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# Stepping-up and promoting Education & Innovation toward Sustainable Development Goals (SDGs) through Educational Laboratory for Accelerating civic Skills and sustainable Businesses

## EduLab4Future

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UNIVERSITY POLITEHNICA  
OF BUCHAREST

**Partnership Leader**

UNIVERSITY  
OF RUSE  
"ANGEL KANCHEV"

**Partner**

UNIVERSITY OF LODZ

**Partner**

BRNO  
UNIVERSITY OF  
TECHNOLOGY  
**Partner**

INFOR ELEA  
**Partner**

EUROTRAINING  
SOLUTION  
**Partner**

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Key Action 2: Cooperation for innovation and the exchange of  
good practices.

KA203 - Strategic Partnership for Higher Education Key Action 2

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September 2020

[www.edulab4future.eu](http://www.edulab4future.eu)



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## PROJECT DESCRIPTION

EduLab4Future creates vectors of cross-border cooperation, fosters open exchange of knowledge on Sustainable Development Goals (SDGs), addressing the EU priorities and national challenges, grasping opportunities created by new developments in digital learning. It creates stronger links to business communities and civil society, recalibrating education systems to enhance social cohesions and active citizenship.

## PROJECT OBJECTIVES

Analyse good practices and worldwide knowledge on economic, social, and environmental challenges and develop innovative pedagogical curricula to promote learning and teaching for SDGs. It involves HE students, academics, and practitioners and supports intercultural learning for SDGs education.

Develop educational materials in line with SDGs education to strengthen social competence and knowledge co-creation on citizenship and sustainability of eco-systems. It engages HE students, academics, experts and trainers in Educational Laboratory work with knowledge for labor market and societal needs.

Strengthen active citizenship, social and digital skills through cross-border exchange through ICT and collaborative learning practices. It engages HE students, academics, and practitioners in a mix of six blended and e-learning sessions of Educational Laboratory work.

Spread out the benefits of synergies between cultures and educational contexts, business sectors and community, and scale-up of good practices and knowledge transfer of SDGs education, social, civic and intercultural skills at European level.

# PROJECT ACTIVITIES

## Intellectual Outputs



### Report on Innovation & Sustainable Development Goals (SDGs).

#### Key Results IO1:

- Research Report on Benchmark analysis of Innovation through SDGs
- increased sense of social and civic initiatives, and entrepreneurial thinking
- better capacity to design cross-disciplinary ules and courses for teaching and learning on SDGs, better linked to the labor market needs



### Learning Curricula for SDGs education.

#### Key Results IO2

- 1 Learning Curricula for SDGs education targeting HE students
- 1 Learning Curricula for SDGs education targeting practitioners
- Learners having improved understandings of sustainable businesses and augmented perspectives for resolving critical societal issues
- More responsive learners to add value for education and society



### Learning modules for SDGs education.

#### Key Results IO3:

- A1. Elaborating learning materials and practical resources for SDGs education
- A2. Developing digital educational resources for SDGs education
- A3. Adjusting the learning modules for SDGs education



### EduLab collaborative e-learning platform

#### Key Results IO4:

- 1 handbook with cross-disciplinary cutting edge practices on Sustainable Business Governance
- 3 e-learning cross-disciplinary modules: M1. Economic performance; M2. Environmental performance; M3. Social performance
- video-lessons with cross-disciplinary focus on Economic, Environmental and Social performance of sustainable businesses



### Inventory of Good Practices in SDGs education.

#### Key Results IO5:

- 1 Good Practices Manual on Citizenship and Sustainable Business education
- Increased mass of learners having exercised social, civic and digital skills, better prepared to add value to the society, to induce changes by active citizenship, social cohesions, improved equity values and responsible businesses.

# PROJECT ACTIVITIES

## Short-term Joint Staff Training Events

**1**



### 1<sup>st</sup> Training Event

***“Tacking-up digital change through innovative curricula for citizenship and sustainable business education”***

organized by Eurotraining Solution company, Bucharest, Romania  
*period:* Nov-2020.

#### What is STE?

- Multicultural learning experience to support the professional development of teachers and participants by modernizing learning curricula centered on the concept of SDGs
- Cross-disciplinary approach on the dialogue on digital learning to help learners to become positive models by promoting sustainable changes.
- Who can attend? 24 teaching staff selected from the partner organizations based on a competing procedure announced in the Call for Application on project site <http://edulab4future.eu/>

**2**



### 2<sup>nd</sup> Training Event

***“Reinforcing education for SDGs through innovative curricula and international cross-disciplinary experience ITC-based”***

organized by Infor Elea company, San Secondo di Pinerolo, Italy,  
*period:* Oct-2021.

