



Account4GreenEco Newsletter

Fall-Winter 2024

On behalf of the entire team of partners, we are pleased to launch our third newsletter dedicated to the Erasmus+ co-funded project Account4GreenEco which objective is to deliver an online learning environment to increase sustainability accounting skills for the green transition of the EU economy.

Please find below information about the project progress as well as recent developments in the domain of sustainability reporting.

The partners of the project.

How gamification can support environmental accounting

Our partner Gestionet is at the forefront of developing digital educational tools to promote sustainability values. The team has extensive experience in immersive educational methodologies and has used the power of gamification to revolutionize learning experiences.

What is gamification?

Gamification involves integrating game elements and dynamics, such as challenges, rewards, and simulations, into non-game contexts, like education. It transforms traditional learning processes into dynamic, engaging, and impactful experiences. By using gamification, learning becomes:

- Highly engaging: learners are motivated through challenges, rewards, and immersive scenarios
- Practically relevant: learners apply theoretical knowledge to real-world sustainability issues
- Memorable and effective: fun and interactivity enhance understanding and long-term retention of key concepts

As a proven methodology, gamification drives meaningful learning and prepares individuals to tackle complex future challenges.

Gamification in the Account4GreenEco Project

Account4GreenEco exemplifies how gamification can support sustainability education. By blending gamification and simulation, it offers an innovative training environment designed to address the challenges of the ecological transition:

- Interactive scenarios: participants make decisions in simulated real-world sustainability challenges
- Personalized learning: adaptive feedback, levels, and rewards cater to individual learning paces
- Impact-driven education: participants see how their choices influence sustainability outcomes, fostering deeper understanding

By merging gamification with sustainability training, the Project demonstrates how innovative approaches can bridge the gap between knowledge and practice. In particular, gamified training within the Project creates value for both individuals and companies: participants gain the competencies needed to lead sustainability initiatives, and companies benefit from specialists trained in sustainability reporting and strategies that meet European standards.

The Project organized its second teaching activity in Lüneburg

The Account4GreenEco Project's roadmap includes the organization of three Teaching Activities to test and validate the materials on sustainability accounting that it produces and the learning environment it develops: the Sustainability Accounting Learning Platform for a Green Economy.

In these teaching activities, students selected from the four higher education institutions participating in the Project act as online learning platform users to gather feedback to help us improve it.

After the success of the first Teaching Activity (TA1), held in Trento in October 2023, we organized the second Teaching Activity (TA2), hosted by the Project partner Leuphana University, from November 5 to November 8, 2024. A group of 23 students from the four universities participating in the Project (MBS School of Business from France, Leuphana University from Germany, Università degli Studi di Trento from Italy, and the Universidad de Burgos from Spain) were selected to attend and participate in this event.

During the Project's second year, the Partners have worked on producing the second module of the platform that focuses on sustainability reporting regulation and social and environmental impact measurement. During the Teaching Activity, participants were able to test this second Module, as well as to work and learn from the first one.

In addition to testing the platform, participants also participated in seminars given by Dr. Frank Dubielzig, Sustainability Director at Hapag-Lloyd AG, and Dr. Timur Sevincer from the Institute of Sustainability Psychology (Leuphana University). A fantastic opportunity to learn more about the role of sustainability information in the design of sustainable corporate strategies, as well as how sustainability and psychology intersect.



The Teaching Activity also fostered interaction and socialization among participants in an international environment.



Account4GreenEco's third and last Teaching Activity in Burgos in September 2025

After the outstanding result of the first and second Teaching Activities, the Project is entering the final phase of the development of the platform. The next selected participants will have the opportunity to test it in its entirety at the third Teaching Activity (TA3) of the Project, which the University of Burgos will organize in the first week of September 2025.

The project will initiate the student selection process for TA3 in Spring 2025, offering 24 full scholarships (6 per higher education institution) to participate in the event. As with the first and second Teaching Activities, students will be selected based on their academic record and English language skills. The selection also considers diversity measures.

You can find more information on the Project's Teaching Activities and the selection processes [here](#).

UBU and MBS hosted engaging workshops on corporate sustainability and reporting

The Project in collaboration with the University of Burgos (UBU)'s [Master of Sustainability Reporting and Assurance](#) organized a practice-oriented seminar, on October 11, 2024. The guest speaker was María Eugenia García Rincón, head of Communication and CSR at Aquavall and regional delegate of DIRSE, the associated partner of the Account4GreenEco Project.

María Eugenia García Rincón shared with the students her extensive knowledge on how to design sustainability strategies for companies. She emphasized the importance of communicating those strategies properly through sustainability reports, which are not just a formality, but a key instrument for firms, as an accountability tool, and a mechanism they have to produce to comply with new requirements set by the European Union.

The Master of Sustainability Reporting and Assurance collaborates directly with our Project to promote dissemination and awareness about the growing relevance of sustainability accounting for corporate professionals. As part of its syllabus, the Master organizes a set of seminars given by experienced professionals in the sustainability accounting field.

The Project, in collaboration with MBS School of Business, also organized a learning session on October 31, 2024. The guest speaker was Tiphaine Sargentini, manager at [Goodwill-management](#), a consulting firm specialized in CSR strategy. Tiphaine Sargentini was invited as part of a Master-level course on environmental accounting within the Audit and Control specialization, attended by work-study students. Her session focused on alternative accounting methods, where she introduced an extended accounting approach developed internally at Goodwill-management.

The objective of this method is to translate an organization's overall impact on society and monitor it over the long term through the creation of an extended income statement and balance sheet. The method can be used by organizations that are highly advanced in their CSR efforts, as well as those just beginning their journey. Students then worked on a real-life case involving two

companies. Using different documents of these companies, along with the results of the study conducted by the consulting firm, they prepared extended income statements and balance sheets, analyzed the results and proposed actions to improve the companies' overall performance across the three dimensions of CSR.

This session provided an excellent opportunity for students to explore strategies for improving sustainability performance across multiple dimensions. It also encouraged them to think critically about the role of accounting in driving positive change within organizations and society at large.

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