origin, destination and mode of transport



Deadline: Friday, October 10

account4greneco@ubu.es



merci
graciñas
eskerrik asko
gracias
danke
grazie



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