# PROJECT ACTIVITIES

## Intensive program for HE learners (summer schools)



### 1<sup>st</sup> Summer School (5 days) entitled:

*“Tacking-up digital change through innovative curricula for citizenship and sustainable business education”*

organized and held in Brno University of Technology, Brno, Czech Republic  
period: June 2021

#### What is ISP?

- Multicultural learning experience from Educational Laboratory work centered on the concept of SDGs through international case studies and team work between students, teachers and trainers.
- an excellent opportunity to share experience in a practice-based way, increase the motivation of learners and participants for long-term collaboration with transnational participants

#### Who can attend?

- HE students, HE teachers and trainers selected from the partner organizations based on a competing procedure announced in the Call for Application on project site <http://edulab4future.eu/>



### 2<sup>nd</sup> Summer School (5 days) entitled:

*“Reinforced Educational Laboratory to accelerate Civic Skills and Sustainable Business Development”*

organized and held in University Politehnica of Bucharest, Romania

period: June 2022



# PROJECT ACTIVITIES

## Multiplier Events



**Multiplier event held in Romania**

*“Strengthening Education through Innovation & Sustainable Development Goals (SDGs)”, 2020.*



**Multiplier event held in Bulgaria**

*“Stepping-up Responsible Education through Innovative Curricula on Citizenship and Sustainable Business Development”, 2021.*



**Multiplier event held in Poland**

*“Innovation through Digital Technology toward Sustainable Business Education and active Citizenship”, 2021.*



**Multiplier event held in Italy**

*“Enhancing Educational Laboratory with e-learning experiences on Citizenship and Sustainable Business Education”, 2021.*



**Multiplier event held in Czech Republic**

*“Promoting inclusive learning through good practices exchange on Citizenship and Sustainable Business education”, 2022*

## UNIVERSITY POLITEHNICA OF BUCHAREST (UPB)

**LEADER**

*Romania*



The University POLITEHNICA of Bucharest (UPB) [www.upb.ro](http://www.upb.ro), the most prestigious school of engineers in Romania with a history of 197 years, consists of 15 faculties providing a highly performing education in different engineering areas and academic specializations to more than 27,000 students, in line with the exigencies induced by the knowledge based society.

Since 2010, the Faculty of Entrepreneurship, Business Engineering and Management (FEBEM) from UPB has been educating business engineers and future entrepreneurs through knowledge sharing and international networking and cooperation, supporting the development of complex skills needed to drive creativity and innovation, entrepreneurship and citizenship.

## UNIVERSITY OF RUSE ANGEL KANCHEV (UR)

**Partner**

*Bulgaria*

University of Ruse “Angel Kanchev” (UR) was established in 1945. There are 20 professional fields which have been granted programme accreditation in the following areas of higher education: Educational Studies; Social, Economic and Law studies; Natural Sciences, Mathematics and Informatics; Technical Studies; Healthcare, Social Activities and Sports.

The university has a number of specialized centers such as Centre for Further Education (CFE); Distance Learning Centre (DLC), University Career Center (UCC); Center for International Cooperation and Mobility (CICM); Bulgarian-Romanian Interuniversity Center (BRIE), etc. which support UR development and recognition as a significant regional and national educational and research institution.



# Our partnership

## UNIVERSITY OF LODZ (ULO)

Partner

*Poland*

**The University of Lodz (ULO)**, established in 1945, is one of the leading public higher education institutions in Poland. The University has a long experience in the implementation of international research and educational projects which enabled to improve ULO's teaching quality and enhancement of educational offer through international co-operation and implementation of joint study programmes, innovative didactic materials and teaching methodologies.

**The Faculty of Management (FoM)** from ULO is one of the largest business schools in Central Europe offering wide range of courses on bachelor, master, doctoral level and MBA studies. Its staff members took part in many projects dedicated to corporate social responsibility, environmental issues and social entrepreneurship

## BRNO UNIVERSITY OF TECHNOLOGY (BUT)

Partner

*Czech Republic*

**Brno University of Technology (BUT)**, established in 1899, has become an important center of teaching and research. According to the Quacquarelli Symonds Limited (QS) prestigious world university ranking, BUT has been among the best universities of the world for several years in succession. BUT has 22,000 students and 8 faculties: Architecture, Electrical Engineering and Communication, Chemistry, Information Technology, Business and Management, Civil Engineering, Mechanical Engineering, Fine Arts and 3 university institutes: Institute of Forensic Engineering, Central European Institute of Technology, Centre of Sports Activities.

As an important part of BUT academic community, **the Faculty of Business and Management (FBM)** continuously innovates its programmes according to the needs of the industry and the current trends, in accordance with the requirements of upcoming Industry 4.0 strategy and the change in the society's needs.

## INFOR ELEA

Partner

*Italy*

**INFOR ELEA** is officially recognised as a training centre by the local authority Regione Piemonte and it is considered as an Italian leader for what concern training activity as a support for technological, organisational, cultural and behavioral change management of companies.

INFOR ELEA is in charge with lifelong learning training, academic masters, e-learning, apprenticeships training, transnational mobility projects for unemployed people, study visits for transnational entrepreneurs/employees/unemployed people. It carries out activities and projects financed by European Social Fund, Interreg II, Lifelog Learning Programme, Inter-professional funds, National and Local Authorities public financial resources.

