



Training Package Content

**Module 5, Business opportunity
recognition: health and wellbeing**

**By Erasmus+ Knowledge Alliance for
Business Opportunity Recognition in
SDGs – SDG4BIZ (2021-2023)**

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Module 5, Business opportunity recognition: health and wellbeing



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Introduction

You are holding in your hands the fifth part of the SDG4BIZ course material description which hopes to contribute to a more effective involvement of the private sector in the achievement of the UN's Sustainable Development Goals. The material is intended to be used by higher education institutions in entrepreneurship education. In addition to the academics, this material can also be used by the companies of the various kinds to train their own employees and executives and secondary education. The training material was created by the Erasmus+ Knowledge Alliance for Business Opportunity Recognition In SDGs - SDG4BIZ project team during autumn 2021 and spring 2022. The material was tested and piloted before the final version of this document was completed and published in the autumn of 2023. Although this package is mainly the result of the work of entrepreneurship education experts and researchers from two higher education institutions in Finland, it has been directly and indirectly influenced by the views and expertise of all SDG4BIZ project partnership.

The starting point for the development of this material has been that the Sustainable Development Goals (SDGs) set by the United Nations 2015 are likely not met by the target year 2030, if companies do not recognize and utilize the business opportunities inherent in them. It has been estimated that up to 80 million jobs would be created and €10 trillion in business opportunities would be unlocked, if SDGs were realized by 2030. However, the companies have not been able to utilize this growth potential so far. In addition, higher educational institutions (HEIs) focusing on business studies have not offered adequate training and support the competence building of future managers for solving the world's most urgent problems. The mainstream of the training efforts of SDGs, still focus on the awareness building only, not business opportunity recognition related to SDGs. We hope that the effort in SDG4BIZ project and the quality of this material will also motivate other educational institutions and organizations to adopt the training content.

The complete material of SDG4BIZ training consists of five parts, modules. This document, Training Package Content of Module 5 is the fifth part. It is titled: Business opportunity recognition: health and wellbeing. The other four modules, address specific opportunities in:

- Sustainable development goals in business opportunity recognition (Module 1)
- Food and agriculture (Module 2)
- Cities (Module 3)
- Energy, materials and industry (Module 4)

Each module is equivalent to five credits (ECTS). Please note, that there is a description in a separate document for each module. The set of these descriptions of the five modules is supported by the curriculum (SDG4BIZ curriculum and training package description) and a learning platform (sdg4biz.itslearning.com). This material is available in several languages: in English, Finnish, Spanish, Slovak, German and Turkish. These language versions are more modest workflow-related text files, the function of which was to support the export of translated versions to the learning platform.

In the case that the pedagogical flow, a study path, is matter of interests as it is mounted on a learning platform, please, go to the project page at <https://www.sdg4biz.eu/en/>. On this page the final policy on how this pedagogical pathway, as implemented in the learning platform, will be accessible after the project.

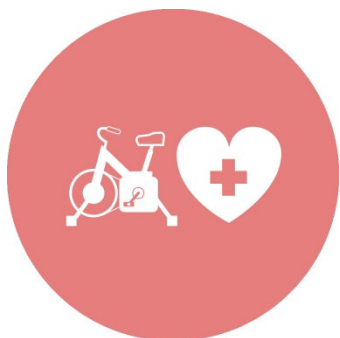
The main effort for content creation has been carried out by Metropolia UAS, In the background, to help with brainstorming and pedagogical solutions for identifying business opportunities, this Module has been influenced by Haaga-Helia UAS and TKNIKA.










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Learning goals



This module, Business opportunity recognition: food and agriculture, is divided into an orientation (0) and seven sections (1-7) containing actual learning support materials. The orientation, the actual learning section and the expected learning outcomes are as follows.

Sections of module 2	ECTS	At the completion of the section...
	0	<p>Orientation</p> <p>0. the learner will outline the main themes covered in the module and understand the use of the portfolio in learning assignments.</p>
	1	<p>Sustainable growth (SDGs)</p> <p>1. the learner will identify the SDGs that are specific to business in health and well-being.</p>
	1	<p>Context</p> <p>2. the learner will analyse factors that influence sustainable development at an individual, organizational, and societal level within the health and well-being sector.</p>
	1,5	<p>Motivation</p> <p>3. the learner constructs an understanding of the prevailing value base shared by those operating within the health and well-being sector, including their clients' expectations. The learner will appraise the prevalence / manifestations of sustainability across the value chain in the health and well-being industry.</p>
	0,5	<p>Resources and networks</p> <p>4. the learner will determine the required resources and networks (ecosystem) relating to business opportunities created by the SDGs in the field of health and well-being.</p>
	1	<p>Business modelling</p> <p>the learner will elaborate on the characteristics of sustainability across the value chain to create a business model. The learner will identify the key performance indicators used in your business to measure the impact on people, environment, and profit. The learner will validate the business model via personal network.</p>
	0	<p>Next steps</p> <p>i. the learner is ready to select the next module and answers for the call for action.</p>

How to use this material

The structure of the document has been chosen specifically to help you build an online course using this material. The package can also be used in the classroom although in that case, the pedagogical material, such as workshop manuals or lecture notes, must be further developed. In other words, this material provides rich content and tips for the classroom yet requiring some adaptation.

