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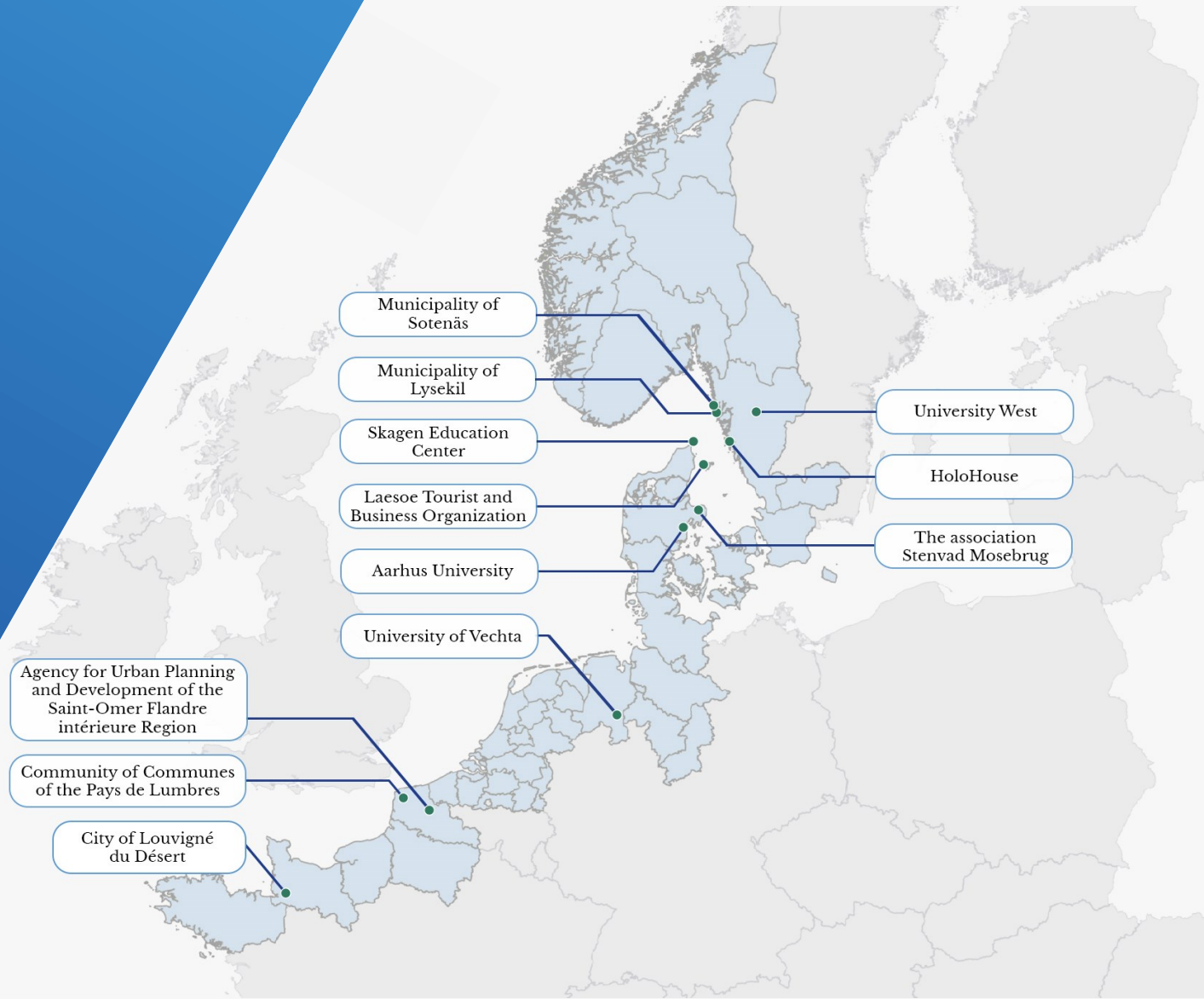
Training & Talk - January 31th, 2025

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?



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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.