## EUROTRAINING SOLUTION (ETS)

Partner

*Romania*

**EUROTRAINING SOLUTION S.R.L (ETS)** is a private commercial enterprise, established in 2003. It adjusted the scope of its activity starting in Dec-07, and it has since continually served as an authorized supplier of adult professional training, as well as a provider of consultancy services in business and information technology management.

ETS primarily targets services relevant to the technical domain, business management, risk management, entrepreneurship, quality management systems, lasting development and the training of instructors. It holds authorized classes based on legislation released by the Ministry of National Education and the Ministry of Labour and Social Justice through the Bucharest authorizing committee.

# MANAGEMENT **ACTIVITIES**

1. Communication between partners for coordination of Edu-Lab4Future project
2. Monitoring the work progress for accomplishing the Edu-Lab4Future indicators
3. Organizing local project activities for learning/training activities
4. Promotion of EduLab project activities and opportunities

## MANAGEMENT **TEAM**

- Mrs. **Elena FLEACA**, Ph.D, eng, University Politehnica of Bucharest, Romania
- Mrs. **Marie-Jeanne IORDACHE**, eng., Eurotraining Solution , Romania
- Mrs. **Erica GIORDANO**, Infor Elea , Italy
- Mrs. **Irina KOSTADINOVA**, Senior Assist. Prof. Ph. D, University of Ruse “Anghel Kanchev”, Bulgaria
- Mr. **Blazej SOCHA**, Ph. D, University of Lodz, Poland
- Mrs. **Zdenka KONECNA**, Ph.D , eng. , Brno University of Technology, Czech Republic



## MANAGEMENT TEAM



Mrs. Elena Fleacă, Ph.D., eng.

Associate Professor, Project Manager

**UNIVERSITY POLITEHNICA OF BUCHAREST**

She is associate professor at Faculty of Entrepreneurship, Business Engineering and Management (FEBEM) from University Politehnica of Bucharest, Romania.

She is author and coauthor in 11 books and handbooks, 20 proceedings ISI Thomson, 5 article in ISI reviews, 24 articles in BDI; 20 scientific articles; participation in research team in 10 national projects and 2 International projects.

Also, she is certified as “Project Management Professional” (PMP) by the Project Management Institute (PMI), USA and she is member of Association of Romanian Managers and Business Engineers (AMIER).

**Expertise:** she was involved in 10 (ten) Higher Education and Training projects co-sponsored by European Social Fund (ESF) through The Sectorial Operational Programme for Human Resources Development 2007-2013 (SOP HRD) in the domains: a) innovative business creation, business plan competitions, guidance on innovative entrepreneurial projects and coaching young people for creating start-ups; ii) internships and professional career counselling to rise the labour market insertion of business engineering students; iii) entrepreneurial culture education for rural area people and employees working in sectors affected by economic restructurings.

She is also expert trainer, delivering a wide range of courses and trainings in Project Management methodology, entrepreneurship and business management to different target groups: business engineering students and adults (employees from various sectors as ITC, gas, energy, telecom, research and development, production, FMCG, etc., entrepreneurs, and unemployed persons from rural area); she also act as advisor and learning facilitator, counselling students for a better professional career, delivering numerous workshops in entrepreneurship area, enterprise management systems and business process management.

She is fully involved in the research area with particular regard to the priorities of the education and training strategy ET2020, key dimensions for entrepreneurial education at tertiary level, and Sustainable development in Higher Education sector.

## MANAGEMENT TEAM



Mrs. Marie-Jeanne Iordache, eng.

**General Manager, Partner Leader**  
**EUROTRAINING SOLUTION**

Marie-Jeanne is an engineer with degrees in computer science (Computer and Automation College, University Politehnica of Bucharest). She worked for National Research and Development Institute for about 5 years, Formenerg a vocational training company addressed to the energy sector for

another 18 years and almost 10 years for Eurotraining Solution, a vocational training and consulting company. Marie-Jeanne has a network engineer certificate, she is a trainer for 27 years and has designed and delivered training programs to over 2000 professionals, most of them from the energy sector, on various topics (programming, operating systems, networking, management systems etc.). Marie-Jeanne is an entrepreneur for 10 years and has experience in project management, including 6 projects co-financed by the European Union, through the Operational Program POSDRU 2007-2014. With no exception, these projects reached their objectives and indicators on time.

She is involved in developing quality standards in the professional training of adults in Romania and in the development of cooperation procedures for innovation and exchange of good practices.

Over time, Marie-Jeanne attended a large number of courses on topics concerning information technology, management and sustainability (environment, human resources, quality risks).



Mrs. Erica Giordano

**Consultant, Partner Leader**  
**PARTNER LEADER**

She has working as European and National Project Manager for almost 20 years and she was directly involved in managing, planning, and reporting of national and transna-

tional projects funded by regional, national and EU Funds.

