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Deliverable 4.1

Organization of the engagement with lecturers and professionals

Sustainability Accounting Learning Platform
for a Green Economy

2022-1-ES01-KA220-HED-000089844





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List of acronyms

- SP – Sharing and Promotion activities
- EU – European Union
- WP – Work Package



1. Introduction

Work Package 4 (WP4) aims organize **two sharing and promotion activities** (SP1, SP2) to foster the engagement with lecturers, professionals and other relevant individuals to promote and disseminate the sustainability accounting platform.

These activities aim to:

- **Facilitate knowledge transfer** and **capacity-building** among lecturers and professionals;
- **Increase awareness** and **adoption** of the learning platform;
- Strengthen **collaboration between academia and the professional sector** in advancing sustainability accounting practices.

The goal of **Deliverable 4.1 (D4.1)** is to define the process for engaging lecturers, professionals, and other relevant actors to ensure the effective dissemination and use of the learning platform.

2. Stakeholder engagement plan

2.1. Engagement plan objectives

D4.1. Organization of the engagement with lecturers and professionals provides the Project's **stakeholder engagement plan**, which outlines a structured approach to effectively involve lecturers, professionals, and other relevant actors in the sharing and promotion activities (SP1, SP2).

These activities complement each other. On the one hand, SP1 will contribute to **fostering the use of the learning platform in graduate programs**. In particular, the purpose of this activity is to advertise the platform among lecturers to let them know about its availability and to promote the advantages of its use. For that goal, the activity seeks to engage with lecturers and train them in how to exploit the platform and the material and resources at their disposal to make use of them in their own accounting courses. On the other hand, SP2 will contribute to **sharing and disseminating the project results among professionals and other relevant individuals** to encourage the use of the learning platform. For that purpose, the activity will present the most relevant content and features of the platform and highlight its usefulness in education and training in the current sustainability accounting landscape in the EU.

This engagement plan ensures that key stakeholders (mainly lecturers, and professionals, but also society at large) who can contribute to and benefit from the sustainability accounting platform are **effectively targeted** and **actively engaged**, to foster collaboration and promote **long-term commitment to the sustainability accounting platform**.



The objective of the plan is to describe and implement effective engagement strategies, tailored for lecturers and professionals. In particular, it is designed to achieve the following WP4 objectives:

- **Dissemination of the learning platform** among professionals, lecturers and other relevant individuals;
- Furthering the **interest of lecturers in using the learning platform** in their own courses;
- Promotion of **the importance of sustainability accounting** for university education and accounting and sustainability practice.

The engagement plan described in this deliverable is aligned with the Project's overall sharing and promotion plan. Notably, the communication and dissemination plan described in that document supports the D4.1. stakeholder engagement plan by identifying specific ways to reach the Project's key stakeholders.

2.2. Engagement with lecturers

SP1 will consist of a three-day activity in which the partners of the Project will present the platform to selected lecturers teaching accounting or other related topics. The purpose of the activity is to disseminate the learning platform and explain how they can use it in their own courses. This activity also seeks to operate as forum where the selected lecturers can discuss and reflect on learning content and pedagogies to teach sustainability accounting.

Mapping stakeholders and engagement strategy

A transparent process has been employed to map and select 28 lecturers from relevant institutions. The project will launch an application process that will be disseminated so that lecturers with experience or interest in teaching sustainability accounting can submit their application to participate in SP1.

A list of **selection criteria** was developed to be applied to select SP1 participants (Table 1). The selection criteria were discussed among all partners, leading to the decision to establish a structured approach consisting of **core criteria** and **additional criteria** to ensure diversity and inclusivity in participant selection. All partnership members participated in this process.



