



SIRR

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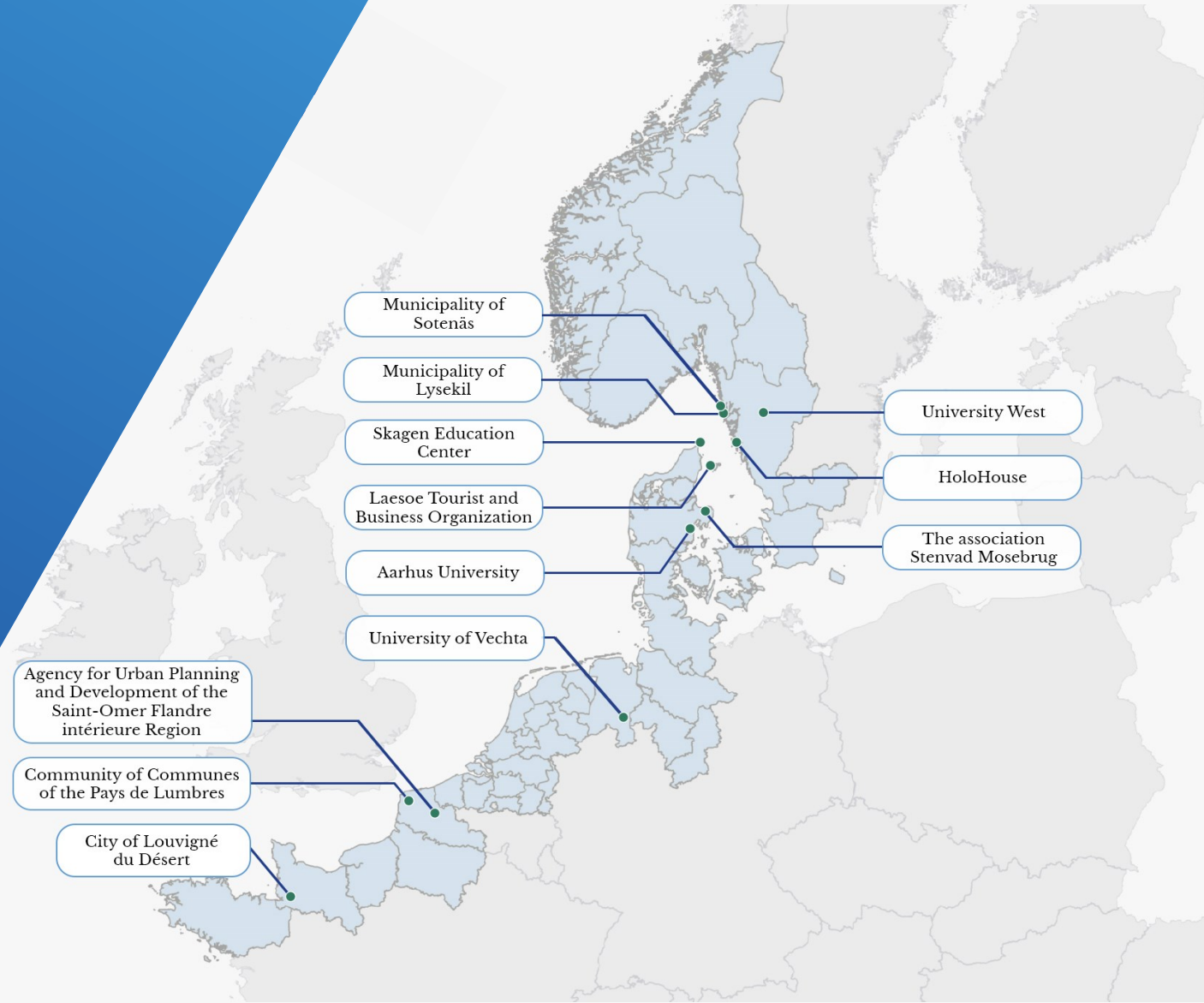
Training & Talk - January 31th, 2025

How to pitch e-learnings designed for
municipalities & business





What's in it for me?



How many of you have signed up for an online course but never finished it?