Erica is a teacher in the fields of Marketing, Communications, Sales Techniques and Behaviours within courses for Trainees and for unemployed people. Teachings for Structural Funds and Regional Policies in the European Union.

Consultant for planning, management, coordination e monitoring of projects supported by UE, Ministry, Piedmont Region on behalf of public authorities, no-profit authorities, private companies of local development, tourism and environment.

## MANAGEMENT TEAM



**Mrs. Irina Kostandinova, Ph.D., eng.**

**Senior assistant professor, Partner Leader**

**UNIVERSITY OF RUSE "ANGEL KANCHEV"**

She is a member of Department of Management and Business Development, Faculty of Business and Management at University of Ruse "Angel Kanchev" (BG). She is an active member of the HEInnovate concept of the European Commission for the University of Ruse. Lecturer in the field of

Corporate social responsibility, Risk management, Forecasting and planning. She's engaged in different activities within the Centre for entrepreneurship in the Faculty of Business and Management. The field of research and teaching covers the topics of risk management, planning and forecasting, entrepreneurship, corporate social responsibility (CSR) and information technologies in business. Participation in several FP7 projects as a researcher, financial manager. Danube-INCO.Net, INTRAREGIO, INTERREG V-A ROMANIA-BULGARIA. Practical experience in regional (public bodies' policies) and business development - PhD on the improving HR effectiveness through implementation of emotional and social competence model in practices. Good communication skills gained through experience as trainer and consultant.

Easy adaptation in international environment due to experience gained abroad: Socrates/Erasmus student exchange - one semester specialization in University of Thessaly, Volos, Greece, February - July 2001. Team-work: participation in various types of team tasks both in university and business environment. Leadership - experience as a project coordinator



**Mr. Blazej Socha, Ph.D.**

**Assistant professor, Partner Leader**

**UNIVERSITY OF LODZ**

Dr. Blazej Socha is an assistant professor in the Department of Finance and Strategic Management at the University of Lodz. His scientific areas of interests are: innovation, financial management, value based management and corporate social responsibility. He

has got 10 years' teaching experience in the field of entrepreneurship, finance, theory and practice of decision making with use of decision making with use of active learning method and game based learning. Reviewer for European Research on Management and Business Economics Journal, Elsevier B.V. He cooperates with the CSR Impact foundation (CSO) and is responsible for promotion of social entrepreneurship and innovation across students and pupils. Expert in PHIN Consulting in the area of innovation and entrepreneurship. Team member of national and international pro-



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jects related to sustainable development and social economy: “OPEN MIND – gamified platform and open online course in Social Entrepreneurship for female learners and students from diverse fields of study” (University of Lodz), “Homoresponsabilis in the Globalized World” (University of Łódź) and “Jestem zmiana” (CSR Impact). Certified project manager (PRINCE2 Foundation).



**Mrs. Zdenka Konecna, Ph.D., eng.**

**Associate professor, Partner Leader**

**BRNO UNIVERSITY OF TECHNOLOGY**

Assoc. Prof. Ing. Zdenka Konecna, Ph.D. is an associate professor and Vice-dean for external relations at Faculty of Business and Management, Brno University of Technology in the Czech Republic. She also studied at Ludwig Maximilian University of Munich and Chemnitz University of Technology in Germany. She defended her dissertation on the topic of

Organizational Culture in the Czech industrial companies in 2006 and in 2015 she was habilitated in the field of Business Management and Economics.

Her main area of expertise in research and pedagogical activities is strongly related to international management, organizational behaviour and leadership.

Since 2008, she has been also regularly lecturing and leading seminars at universities abroad - TU Chemnitz (Germany), Wirtschaftsuniversität Wien (Austria) and CETYS Universidad (Mexico). She has initiated and coordinates international event „Brno International Week“ at Faculty of Business and Management.

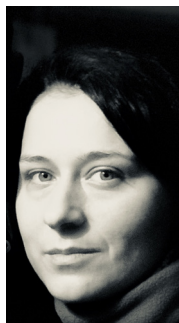
Since 2003, she has regularly presented results of her research work at scientific conferences and symposia and scientific conferences with national, European and global scope. She completed several long-term study and research internships abroad (FH Wiesbaden, FH Wien Studiengänge der WKW Wien, RLC Bournemouth).

She has participated in 17 research and international projects (e.g. Impact of corporate culture on the efficiency of the multinational in the Czech Republic, Austria and Hungary – supported by Austrian Ministry of Education and Erasmus+ project, Key-Action: Cooperation for innovation and the exchange of good practices, Action Strategic Partnerships for higher education called „Collaboration in Higher Education for Digital Transformation in European Business – CHEDTEB“).

She is a member of international scientific networks and organizations EIASM (European Institute for Advanced Studies in Management), IMDA International Management Development Association) and CESAER (European Association of Leading Specialized and Comprehensive Universities of Science and Technology).



