



Account4GreenEco Newsletter

Fall-Winter 2025

On behalf of the entire team of partners, we are pleased to launch our fifth 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

Teaching Activity 3 Burgos, Spain | August 31- September 4, 2025

The project concluded its third Teaching Activity (TA3), hosted by the University of Burgos. This key educational initiative successfully gathered 24 students representing the academic consortium partners: the University of Burgos (Spain), Leuphana University (Germany), MBS School of Business (France), and the University of Trento (Italy). Over the five-day period, participants engaged in a comprehensive and intensive agenda featuring academic lectures, collaborative exercises, cultural immersion, and social events highlighting Burgos's rich history and heritage.

The core mission of the Account4GreenEco project is to champion the integration of critical sustainability information into university curricula across the European Higher Education Area. It directly responds to the pressing demand for future professionals equipped to drive the European economy's green transition. This requires expertise in embedding environmental, social, and governance (ESG) criteria into corporate reporting and organizational

decision-making. A major deliverable of the project is an open online learning platform. This dynamic, interactive resource, providing robust materials on sustainability, was effectively pilot-tested by students during the Burgos activity. The platform is designed to be a central resource for educators and students across Europe, offering up-to-date content and promoting education aligned with global challenges.

During the activity, the student cohort participated in focused training sessions on sustainability accounting, investigating its role as a mechanism for reporting organizations' environmental and social performance. They provided valuable feedback on the online learning platform under development. The curriculum included deep dives into sustainability reporting standards, regulatory requirements, and the internal control systems necessary to guarantee report reliability. These academic components were enhanced by interdisciplinary group dynamics promoting teamwork and critical thinking, alongside social activities that forged stronger connections among participants and deepened their appreciation for the local setting.



Sharing and Promotion Activity 1: fostering sustainability accounting education Montpellier, France | October 1–3, 2025

The project successfully hosted its first Sharing and Promotion Activity (SP1) at the MBS School of Business in Montpellier. This pivotal event served as a dedicated forum for advancing sustainability accounting education in higher education. Applications had closed earlier, resulting in the selection of nearly 30 academics and educators from 18 European universities who are experienced in teaching and researching sustainability accounting. The SP1 meeting brought these experts together to collectively reflect on and collaborate on how to effectively integrate crucial sustainability information into the curricula across the European higher education area.

A major highlight of the three-day activity was the presentation of the project's main result: the Sustainability Accounting Learning Platform for a Green Economy. Developed over the three years of the project, this innovative tool offers a dynamic, autonomous, and gamified course designed to help students grasp the importance of sustainability information and become familiar with the latest corporate advances in this field. Participants engaged in hands-on exploration of this open online course during the dynamic working sessions. The platform is designed to become an educational benchmark throughout the European Union, facilitating access to relevant learning materials and promoting training committed to addressing the environmental and social challenges of the 21st century. This activity was crucial for disseminating the platform among lecturers who are keen to integrate it into their teaching activity.

Beyond gaining in-depth knowledge of the learning platform, participants engaged in robust discussions and collaborative working sessions focused on key pedagogical and institutional issues. These included defining the essential content and skills students need to acquire, identifying the most effective pedagogical approaches to achieve learning outcomes, and pinpointing the institutional barriers that often hinder the full incorporation of these topics into academic programs. In this way, SP1 operated not only as a crucial form of dissemination for the project's outputs but also as a collective space for discussion and reflection on cooperative strategies to foster sustainability accounting education at universities. The event also included social activities that helped strengthen bonds and encourage informal exchange and networking among the sustainability advocates.



**Project completed: Account4GreenEco Final Conference,
bridging the gap between practice and university
Madrid, Spain | November 13, 2025**

The project successfully held its final conference (Sharing and Promotion Activity 2). The event took place at the AC Atocha Hotel in Madrid and was also streamed online, marking the official closure of the project. The conference served as the capstone for three years of dedicated work aimed at fostering dialogue and collaboration around the integration of sustainability accounting into higher education, a crucial step in supporting the European Union's ecological transition.

The event's main focus was the presentation of the project's key outcome: the Account4GreenEco online learning platform. This innovative tool is designed to facilitate the seamless incorporation of sustainability accounting content into business and accounting curricula across the European higher education area. Available via the project's website, the platform aims to empower educators, professionals, and institutions to accelerate Europe's green economic transformation by providing accessible, structured learning content.

The day featured three dynamic panels that brought together a plural and enriching mix of leading figures from academia, business, institutions, and the professional sphere.

1. Current Trends in Sustainability Accounting Education

Moderator: Michele Andreaus (University of Trento)

Panelists: Giovanna Michelon (University of Padova & EAA), José Mariano Moneva (University of Zaragoza & EFRAG expert), Michelle Rodrigue (Université Laval, Canada & CSEAR ECoP), and Shona Russell (University of St. Andrews, UK & CSEAR ECoP).

Focus: The panel addressed the most relevant advances in university education in sustainability accounting, along with the challenges academia faces in strengthening capacities in this emerging and rapidly evolving field.