What's in it for me - Why Sustainability Training Matters for Rural Municipalities and Businesses

- 🌱 **Support Local Growth**
- 🌱 **Attract Talent and Innovation**
- 🌱 **Foster Stronger Partnership**
- 🌱 **Drive Social Value**
- 🌱 **Empower Your Community**





Support Local Growth - Why Local Growth Matters

How Sustainability drives local growth

- Empowering Businesses
- Strengthening Municipalities
- Fostering Innovation
- Attracting Investments & Talent
- Building Resilient Communities





Attracting Talent & Innovation Through Sustainability

How Sustainability Attracts Talent & Innovation

- Enhancing Employer Branding
- Encouraging Entrepreneurship
- Future-Proofing the Workforce
- Creating a Hub for Innovation
- Retaining Local Talent



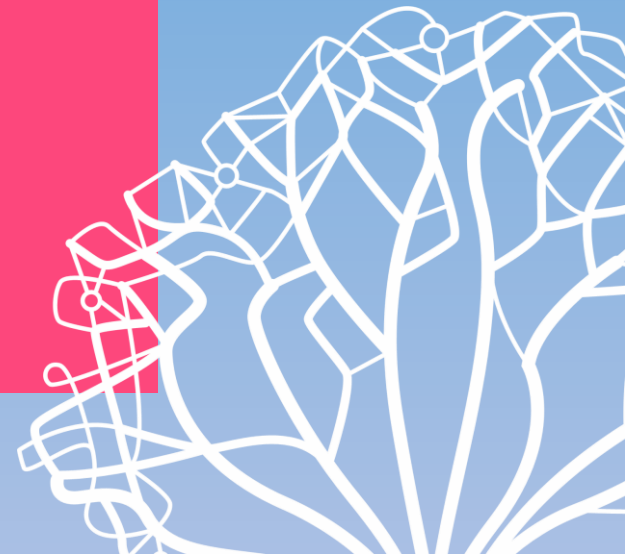


Fostering Stronger Partnerships for Sustainable Growth

Why Partnerships Matter

The Multi Helix Model: Connecting Key Stakeholders

- Municipalities
- Knowledge Partners (Universities & Research Institutes)
- Businesses & Entrepreneurs
- Communities & NGOs





Driving Social Value Through Sustainable Innovation

Why Social Value Matters

How to Integrate Social Value into Innovation

- **People-Centered Solutions**
- **Inclusive Growth**
- **Education & Awareness**
- **Sustainable Jobs & Livelihoods**
- **Beyond Short-Term Gains**





Empower Your Community

- **Equip local actors** with the necessary competences, tools, and data to launch impactful initiatives.
- **Build a culture of self-sufficiency and support**, empowering actors to drive meaningful change.
- **Provide access to resources and insights** to create sustainable and effective projects.
- **Strengthen communication channels** to amplify their message and reach a wider audience.
- **Encourage collaboration** and the sharing of best practices to accelerate positive outcomes.
- **Enable sustainable change** by giving actors the tools they need to continue growing and impacting their community.





An interactive e-learning which inspires, educates and motivates!

1 | Basics of Sustainability | Sustainability for Municipalities

60% COMPLETED

11.1 Safe and affordable housing
"By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums."
- The global goals

11.2 Affordable and sustainable transport systems
"By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably

11.3 Inclusive and sustainable urbanization
"By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable

- ≡ Introduction ✓
- ≡ What is Sustainability?
- ≡ Agenda 2030

<ul style="list-style-type: none"> ≡ Introduction <small>Lesson</small> 	Edit Content
<ul style="list-style-type: none"> ≡ Co-Creation and Civil Society Engagement <small>Lesson</small> 	Edit Content
<ul style="list-style-type: none"> ≡ (S)ustainability, (I)nnovation, (R)esilience in (R)ural Areas from a ... <small>Lesson</small> 	Edit Content
<ul style="list-style-type: none"> ≡ International Cooperation <small>Lesson</small> 	Edit Content
<ul style="list-style-type: none"> ≡ Toolbox for the Multi-helix <small>Lesson</small> 	Edit Content

1. Stakeholder Analysis
Stakeholder analysis: A systematic method for identifying and prioritizing stakeholders based on their relevance and influence in the project.

[READ MORE](#)

2. Stakeholder Mapping
Stakeholder mapping: A visual representation of stakeholders, helping to understand their relationships, interests, and power dynamics.

[READ MORE](#)

3. Stakeholder Interviews
Stakeholder interviews: Conducting interviews or surveys with key stakeholders to gather information, insights, and opinions on the project.

[READ MORE](#)

The concept of "REFOCUS" - a method to transform online training into an experience that sells itself.

- **R – Results** (What transformation do learners achieve?)
- **E – Engagement** (How do we keep them motivated?)
- **F – Feedback** (How do we track and reinforce learning?)
- **O – Outcomes** (How do we measure success?)
- **C – Chunking** (How do we make learning digestible?)
- **U – Unique Learners** (How do we tailor to different learning styles?)
- **S – Spiraling** (How do we reinforce key lessons?)



