

Introduction to Standards and Sustainability



SUMMARY

This course introduces participants to the concepts of standards and sustainability, focusing on voluntary sustainability standards (VSS) and the various ways in which enterprises can approach them. Looking at the advantages of sustainability from a business perspective, the course analyses the benefits and costs for enterprises to become certified to VSS, stressing the fact that certification involves taking part in an ongoing process and not just making a one-time commitment.

TARGET AUDIENCE AND OBJECTIVES

This course is primarily aimed at staff members and managers working in SMEs.

AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Identify the roles of standards and sustainability in business, particularly with regards to international trade;
- Grasp the various characteristics of VSS relevant to enterprises, such as geographic, product and sustainability scopes; and
- Assess the different costs and benefits involved in becoming certified to a VSS.

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: What are Standards?
- Lecture 2: Voluntary Standards
- Lecture 3: The Differences between Voluntary Sustainability Standards
- Lecture 4: How does Certification Work?
- Lecture 5: The Benefits and Costs of Certification
- Case Study Exercise: Textile and Apparel Production

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at: learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slide