## TRAINING TEAM



**Mrs. Beatrice Leuștean, Ph.D., ec.**

University lecturer, Teacher

**UNIVERSITY POLITEHNICA OF BUCHAREST**

Mrs. Beatrice Leustean is a Lecturer at Economics Department, Faculty of Entrepreneurship, Business Engineering and Management, University Politehnica of Bucharest. She graduated from the Academy of Economic Studies, Bucharest (2003), and obtained a Ph.D. in Economics in 2011.

She attended post-graduate courses at Academy of Economic Studies, Bucharest, Romanian Academy, Bucharest, Barcelona University, Spain and Foundation Antoine de Saint Exupery, Paris, France.

She participated in research teams granted by Politehnica University that studied the quality of life index in campus or that regarded the entrepreneurial skills.

She participated in international projects that support cultural exchange, sustainability and education, working as teacher for the Politehnica University of Bucharest, such as: Edu4Society, InoLearn, Restart.

She also worked in various projects for the Romanian Academy, Institute of Economic Research where she provided training and technical support as well as research and analysis for preparing to substantiate decisions on the adoption of the European behaviour on individual and institutional level, work that is documented by the research articles, books and expertise papers she has published.

Since 2003 she has been teaching at the Department of Economics, Politehnica University of Bucharest -- courses and seminars of Microeconomics, Macroeconomics, Economic Theory of the European Union, Business Statistics, Economic Law. She conducted diplomas and dissertations. She has experience in business and non profit entities analysis and counseling.



**Mrs. Theodora Doltu, Ph.D., ec.**

University lecturer, Teacher

**UNIVERSITY POLITEHNICA OF BUCHAREST**

Mrs. Theodora Doltu is a Lecturer at Economics Department, Faculty of Entrepreneurship, Business Engineering and Management, University Politehnica of Bucharest.

She graduated from the Academy of Economic Studies, Bucharest (1997), and obtained a Ph.D. in Economics in 2004.

She attended post-graduate courses at Nottingham Trent University, UK.

She worked at the Competition Office, Department of Synthesis, Studies and Methodology where she provided technical support for preparing to substantiate decisions on the adoption of the *acquis communautaire* in the field of competition.

Since 1998 she has been teaching at the Department of Economics, University Politehnica of Bucharest -- courses and seminars of Microeconomics, Macroeconomics, Economic Theory of the European Union, Risk and Uncertainty in Economics, and

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Business Ethics. She was a member of admission committees and licensing committees for master programs.

She has experience in preparing and evaluating European projects and worked as financial expert within the Regional Operational Program 2007-2013 in various consortiums (Ernst & Young, Agriconsulting Europe SA and the Ministry of Regional Development and Tourism, etc.) She provided technical, economic and financial evaluation of grant applications submitted for the 2007-2013 Regional Operational Program.



**Mr. Radu Stanciu, Ph.D., eng.**

**Professor, Teacher**

**UNIVERSITY POLITEHNICA OF BUCHAREST**

Mr. Radu Stanciu is full Professor at Faculty of Entrepreneurship, Business Engineering and Management (FEBEM) from UPB. Expertise: since 2010, he was involved in six Higher Education and Training projects co-sponsored by European Social Fund (ESF) through The Sectorial Operational Programme

for Human Resources Development 2007-2013 (SOP HRD), Human Capital Operational Programme 2014-2020 (HC OP), and ERASMUS+ in the domains: i) promoting entrepreneurial culture and increasing economic competitiveness through training and development; ii) interdisciplinary postdoctoral researches in economic sciences and increasing the Romanian contribution to the domain through international cooperation; iii) training for professors in using the modern informatic resources in teaching, iv) corporate social responsibility. Between 1990 and 2010 he was involved in other 22 projects financed by international founders like Phare Program, Know-how found, World Bank, mostly as trainer and consultant in business management and human resources management and development.

Skills: teacher, delivering a wide range of courses and workshops in entrepreneurship, general and business management, human resource management; consultant, supporting start-up and existing entrepreneurs in developing their businesses; trainer in entrepreneurship, business and human resource management for individuals from various sectors.

He is certified as Master Business Consultant (MBC) by Washington State University, USA (1994) and Professional Trainer by Gruppo Soges SpA, Italy (1996), Rambøll Management, Denmark (2007), and Wirtschafts Förderungs Institut, Romania Branch (WIFI Romania), 2010. He is member of General Association of Romanian Engineers (AGIR), Romanian Association of Managers and Economic Engineers (AMIER), Higher Education Teaching and Learning Association (HETL), European Academy of Management (EURAM), Institute of Electrical and Electronics Engineers (IEEE), European Federation of Chemical Engineering (EFCE).

## TRAINING TEAM



**Mrs. Daniela Cucoș Șerban, Ph.D., eng.**

**Training Manager, Teacher**  
**EUROTRAINING SOLUTION**

Daniela Mihaela Cucoș Șerban (born in 1974), is an engineer with degree in biochemical engineering (Faculty of Industrial Chemistry - University Politehnica of Bucharest, 1999) and a PhD. in Chemical engineering (University Politehnica of Bucha-

rest, 2009).