RESULTS

- What is the need of the student?
- Do we deliver what we promise?
- Do we accomodate the student?
- Knowledge & skills
- Testimonials & reviews

A lighthearted trivia quest - just for kicks!

≡ 1 Example of civic dialogue

Website open for submitted comments by civil society in phases of planning.

≡ 2 Co-Creation

A project approaching and learning on civil participation

≡ 3 RiConfigure

A model based on creating local sustainability through principles, processes, and practica

and Resilience in Rural areas

A photograph of two young girls running in a grassy backyard. The girl on the left is wearing a yellow shirt and blue shorts, and is kicking a soccer ball. The girl on the right is wearing a blue patterned shirt and pink shorts, and is running. In the background, there is a wooden fence and green foliage. A hula hoop is visible on the grass to the left. The image is overlaid with a semi-transparent dark grey box containing text and a white geometric pattern of interconnected lines and circles on the right side.

The importance of packaging a service - Key considerations when pitching sustainability training:

Which needs do sustainability e-learnings meet?:

- Address the Real Needs
- Show Tangible Benefits
- Make It Relatable
- Position It as a Strategic Investment

SIRR: Sustainability, Innovation and Resilience in Rural areas

ENGAGEMENT

Ways to create engagement:

- Quick wins/Milestones
- Gamification
- Community
- Storytelling

SIRR: Sustainability, Innovation and Resilience in Rural areas



EXAMPLE OF A LOCAL ENGAGEMENT - FUN & INTERACTIVE GAMIFIED RECYCLING
EXPERIENCE

Spelifierat miljöhus ska göra återvinning till
en rolig upplevelse





FEEDBACK

How do learners know they're on track?

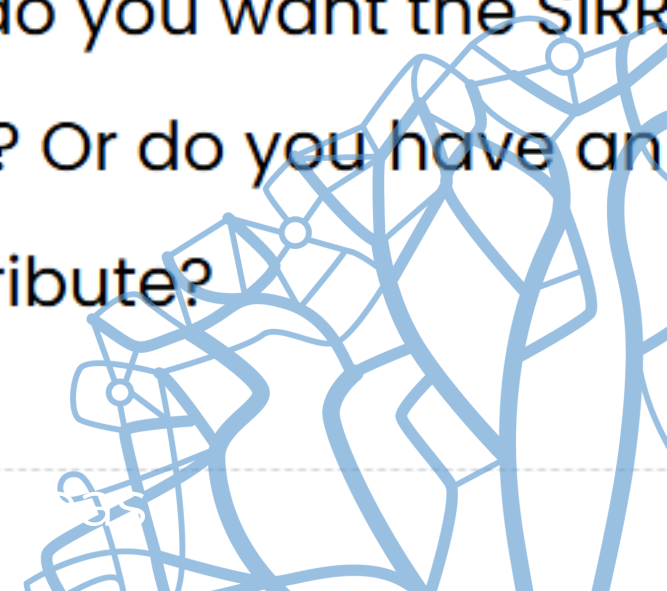
- Self-checks
- Evaluation & idea box
- Peer discussions



nd Re

Evaluation and idea box!

What is a course without an evaluation and idea box? We welcome your ideas on what can be done in your region for a more sustainable future. What do you want the SIRR to help you with? Or do you have an idea that you can contribute?



OUTCOMES

- I understand circular economy
- I know how to engage the local community'
- What is the difference between results and outcomes in this framework?

CHUNKING (Avoid Overwhelm)

EVERYONE NEEDS TO DRINK WATER BUT NO ONE WANTS TO DRINK
WATER THROUGH A FIRE HOSE

- Create balance
- Learning
- Learning curve

SIRR: Sustainability, Innovation and Resilience in Rural areas

UNIQUE LEARNERS CHUNKING

- Different learning styles
- Visual, text, practical etc.
- How can we facilitate for the participant to learn in multiple ways?


SPIRAL

- Kill your darlings
- Take the most important with you
- Tie the sack together

Follow-Up Discussion

- Deadline: February 14th – Training & Talk #2

Reflect & discussion:

- What type of companies and sectors do you find the e-learnings relevant for?
- Anything new you learned in the e-learning course?
- Any surprises?
- In what contexts do you see this being useful? (e.g., workshops)
- Can we improve part of the course?
- Let's reflect and prepare for the next session! 
- SIRR Communication package on SIRR website & Teams:
<https://www.interregnorthsea.eu/sirr/library>