Table 1. Selection criteria

Core criteria (mandatory for application)	Description
1. Teaching and academic background	1.1. Engaged in research on sustainability accounting/topic interests that overlap with or complement the project scope 1.2. Engaged in teaching sustainability accounting 1.3. (would be a plus) Involvement in international initiatives or experience in an international academic environment (demonstrated through participation in international conferences, membership in international scholarly communities, or engagement in collaborative research initiatives across borders)
2. Geographical location	2.1. Affiliated with an institution located in one of the partner countries of the project
Additional criteria (considered during the selection process)	Description
3. Diversity and inclusion	3.1 Applications from minority groups, individuals with disabilities, or those facing other challenges 3.2. Aiming for 40-60% diversity in terms of gender balance 3.3. Including a mix of senior, mid-career, and early-career researchers

To ensure an **inclusive and transparent selection process**, we develop a structured call for participation (see **Annex 1**). This call highlights the established selection criteria and provide clear guidelines for interested lecturers to apply. The process will be managed through the website of the Project (see Figures 1 and 2). The period for submitting applications will be from March 10 to March 28, 2025.

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[The Project](#)
[News](#)
[Teaching activities](#)
[Sharing and promotion](#)
[Documents](#)
[Newsletter](#)

Sharing and Promotion Activity 1

Fostering sustainability accounting education: Reflections of the academic community

Montpellier (France), October 1-3, 2025

The **purpose** of SP1 is to offer a space for 28 selected academics with experience in teaching and researching sustainability accounting to discuss and reflect on how we can foster the integration of sustainability accounting education into higher education.

SP1 will be held at **MBS School of Business** (Montpellier, France) from **October 1 to October 3, 2025** (with October 1 as the arrival day and October 4 as the departure date). The event will comprise different working sessions where participants will (1) discuss how to design courses on sustainability accounting, (2) propose alternative pedagogies to teach this topic, and (3) reflect on how we can integrate these courses into higher education programmes and curricula. These activities will be complemented by sessions on the online and open course on sustainability accounting designed by the Project, as well as with social activities to promote informal interaction among participants.

Figure 1. SP1 section on project webpage I.

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FILL THE FORM

You can find information on the selection process and conditions in the [call for applications](#).

If you want to apply for one of the positions, you can submit your applications by filling in the **following form** before **March 28, 2025**.



A4GE SP1 call for applications

A4GE SP1 call for applications

Step 1 of 3

Surname *

First name ✱

Date of birth *

Gender *

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Other
- ☐ I prefer not to answer

Next

Figure 2. SP1 section on project webpage II.

All applications will then be reviewed by the partnership members, ensuring **alignment with the predefined criteria**. In the event that the necessary 28 candidatures are not received during the application period, a second call for participation will be launched to meet the required number of participants (see **Annex 2**). This second period will start on April 7 and will be closed on April 21, 2025. Selected lecturers will be subsequently informed and invited to take part in SP1 on May 5, 2025. The various stages in the selection process are highlighted in Figure 3.

The Project has agreed to invite 34 lecturers (covering the additional five with the institution's internal resources) to help ensure that we can reach the quality indicators of 28 participants.



Figure 3. Selection process

Step 1. Discussion of the selection criteria

- Identify key attributes
- Gather input from all partners

Step 2. Draft of the call for participation

- Prepare a detailed call document
- Define application submission process and deadlines

Step 3. First screening of applications received

- Review completeness of applications
- Filter based on minimum eligibility criteria

Step 4. Launch of a second call for participation (if necessary)

- Assess the number and quality of received applications
- Relaunch the call if the pool is insufficient (return to step 3)

Step 5. Selection of the 28 participants

- All applications reviewed and discussed among partners
- Finalize the list of selected participants
- Notify chosen candidates

Dissemination of the call

The Project will disseminate the call through its social media (LinkedIn). We will create several posts to ensure that we reach most of our followers and get to reach a broader audience by getting the posts to be shared by other LinkedIn members. A poster has also been created to facilitate distribution on social networks and internally within each institution.