She worked at CHIMINFORM DATA S.A. for 10 years and since 2010 is a member of the Eurotraining Solution team, a vocational training and consulting company. Since 2000, she is author and co-author of scientific papers, scientific communications and co-author in 4 books and consultant in 16 books.

Daniela has a good experience in: training management, project and team management, identification of new training programs and interests, researcher with studies on new ecological technologies, coordination of publishing, printing and reproduction of teaching materials, graphic design applications.

Daniela was a member of team experts in 8 EU cofounded projects.



**Mr. Carlo Colomba, Ph.D., eng.**

**President, Teacher**  
**INFOR ELEA**

Carlo Colomba is founder and President of INFOR ELEA. Expert on Training and Management, he is also holder and CEO of Selene consulting srl, a company specialized in European projects and programs.

Mr. Colomba is former Director of the MBA course at University of Turin (1995/1999).

Since 2011 to 2013 he was Chair of Business and Economic Science Department and Professor of sustainable Entrepreneurship at St. John International University - Vinovo (TO) Italy.

Carlo Colomba is an expert in international training projects, consultant on projects financed by The World Bank and European Social Found.

He has excellent skills in fund raising and project management and in project auditing.

## TRAINING TEAM



**Mrs. Giuseppe Vanella, Ph.D.**

**Training Manager, Teacher**

**INFOR ELEA**

Ph.D in Agriculture Science, he has implemented strategical plans for the improvement of agricultural sustainability during his academic activity.

He is promoting the entrepreneurship attitude and skills within

the tutoring program called Mettersi in Proprio, funded by the Piedmont Region, to enhance the business creation.

Economist and Expert in business start-up he is involved in the definition of vocational training course on Entrepreneurship and Citizenship & Sustainable Business development in several Erasmus+ funded program.

He has been consultant for the Ministry of Environment, land and sea on the depletion of environmental harmful substances used in agriculture.



**Mrs. Diana Antonova, Ph.D.**

**Professor, Teacher**

**UNIVERSITY OF RUSE "ANGEL KANCHEV"**

Vice-rector in science and research (2016 - present), researcher in the fields of innovations, entrepreneurship, corporate social responsibility, marketing.

She is a leading member of the HEInnovate concept of the European Commission for the University of Ruse. Her field of research and teaching covers the topics of Marketing, Marketing management, Innovations, Consumer behaviour, Corporate social responsibility.

Her professional experience includes working not only teaching and research in the university, but also participation in number of scientific and research project nationally and in EU, and management and organization of NGO activities, together with business and public bodies.

Mrs. Diana Antonova is editor-in-chief of the web-based Journal in Entrepreneurship and Innovation, <http://fbm.uni-ruse.bg/jei/index-editors.html>



## TRAINING TEAM



Mrs. . **Svilen Kunev, Ph.D.**

**Assistant professor, Teacher**

**UNIVERSITY OF RUSE "ANGEL KANCHEV"**

He is a member of Department of Management and Business Development, Faculty of Business and Management at University of Ruse "Angel Kanchev" (BG). He has experience as a coordinator of activities within the Centre for entrepreneurship in the

Faculty of Business and Management, and in the Centre for technology transfer of the university. Member of the university team in the Centre of Competences "Digitisation of Economy in Mega Data Environment" for shared scientific infrastructure with four other Bulgarian universities and one institute of Bulgarian Academy of Science. His field of research and teaching covers the topics of production management and engineering, entrepreneurship, consumer behaviour, corporate social responsibility. Invited lecturer within Erasmus+ exchange and project summer schools for students from universities in Bucharest (Romania), Maribor (Slovenia), Chisinau (Moldova).

He has participated in several EU-funded projects as a researcher, financial manager and team coordinator – under the programmes Erasmus+, INTERREG, FP7, TEMPUS, CIP, LLP and Security. His scientific excellence is focused on regional and business development – holds PhD on the localisation issues and innovation activities of SMEs, public bodies' policies. He has made over 50 publications within these domains, together with experience as a reviewer in the web-based Journal in Entrepreneurship and Innovation, <http://fbm.uni-ruse.bg/jei/index-editors.html>



Mr. **Janusz Reichel, Ph.D.**

**Assistant professor, Teacher**

**UNIVERSITY OF LODZ**

Dr hab. Janusz Reichel is an assistant professor at the Faculty of Management. He has about 25 years of experience as a researcher and teacher in the area of social and environmental aspects of management with the special focus on corporate so-

cial responsibility, sustainable development, social entrepreneurship and civil society organisation's management.

Expert in different programmes and assessment procedures e.g. 7PR, Erasmus+, Leonardo da Vinci, Fund for Civic Initiatives, etc.

Experienced coordinator and team member of different national and international projects dedicated to the issue of sustainable development and social economy and experienced in game based learning.