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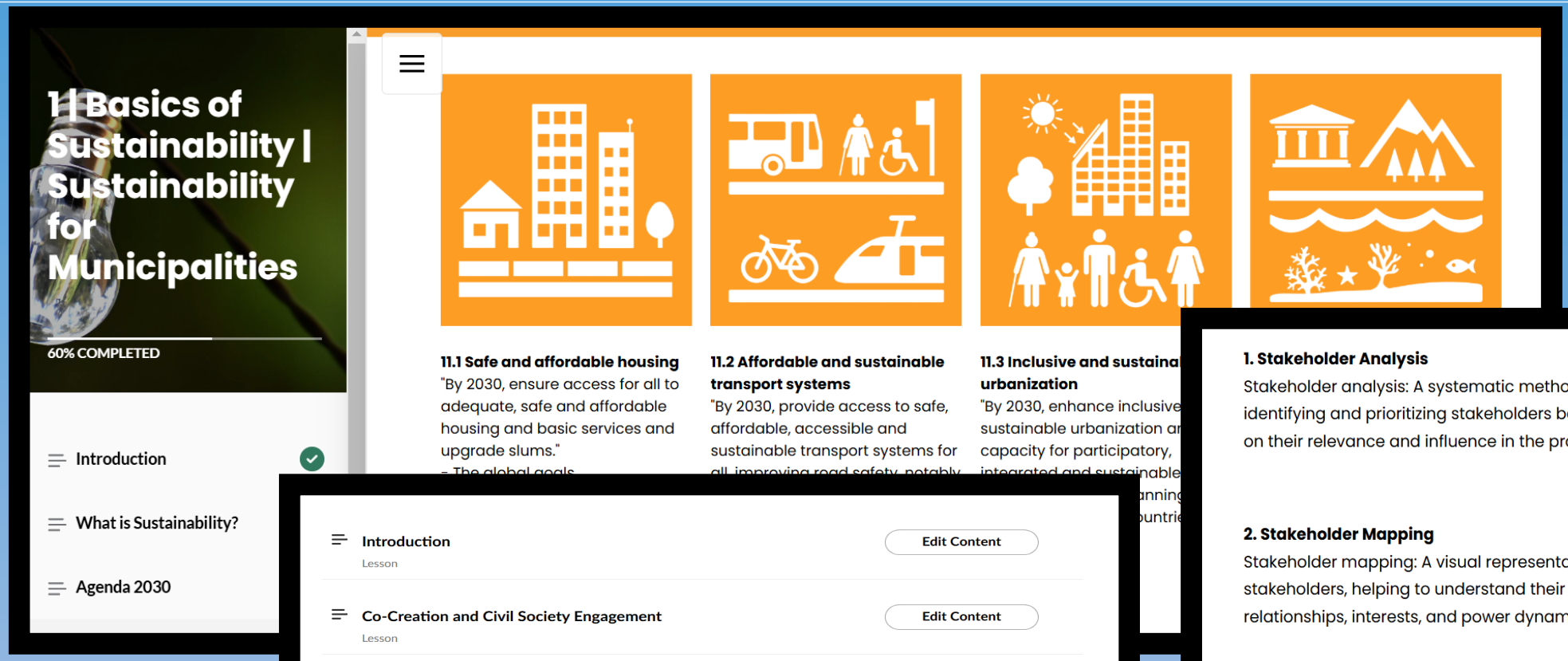
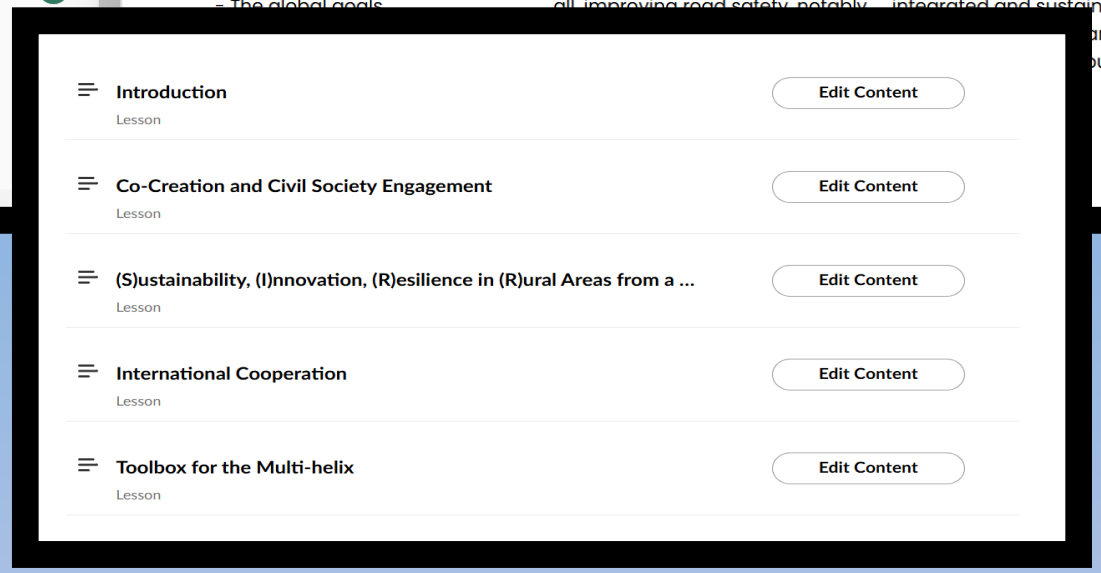