Figure 4. SP1 poster

Additionally, each Project partner (particularly higher education institutions) will share the information within their national academic networks. Namely:

- **MBS School of Business** will share the call for participation through the French Accounting Association (AFC) - through direct email to its members, the French CSEAR network - through direct email to its members, and to colleagues who may consider this activity relevant to participate- through direct email.
- The **University of Burgos** will share the call for participation through the Spanish Association of Accounting University Lecturers (Asociación Española de Profesores Universitarios de Contabilidad – ASEPUC) – through their weekly newsletter and social media, and the Spanish CSEAR network – through direct email to its members.
- The **University of Leuphana** will share the call for participation through the Verband der Hochschullehrerinnen und Hochschullehrer für Betriebswirtschaft, VHB (Association of lecturers and professors for Business administration) via a newsletter emailed to its members, and through direct email to sustainability and accounting scholars in Germany and Austria. Further, sustainability and accounting scholars shared the invitation for the event within their own institutional and professional networks.
- The **University of Trento** will share the call for participation through the Italian Association of Accounting University Scholars (SIDREA Società Italiana dei docenti di Ragioneria ed Economia Aziendale) - through their weekly newsletter and social media, the Italian CSEAR network - through direct email to its members and the GBS (Gruppo Bilanci e Sostenibilità) - through direct email to its members.



Annex 3 summarizes the number of applications received and the outcome of the screening process.

Structure of SP1

SP1 will be structured in specific blocks (see the preliminary agenda in Appendix 2) that describe the different modules integrating the online platform and demonstrate how they can be applied in teaching. The event will include:

- **Seminars and demonstrations** to present the functionalities of the learning platform and best practices for its integration into courses;
- **Interactive discussions** to share experiences on teaching sustainability accounting, providing insights into practical application and allowing participants to express their views on how sustainability accounting is taught and how the platform can enhance learning outcomes;

By structuring SP1 as a **participatory event**, we ensure that lecturers actively contribute to discussions while integrating the outcomes of the Project in parallel. This approach not only promotes the learning platform but also strengthens its practical adoption within academic curricula. Additionally, by developing interactive discussions, we aim to elaborate a compiled list of "good practices" for teaching sustainability accounting drawn on key takeaways from participants.

Annex 4 provides the preliminary agenda for SP1.

2.3. Engagement with professionals

SP2 will consist of a one-day final conference in which the main results and outcomes of the project will be presented to disseminate the learning platform among professionals and other relevant individuals.

Mapping stakeholders and engagement strategy

To ensure **broad participation and impact**, a structured approach will be employed to identify and engage relevant stakeholders. This process will be based on transparency and inclusivity, targeting a diverse audience of professionals across Europe.

A targeted outreach strategy will be implemented to attract:

- **50 in-person participants** from Spanish and European organizations, including representatives from corporate sustainability, academia, and regulatory bodies;
- **150 online participants** who will join the event through a dedicated virtual platform, ensuring accessibility for a wider audience.

The Associated Partner (DIRSE) will play an **instrumental role** in promoting the event. Their extensive network of sustainability professionals and corporate leaders in Spain will help maximize attendance and engagement. DIRSE's contribution will include:

- Promoting the event among top-tier Spanish companies and sustainability professionals;
- Facilitating connections with industry leaders and thought leaders in the sustainability accounting sector.



To further extend the reach of the event, **national and international academic and professional networks** will be leveraged. A multi-channel communication strategy will be implemented to ensure effective outreach and encourage participation from diverse professionals.

Structure of SP2

The final event will be organized in a blended format to enable the participation of other professionals and actors from the countries of the rest of the partnership members (Italy, Germany, and France) and other countries. It will take place in Madrid with the support of the Associated Partner (DIRSE) to incentivize the attendance of sustainability accounting and management professionals at the event and other relevant individuals from Spain.

It will be structured to provide a **comprehensive and engaging experience for both in-person and online attendees**. In particular, the activity will include an introductory section on the project and specific sections on the different modules. Relevant academic and professional keynote speakers will be invited to explain the relevance of sustainability accounting in the current EU landscape.

By adopting this structured and inclusive engagement strategy, SP2 aims to effectively disseminate the learning platform and foster **meaningful dialogue** among professionals in sustainability accounting.

Annex 5 provides the preliminary agenda for SP1.

3. Dissemination responsibilities

All partnership members will be responsible for disseminating information about the event through their national and international networks, ensuring **a diverse and engaged audience**.

To enhance the effectiveness of dissemination efforts, partners will:

- Share promotional materials, such as posters, through their academic and professional networks;
- Coordinate with DIRSE to amplify visibility and attract high-profile attendees;
- Monitor and report on dissemination activities to assess their impact and refine outreach strategies if necessary.