One of the project he managed in the area of organizational responsibility "Homo-



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responsabilis in the Globalized World” won national award in the category of Vocational Education (EduInspiracje 2016). Currently is involved in the project: “OPEN MIND – gamified platform and open online course in Social Entrepreneurship for female learners and students from diverse fields of study”.

Dr hab. Janusz Reichel is also engaged in cooperation with civil society organisations.



**Mrs. Agata Rudnicka, Ph.D.**

**Assistant professor, Teacher**  
**UNIVERSITY OF LODZ**

Mrs. Agata Rudnicka is Assistant professor at the Faculty of Management, University of Lodz. Her main field of interests are: CSR, sustainable development, business ethics, environmental management and social and environmental aspects of supply chain management.

She has got 10 years' experience in teaching, research and business consulting in these areas.

Agata Rudnicka is the head of the CSR Impact foundation, an external expert of Responsible Business Forum. Certified project manager and tutor. ECTS coordinator for incoming students and outgoing from Logistics and Business Management at the Faculty of Management.

She is the coordinator and team member of national and international projects related to the issue of sustainable development and social economy e.g. Homoresponsabilis in the Globalized World (honored with national award for the best EU Project in Vocational Education); TrainERGY (Training for Energy Efficient Operations); SoFE - European Social & Sustainable Fashion Entrepreneur; OPEN MIND – gamified platform and open online course in Social Entrepreneurship for female learners and students from diverse fields of study.



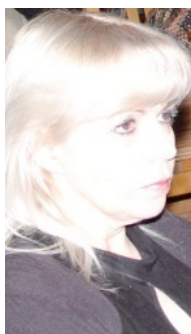
**Mrs. Jitka Sladkova, Ph.D.**

**Lecturer, Teacher**  
**BRNO UNIVERSITY OF TECHNOLOGY**

Jitka has a doctorate in clusters studies. She also studied EM Lyon in France, but she has a strong link to real business operations. She participated in several international clusters project (C-Plus, CNCB, Clusters-Cord etc.) and R&D projects regarding the SMEs. She has a strong experience with cluster leader-

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ship and SME ICT companies, dealing with corporate governance and understanding the pains and challenges of new ventures in managing first level investment, future growth up to international trade sale or IPO. She was over 5 years director of NSM Cluster, she is a Chairman of the Board of Directors of Technology Park Brno, and she is a member of the Scientific Board at Sting Academy. She is also active lecturer. She is strong in business strategies and marketing strategy topics. She has also a deep knowledge of Economics (Microeconomics and Macroeconomics, Finances, International Trade and Strategies). She is married and have two children.



**Mrs. Zuzana Chvatalova, Ph.D.**

**Assistant professor, Teacher**

**BRNO UNIVERSITY OF TECHNOLOGY**

Zuzana Chvatalova, Ph.D. has been a researcher and an university assistant at Brno University of Technology since 1983 (at the beginning of her career at Faculty of Mechanical Engineering, recently at Faculty of Business and Management). She graduated from Faculty of Science of Masaryk University in

Brno with a specialization in the Scientific Mathematics. She received master degree in 1983, Doctor of Science in 1984 and at Brno University of Technology (Faculty of Business and Management) Ph.D. degree in 2005 in the area of Economics and Management.

Her professional interest includes teaching of mathematical subjects (mathematics, statistics, numerical methods, programming, the Maple computer system, etc.), and economical one's that are based on mathematical methods (econometrics, mathematical economics, financial mathematics, etc.). Her scientific-research activities include participation in projects focused both on the educational field (in particular the subject innovations, teaching support, etc.) and on the practice field (corporate processes management, in particular the environmental research, corporate performance sustainability, etc.). She also collaborates with other universities. She regularly performs at the international conferences. She has published more than seventy publications. She has introduced, led and regularly innovated module of courses for preparation for the admission examination at yet. She also has participated in the admission tests design.



**Mrs. Lucie Kanovska, Ph.D.**

**Assistant Professor, Teacher**

**BRNO UNIVERSITY OF TECHNOLOGY**

She is an Assistant Professor at the Institute of Management at FBM BUT. She received a Ph.D. in Company Management and Economics in 2005.

Her research is focused on industrial marketing, and specifically, in services provided by manufacturing companies. She has

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more than 80 publications (books, book chapters, scientific articles and research results).

She is a lecturer of Marketing and Service Management. Cooperation with international projects: Interreg Central Europe Programme THINGS+ "Introducing service innovation into product-based manufacturing companies," Erasmus+ Project "Collaboration in Higher Education for Digital Transformation in European Business - CHEDTEB". Participation: two workshops organized for researchers „Let's Talk about Services“, 2015, University of Namur, Belgium and „Co-Creation in Service and Customer Engagement Symposium“, 2016, Freie Universität Berlin, Germany, and the 6th International Conference on Business Servitization, „The servitization of regions“, 2017, Escuela Politécnica Superior de Edificación de Barcelona, Spain.

