

**AGH**

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## Green & Great

a simulation game exploring  
business transition towards sustainability.

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Vacation learning at AGH for Sustainable Industry 4.0 Education.

**Business strategies in the circular economy.**

Krakow, 05-12.07.2022

Class: 07.07.2022 9:00-14:00



# Sustainable development

- » 1987, the Bruntland Commission published its report: „Our Common Future”
- » “development that **meets the needs** of the **present** without **compromising** the ability of **future generations** to meet their own **needs**” (United Nations General Assembly, 1987, p. 43).

# SD Goals

## THE SUSTAINABLE DEVELOPMENT GOALS



**Competitiveness**

**Environment**





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“Properly designed environmental standards can trigger innovations that lower the total cost of a product or improve its value. Such innovations allow companies to use a range of inputs more productively – from raw materials to energy to labor – thus offsetting the costs of improving environmental impact and ending the stalemate. Ultimately, this enhanced resource productivity makes companies more competitive, not less.”

M. E. Porter, C. Linde, 1995. „Green and competitive: ending the stalemate”. *Harvard Business Review* 73 (5): 120–134.



**Environment**

**Regulations**



**Business**





Game developed by



Centre  
for Systems  
Solutions

**Business game**

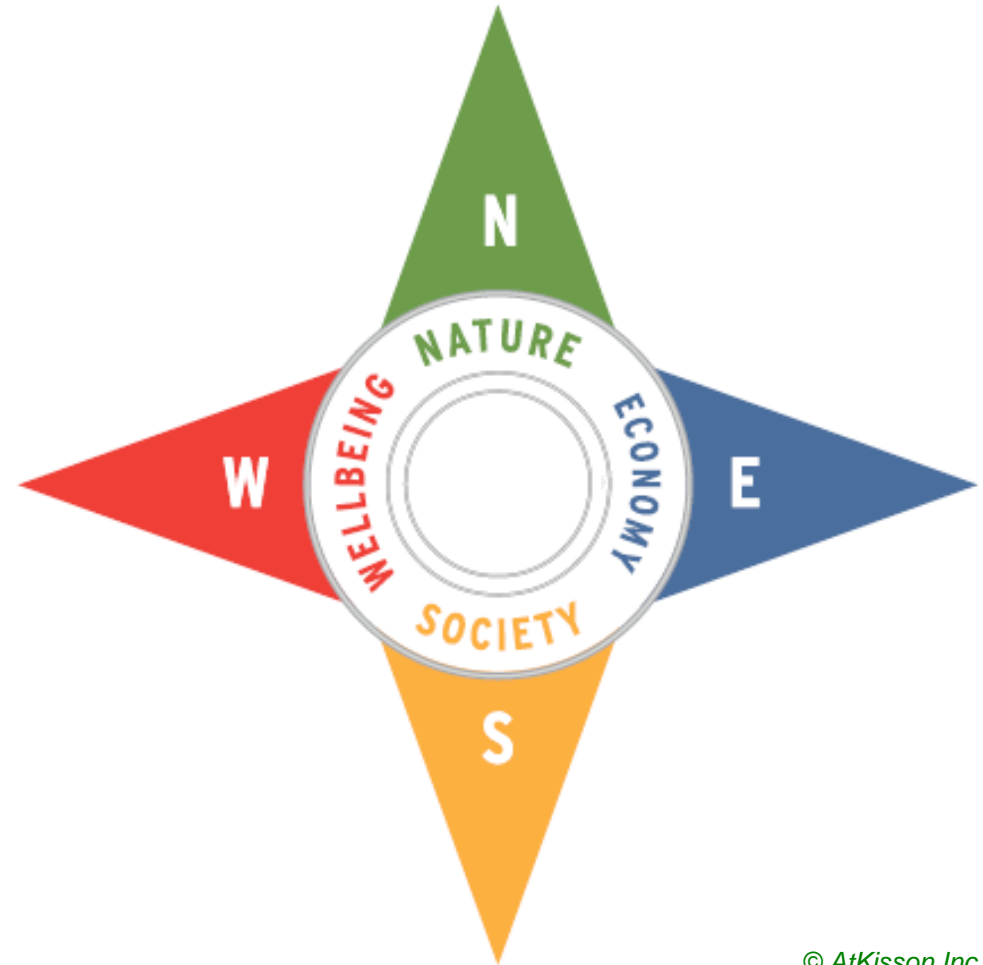
[systemssolutions.org/en](http://systemssolutions.org/en)

[fb.com/CentreForSystemsSolutions](https://fb.com/CentreForSystemsSolutions)

[Green & Great - explore sustainability compass with simulation](#)  
[socialsimulations.org](http://socialsimulations.org)

# The Sustainability Compass

- *N (Nature)*
- *E (Economy)*
- *S (Society)*
- *W (Well-being)*







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