Annex 1 – SP1 1st call for applications

CALL FOR APPLICATIONS

SHARING AND PROMOTION ACTIVITY 1

Fostering sustainability accounting education: Reflections of the academic community

The Project Sustainability Accounting Learning Platform for a Green Economy – Account4GreenEco (Ref. 2022-1-ES01-KA220-HED-000089844), funded by the National Agency SEPIE (Servicio Español para la Internacionalización de la Educación) 1 in the framework of the European programme ERASMUS+, organizes its **Sharing and Promotion Activity 1 (SP1) “Fostering sustainability accounting education: Reflections of the academic community”**.

The activity

The **purpose of SP1** is to offer a space for 28 selected academics with experience in teaching and researching sustainability accounting to discuss and reflect on how we can foster the integration of sustainability accounting education into higher education.

SP1 will be held at **MBS School of Business** (Montpellier, France) from **October 1 to October 3, 2025** (with October 1 as the arrival day and October 4 as the departure date). The event will comprise different working sessions where participants will (1) discuss how to design courses on sustainability accounting, (2) propose alternative pedagogies to teach this topic, and (3) reflect on how we can integrate these courses into higher education programmes and curricula. These activities will be complemented by sessions on the online and open course on sustainability accounting designed by the Project, as well as with social activities to promote informal interaction among participants.

Call for applications

The Project will **fund the participation of 28 academics** working in higher education institutions or research centers based in one of the countries of Project’s partnership: France, Germany, Italy, and Spain.

The Project will cover the participants’ accommodation and subsistence costs during the three days of the activity. Travel costs will be covered up to the following amounts depending on the selected participants’ country.



- France: €240,00
- Germany: €275,00
- Italy: €275,00
- Spain: €250,00

As requested in the Erasmus+ Programme, all participants shall be **covered by an insurance policy** including the following areas: (1) travel insurance (including damage or loss of luggage); (2) third-party liability (including, wherever appropriate, professional indemnity or insurance for responsibility); (3) accident and serious illness (including permanent or temporary incapacity); and (4) death (including repatriation in case of projects carried out abroad). In case the institution of the participants does not include these areas in its insurance policy, the participants must hire specific insurance for the activity. The insurance cost will be included as part of the travel costs and considered within the part of the maximum amount covered for this purpose, as indicated above. Participants will be requested to send proof of insurance coverage before the start of the activity.

Selection criteria

Mandatory criteria

Applicants must:

- Be affiliated with a university or research center based in one of the ***countries of the Project's partnership***: France, Germany, Italy, and Spain.
- Prove ***experience in teaching sustainability accounting*** or other related topics relevant to the Project's scope.
- Prove ***experience in researching on sustainability accounting*** or other related topics relevant to the Project's scope.

Additional criteria

Involvement in international initiatives or experience in ***international academic environments*** (demonstrated through participation in international conferences, membership in international academic communities, or engagement in collaborative research initiatives across borders) will be positively valued in case of draws. The ***career stage*** of the participants will be considered to ensure a mix of senior, mid-career, and emerging scholars. The selection procedure will **guarantee** that:

- The selected participants will be evenly distributed among countries if the submitted applications allow for it.
- A 40%-60% gender balance.
- Six positions will be reserved for participants from minority groups, with disabilities or other difficulties. If the applicants do not meet any of these



conditions, these positions can be given to other applicants.

Application process

Applications must be submitted via the project webpage by filling in the form available at this [link](#), before **March 28, 2025**.

The outcome of the selection process will be communicated to applicants before May 5, 2025.

Acceptance

The selected participants must formally accept the reception of the scholarship during the next 10 days after the publication of the selection process result by sending an email to account4greeneco@ubu.es. Failing to do so will be understood that she/he resigns.

Any waiver of a position that has been previously accepted must be submitted in writing. Accepted resignations will allow the next person on the waiting list to be selected. The project will not refund travel costs if a participant does not complete SP1 or if she/he resigns after accepting the position.