2. Practitioners' View of the Sustainability Accounting Profession

Moderator: Ericka Costa (University of Trento)

Panelists: Carlos Arango (CEO of DIRSE), Pedro Ángel Rivero (Sustainability Coordinator at BBVA), and Luis Romeu (Senior ESG Manager at KPMG).

Focus: This crucial debate focused on the current challenges companies face when preparing sustainability information. The discussion explored how university education can best train future practitioners capable of meeting new professional profiles and the rigorous demands set by regulations like the CSRD.

3. Building Sustainability Accounting Practice and Education

Moderator: Julia Benkert (Leuphana University, Germany)

Panelists: Alberto Castilla (Partner responsible for sustainability at EY), Vikas Aggarwal (Regional Director of Public Affairs at ACCA), Carlos Larrinaga (University of Burgos & Account4GreenEco project), and Mercedes Luque-Vílchez (University of Córdoba).

Focus: The aim of this final session was to generate concrete proposals to strengthen the links between professional practice and university education in sustainability accounting, ensuring curricula remain relevant and impactful.

In the closing session, Nicolás García Torea (the project coordinator) highlighted the two main conclusions that encapsulate the spirit of Account4GreenEco:

1. The urgent need to reinforce collaboration both within academia and between universities and professional practice to drive innovation in sustainability accounting education.

2. The importance of developing alternative pedagogical approaches that promote more autonomous and active learning by students, moving beyond traditional methods.

We would like to thank everyone who contributed to the success of the conference, whether in Madrid or by joining us online.

We encourage our readers to visit the project website to access the Final Conference materials and begin exploring the new Learning Platform, ensuring the knowledge and tools developed continue to resonate throughout European academia.





Account4GreenEco launches Innovative Gamified Learning Platform

Following the success of the Final Conference in Madrid, the project is thrilled to announce **the official launch** of its core deliverable: the Sustainability Accounting Learning Platform for a Green Economy.

Developed over three years of intensive teaching activities and collaboration, this free online course is designed to fundamentally change how sustainability accounting is taught across the European higher education area. Our goal is to empower educators, students, and professionals to accelerate Europe's green economic transformation.

Transforming Academia Through Gamification

The challenge of turning complex academic content into an engaging digital tool was met by our technological partner, Gestionet. At the forefront of digital educational development, Gestionet used their extensive experience in immersive methodologies to build a specific structure based on the gamification pedagogical approach.

What is Gamification?

Gamification integrates familiar game elements—like challenges, rewards, simulations, and points—into non-game contexts, such as education. This approach transforms traditional learning into dynamic, impactful, and highly effective experiences by making learning:

- Highly engaging: learners are motivated through immersive scenarios and immediate rewards.
- Practically relevant: theoretical knowledge is applied directly to real-world sustainability issues.
- Memorable and effective: fun and interactivity boost understanding and long-term retention of key concepts.

The platform embodies this innovation by blending gamification and simulation. Participants make decisions in interactive scenarios, receive adaptive feedback, and see how their choices influence real-world sustainability outcomes, fostering a deeper understanding of corporate responsibility.

Flexible and comprehensive content structure

The academic content is organized into a microlearning format, making knowledge assimilation easy and flexible. Courses are divided into seasons and short chapters, allowing for dynamic learning that won't overwhelm the student.

The platform is structured into three comprehensive modules:

Module	Focus Area	Key Units
Module 1	Sustainability Accounting in the 21st Century	U1.1. Accounting and the Anthropocene; U1.2. The Sustainability Reporting Landscape
Module 2	Sustainability Accounting Production	U2.1. Sustainability Reporting Regulation; U2.2. Social and Environmental Impact Measurement
Module 3	Sustainability Management Accounting	U3.1. Sustainability Management Accounting; U3.2. Sustainability Management Control

Each chapter utilizes a variety of content types, including theoretical text, video, and several gamified elements like quiz, double or nothing, letter wheel, and case study for a practical final assessment.

Platform benefits and accessibility

Designed with the user in mind, the platform ensures an intuitive experience that requires no initial training. It is fully multiplatform, optimized for use on all

types of devices, and built for accessibility— simply access it via a link from any search engine without needing to download any software.

Furthermore, the platform allows for flexible training, as a final Certificate is released for each module successfully completed. This certifies that participants gain the competencies needed to lead sustainability initiatives, providing companies with specialists trained in the latest European sustainability reporting and strategies.

Ready to start your free training? To register for the free online course, please visit the login page: www.a4ge.eu

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The project “Sustainability Accounting Learning Platform for a Green Economy” (Account4GreenEco) is co-funded by the Erasmus+ programme of the European Union (Ref. 2022-1-ES01-KA220-HED-000089844). The content of this newsletter is the sole responsibility of the Account4GreenEco Partnership and neither the European Commission nor the Spanish Service for the Internationalisation of Education (SEPIE) are responsible for any use that may be made of the information contained therein.



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