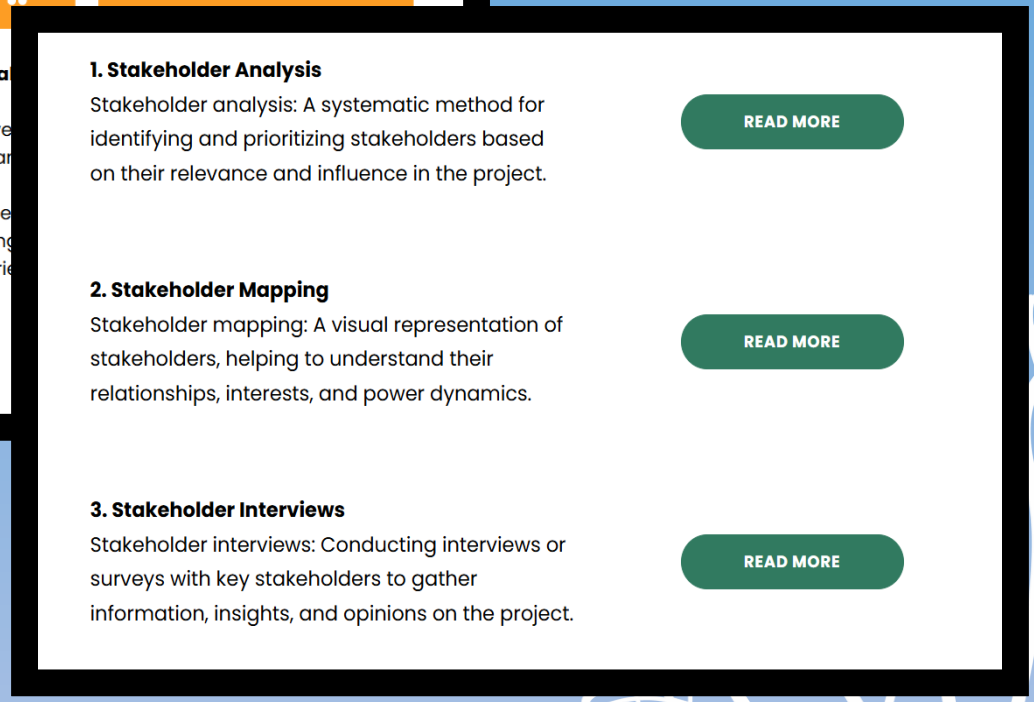
An interactive e-learning which inspires, educates and motivates!