Annex 2 – SP1 2nd call for applications

CALL FOR APPLICATIONS - Extension **SHARING AND PROMOTION ACTIVITY 1** **Fostering sustainability accounting education:** **Reflections of the academic community**

The Project Sustainability Accounting Learning Platform for a Green Economy – Account4GreenEco (Ref. 2022-1-ES01-KA220-HED-000089844), funded by the National Agency SEPIE (Servicio Español para la Internacionalización de la Educación) 1 in the framework of the European programme ERASMUS+, organizes its **Sharing and Promotion Activity 1 (SP1) “Fostering sustainability accounting education: Reflections of the academic community”**.

The activity

The **purpose of SP1** is to offer a space for 28 selected academics with experience in teaching and researching sustainability accounting to discuss and reflect on how we can foster the integration of sustainability accounting education into higher education.

SP1 will be held at **MBS School of Business** (Montpellier, France) from **October 1 to October 3, 2025** (with October 1 as the arrival day and October 4 as the departure date). The event will comprise different working sessions where participants will (1) discuss how to design courses on sustainability accounting, (2) propose alternative pedagogies to teach this topic, and (3) reflect on how we can integrate these courses into higher education programmes and curricula. These activities will be complemented by sessions on the online and open course on sustainability accounting designed by the Project, as well as with social activities to promote informal interaction among participants.

Call for applications

The Project will **fund the participation of 28 academics** working in higher education institutions or research centers based in one of the countries of Project’s partnership: France, Germany, Italy, and Spain.

The Project will cover the participants’ accommodation and subsistence costs during the three days of the activity. Travel costs will be covered up to the following amounts depending on the selected participants’ country.

- France: €240,00
- Germany: €275,00
- Italy: €275,00



- Spain: €250,00

As requested in the Erasmus+ Programme, all participants shall be **covered by an insurance policy** including the following areas: (1) travel insurance (including damage or loss of luggage); (2) third-party liability (including, wherever appropriate, professional indemnity or insurance for responsibility); (3) accident and serious illness (including permanent or temporary incapacity); and (4) death (including repatriation in case of projects carried out abroad). In case the institution of the participants does not include these areas in its insurance policy, the participants must hire specific insurance for the activity. The insurance cost will be included as part of the travel costs and considered within the part of the maximum amount covered for this purpose, as indicated above. Participants will be requested to send proof of insurance coverage before the start of the activity.

Selection criteria

Mandatory criteria

Applicants must:

- Prove ***experience in teaching sustainability accounting*** or other related topics relevant to the Project's scope.
- Prove ***experience in researching on sustainability accounting*** or other related topics relevant to the Project's scope.

Additional criteria

Involvement in international initiatives or experience in ***international academic environments*** (demonstrated through participation in international conferences, membership in international academic communities, or engagement in collaborative research initiatives across borders) will be positively valued in case of draws.

The ***career stage*** of the participants will be considered to ensure a mix of senior, mid-career, and emerging scholars.

The selection procedure will **guarantee** that:

- The selected participants will be evenly distributed among countries if the submitted applications allow for it.
- A 40%-60% gender balance.
- Six positions will be reserved for participants from minority groups, with disabilities or other difficulties. If the applicants do not meet any of these conditions, these positions can be given to other applicants.

Application process



Applications must be submitted via the project webpage by filling in the form available at this [link](#), before **April 21, 2025**.

The outcome of the selection process will be communicated to applicants before May 5, 2025.

Acceptance

The selected participants must formally accept the reception of the scholarship during the next 10 days after the notification of the selection process result by sending an email to account4greeneco@ubu.es. Failing to do so will be understood that she/he resigns.

Any waiver of a position that has been previously accepted must be submitted in writing. Accepted resignations will allow the next person on the waiting list to be selected. The project will not refund travel costs if a participant does not complete SP1 or if she/he resigns after accepting the position.