**Mr. Jan Budik, Ph.D.,eng.**

**Engineer, Teacher**

**BRNO UNIVERSITY OF TECHNOLOGY**



Jan Budik, Ph.D. received an engineering degree from the Faculty of Electrical Engineering (Brno University of Technology), in the field of Cybernetics and Automation, and a PhD from the Faculty of Business and Management (Brno University of Technology), with specialization in financial management and economics. He teaches a course focused

on the analysis of financial markets and organizes student workshops focused on this topic.

In practice, he deals with data analysis and creation of decision-making models for financial and cryptocurrency markets.

He works primarily in the Python programming language and uses specialized frameworks for financial market analysis and decision-making models (Lean, Zipline, backtrader). Within the crypto vertical he participated in the creation of a new cryptocurrency and ICO (Initial Coin Offering).



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**Mr. Lukas Novak, Ph.D., eng.**



**Senior consultant, Teacher**

**BRNO UNIVERSITY OF TECHNOLOGY**

Eng. Lukas Novak, graduated from the Faculty of Business and Management, Brno University of Technology. As a student that was highly exceeding expectations, Lukas was awarded for his excellent study results by the dean and later received rector's

award for an exceptionally beneficial diploma thesis. Pursuing his PhD degree, Lukas participated in foreign internships at Nottingham Trent University and the Technische Universität Wien. During his studies he worked as an independent developer and managed marketing campaigns, developed applications and websites.

Lukas has a FCE certificate and is an information security specialist according to the ISO 27000. In 2014, he joined PricewaterhouseCoopers (PwC), an international auditing and consulting company, focusing on the system and process audit, revision of data migrations, SOX and ISAE 3402.

Currently, he works as a senior consultant in the Data & Automation department. He leads a global IT team of developers located in the US, China, India and the Czech Republic. Lukas works with the latest technologies in process automation, robotics, agile management and reporting.

Regarding his academic involvement, Lukas continues to teach Management of Information Systems in all master's courses and is involved in several international projects of the Faculty of Business and Management, Brno University of Technology. Lukas also arranged a contract among Brno University of Technology, Palacký University Olomouc and PwC to cooperate in the field of research, development and master theses.



**Mr. Lukas Novak, Ph.D., eng.**

**Senior consultant, Teacher**

**BRNO UNIVERSITY OF TECHNOLOGY**

Eng. Jan LUHAN, Ph.D., MSc works as Senior Lecturer at Department of Informatics at Faculty of Business and Management, Brno University of Technology. His specialisation is mostly in domains of data, ICT and security management. He is teaching subjects close connected to data like Database Systems, Business Intelligence, Office Applications, etc.

Research interests focuses on the area of data (from various analysis and tools, through ICT application as a support for decision support process in different spheres like e-government and e-business, to data security management). Educational interests aim to continual improvement of methods, tools and digital environment that focuses on developing sustainable learning process and improving overall digital literacy as one of the main building stone for further development of digital society. His other activities are connected with projects and internationalization aspects.

He participated for example in Erasmus+ project dedicated to Collaboration in Higher Education for Digital

Transformation in European Business – CHEDTEB (especially in the activities connected to Data Analysis and Big Data Analysis, that had included also organization of intensive Data Week event.

## TECHNICAL TEAM



**Mrs. Diana Mitrofan**

**Technician**  
**INFOR ELEA**

European Project coordinator, she has working as Erasmus and POSDRU/POCU Project Coordinator for almost 10 years and she was directly involved in the managing Planning, managing and reporting of national and transnational projects funded by regional, national and EU Funds.

She is a consultant for planning, management, coordination and monitoring of projects supported by UE.

Responsible for data processing and archiving, collection of documents, translation of materials from Italian into Romanian. Long experience in welcoming foreign partners and managing and organizing visits and exchanges of experience organized in Italy. Optimal skills in managing Adobe and Moodle platform, in organization of online courses, administer the learners' database, loading documents on the platform and creating online tests.



**Mrs. Teodora Frâncu**

**Technician**  
**EUROTRAINING SOLUTION**

Teodora received a degree in economy and another in psychology. She runs a vocational training center and implements european projects with activities regarding training and professional counseling of adults or vocational training for students.

Teodora is an entrepreneur with good qualities in coaching Start-Ups.

She is a trainer in her area of expertise and also, she has expertise in developing course curriculas. Optimal skills as a user of e-learning platforms and statistical programs.

Teodora evaluates vocational training providers and training programs, being an active collaborator of the authorization commission from Bucharest.



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**“STEPPING-UP AND PROMOTING EDUCATION & INNOVATION TOWARD SUSTAINABLE DEVELOPMENT GOALS (SDGS) THROUGH EDUCATIONAL LABORATORY FOR ACCELERATING CIVIC SKILLS AND SUSTAINABLE BUSINESSES”**

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KA203 – Strategic Partnership for Higher Education

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