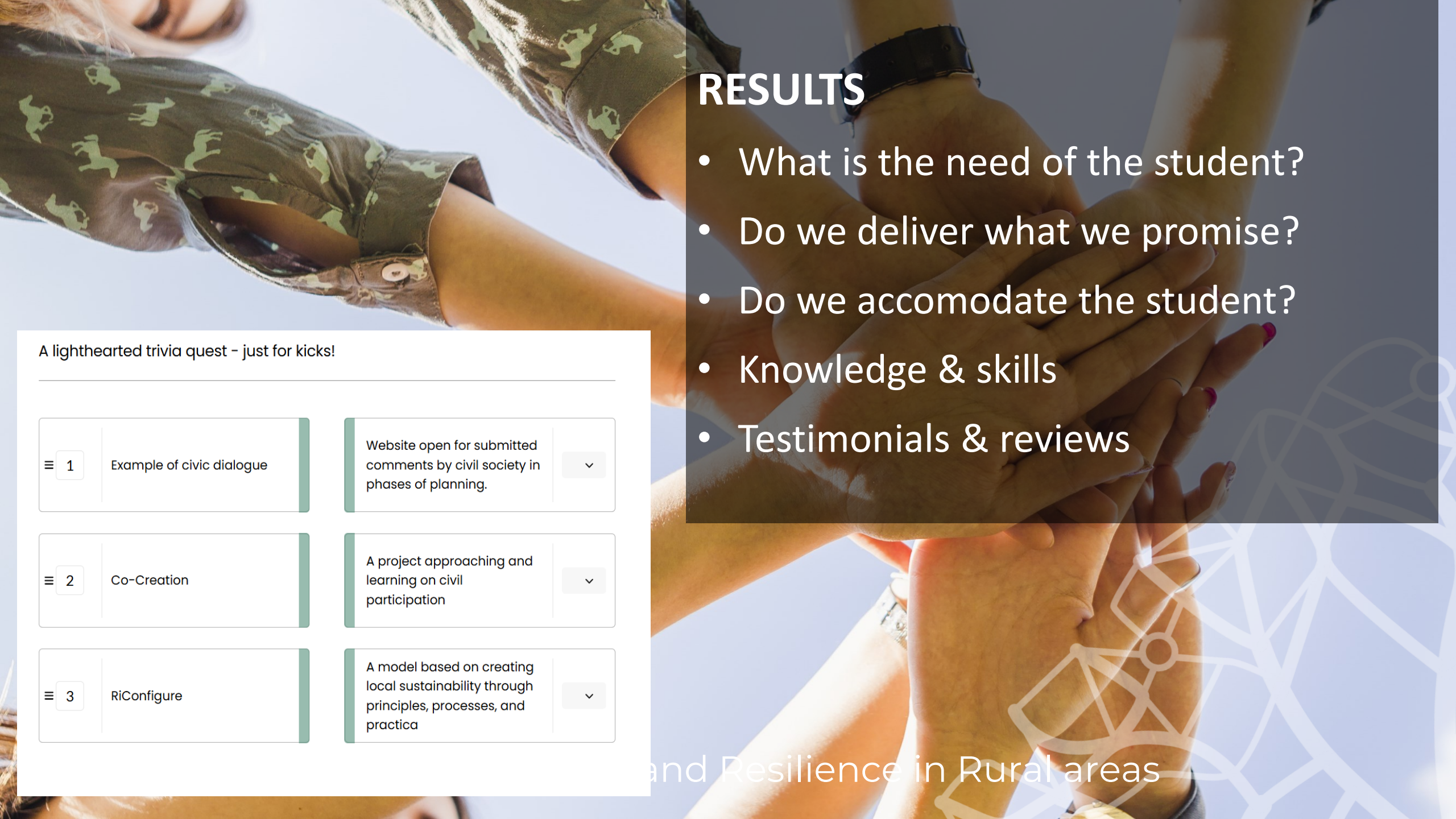






The concept of "REFOCUS" - a method to transform online training into an experience that sells itself.

- **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?)



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

RESULTS

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

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

ENGAGEMENT

Ways to create engagement:

- **Quick wins/Milestones**
- **Gamification**
- **Community**
- **Storytelling**

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

Spelifierat miljöhus ska göra återvinning till en rolig upplevelse

Evaluation and idea box!

FEEDBACK

How do learners know they're on track?

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

What is a course without an evalu

idea box? We welcome your ideas

be done in your region for a more

future. What do you want the SIRR

help you with? Or do you have an

you can contribute?

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OUTCOMES

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

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CHUNKING (Avoid Overwhelm)

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

- Create balance
- Learning
- Learning curve

UNIQUE LEARNERS CHUNKING

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

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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 Communcation package on SIRR website & Teams: https://www.interregnorthsea.eu/sirr/library