Annex 3 – SP1 selection outcome

Country	Received	Fully comply key criteria	Partially comply key criteria	Selected	Waiting list	Non-selected
France	11	11	0	9	2	0
Germany	2	2	0	2	0	0
Italy	13	13	0	12	1	0
Spain	10	10	0	9	1	0
Other EU	2	2	0	2	0	0
Non-EU	3	0	0	0	0	3
Total	41	38	0	34	4	3



Annex 4 – SP1 agenda

Sustainability Accounting Learning Platform for a Green Economy

2022-1-ES01-KA220-HED-000089844

Sharing and Promotion Activity 1 Agenda

MBS School of Business, October 1-3, 2025

Wednesday, October 1, 2025	
20.00 – 22.00	Welcome dinner Brasserie du théâtre

Thursday, October 2, 2025	
Venue: MBS School of Business, Salle des Actes/Ceremony Hall (Third floor)	
9.00 – 9.30	Registration
9.30 – 10.00	Opening session Welcome and introduction overview of planned activities Nicolas García-Torea and Juliette Senn
10.00 – 11.00	Icebreaker activity Julia Benkert
11.00 – 11.15	Morning Tea Break
11.15 – 13.00	Working on... designing courses on sustainability accounting Nicolas García-Torea and Juliette Senn
13.00 – 14.30	Lunch Space in the campus cafeteria (First floor)
14.30 – 16.00	Working on... reflecting on teaching pedagogies for sustainability accounting education Ericka Costa and Gary Balenciaga
Venue: Montpellier, historic centre	
17.15 – 19.15	Guided walking tour of the historic centre Meeting point: Tourist office - Place de la Comédie
19.30 – 21.30	Dinner Petit Jardin



Friday, October 3, 2025	
Venue: MBS School of Business, Salle des Actes/Ceremony Hall (Third floor)	
9.15 – 9.30	Day 1 wrap-up and introduction to day 2 Nicolas García-Torea
9.30 – 11.00	Working on... integrating sustainability accounting into university curricula Julia Benkert and Nicolas García-Torea
11.00 – 11.15	Morning Tea Break
11.15 – 12.30	Navigating the Sustainability Accounting Learning Platform Nicolas García-Torea and Gary Balenciaga
12.30 – 14.00	Lunch Space in the campus cafeteria (First floor)
14.00 – 15.00	Regenerative supply chains: A knowledge polycentrism view Guest lecture by Domenico Dentoni, MBS School of Business
15:00 – 16:00	Wrap up session Ericka Costa and Nicolas García-Torea
16:00 – 16:15	Satisfaction survey Julia Benkert
16:15 – 16:30	Closing session and farewell Juliette Senn and Nicolas García-Torea
Venue: Montpellier, historic centre	
16:30 – 19:30	Free time
19.30 – 21.30	Dinner Rosemarie



Annex 5 – SP2 agenda

Sustainability Accounting Learning Platform for a Green Economy

2022-1-ES01-KA220-HED-000089844

SHARING AND PROMOTION ACTIVITY 2

Bridging practice and university: Advancing sustainability accounting education

Agenda

Hotel AC Atocha, Madrid (Spain), November 13, 2025

	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: Michele Andreaus (University of Trento)	Michelle Rodrige (University of Laval, CSEAR ECoP) Shona Russell (University of St. Andrews, CSEAR ECoP) José Mariano Moneva (Universidad de Zaragoza, EFRAG) Giovanna Michelin (University of Padova)
13.15 – 14.15	Panel discussion: Practitioners' view of sustainability accounting profession Moderator: Ericka Costa (University of Trento)	Nuria Rodríguez (DIRSE, Naturgy) Pedro Ángel Rivera González (BBVA) Luis Romeu (KPMG)
14.15 – 15.15	Buffet lunch	
15.15 – 15.45	The Sustainability Accounting Learning Platform	Nicolás García Torea (Universidad de Burgos) & Estibaliz Pérez (Gestionet)
15.45 – 16.45	Panel discussion: Bridging sustainability accounting practice and education Moderator: Julia Benkert (University of Leuphana)	Alberto Castilla (EY) Carlos Larrinaga (Universidad de Burgos) Vikas Aggarwal (ACCA) Mercedes Luque (Universidad de Córdoba)
16.45 – 17.00	Closing remarks	Nicolás García Torea (Universidad de Burgos)



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