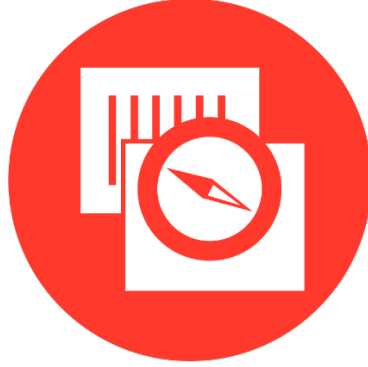
In addition to the orientation and final parts of the Module, the course is divided into five different sections. In this document, these sections are numbered. The structure of the sections is displayed in a table with two columns. The left column of the table points out a number and a title as well as the order in which the items are designed to be presented. Regarding the content itself is in the right column. Not all the components carry a title nor a number. These elements fall under the headings above them. The intention is to emphasise the specificity of the content block in relation to the preceding ones, and to suggest certain order for the presentation of the items. The structure is demonstrated in the picture below: 3.3. indicates the place of the item in the study path, "Task 2" is a sub-title, and the content is in the right column.

3.3. Task 2	<p>Read about the case Novozyme (article by Pedersen): In his article, Pedersen (3.4 Resource) introduces a company called Novozymes and explains how the company strategy and targets were aligned with the SDGs. Whilst section 1 in the article focuses on the historical development of the UN SDGs, section 2 is about the motivational role that the SDGs may offer for the business sector – hence, “a great gift to business”. Sections 3 and 4 offer a concrete example and advice for the required steps in such a process.</p> <p>Read the article and be prepared to share your thoughts with your colleagues and save your insights in the e-portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the ‘Task’ as completed by ticking ‘yes’ in the left upper corner.</p>
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As SDG4BIZ course is designed to be a self-study course, the learning diary and multiple-choice questions play an important role in verifying learning. Occasionally, the same questions are repeated in the immediate quizzes (Self-tests) and in the final examination (Actions to finalize the course, test). Poll questions (VOTE), in turn, have an orienting function. Poll questions, discussion questions and reflection exercises can also be used in the classroom.

The bibliography and references for each section can be found at the end of the section. Third-party material, books, videos and images form an important part of the study path. However, these have been removed from this material e.g. for copyright reasons. On the other hand, simple search functions, either on the international information network (known as Internet) or in library databases, enables one to replace the indication text (video, picture, article etc.) with updated resources available. In some cases, the material also includes a suggestion on the length of a video or a podcast. The selection of the original links (2021-2022) is added on annexes.

0. What's in it for me?



	<p>Description: Welcome to study sustainable development goals opportunities in health and well-being business. Whilst most of our learners are likely to have background in health and well-being, not everyone is familiar with the business-side of this sector. And vice-versa. Despite this, we encourage all interested learners to join in. Learning new is invigorating and fun! The module is divided into 5 sections, each of which provides different points of view of developing business in the health and well-being sector.</p> <ol style="list-style-type: none"> 1. SDGs 2. Context 3. Motivation 4. Resources and networks 5. Business models <p>Content: Orientation consists of welcome note, instructions for completing module 5 and overview of business opportunities in health and well-being. Please see 'Resources and activities'.</p> <p>Learning objective: The learner will outline the main themes covered in the module and understand the use of the portfolio in learning assignments.</p>
0.1 Welcome	Welcome!

	<p>Our group of co-designers warmly welcomes you to explore business opportunities brought up by the SDGs in the health and well-being sector:</p> <p>Marianne Pitkääjärvi, Module leader, Heini Maisala McDonnell, Michael Keaney, Metropolia University of Applied Sciences, Finland, Module lead</p> <p>Namrata Sethi, Liisa Kiviluoto-Heinonen, Haaga-Heilia University of Applied Sciences, Finland</p> <p>Amaya Sastre Osoro, Tknika, Spain</p> <p>(Videoclip) MANUSCRIPT FOR A VIDEO</p> <p>Hello</p> <p>My name is Marianne Pitkääjärvi</p> <p>My name is Heini Maisala-McDonnell</p> <p>We work as educators in the field of social services and health care at Metropolia University of Applied Sciences in Finland. Now that you have finished Module 1 of the education in Sustainable Development Goals for Business, we welcome you to apply the knowledge on your own field interest. Module 5 deals with business opportunities in the field of health and well-being. As in Module 1, the content is divided into five sections, SDGs, context, motivations, resources and networks, and business models.</p> <p>In this module, the assignments rely heavily on self-reflection. In the end, you have created a portfolio which will allow you to share your insights with the colleagues at work.</p>
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	 <p>Often, the reflections are done against how they are workable in your background organization. If possible, we recommend that the module is taken at the same time with your colleagues, as this promotes collaborative development. Business opportunities for sustainable development in health and well-being open up new opportunities and efficiency gains, drive innovation, and enhance reputation. To capture these opportunities in full, businesses need to pursue social and environmental sustainability as they pursue market share and shareholder value. You will explore your own business environment and analyze the factors that influence on sustainable development at individual, organizational and societal level. Including sustainability in company values and operations, helps to gain consumers, business to business customers and investors. It also adds value in attracting and retaining employees, which is a matter of importance in the field of health and well-being, in particular. You will analyze the ecosystem of your business and create a model for your business by including the elements of sustainability across the value chain. You will identify performance indicators that may be used to measure the impact of your business on people, environment, and profit. We introduce prominent experts from the health and well-being to share real-life success stories and concrete examples. Enjoy your journey with us!</p>
<p>0.1 Instructions for completing module 5</p>	<p>The material in each section is reviewed independently. The material includes texts, video clips, articles, and slide sets. Links to the material are provided. In case you want to deepen your knowledge, each section contains a folder with additional material.</p>

	<p>Completion of this module requires study of all sections as well as completion of each task. Upon completion and saving each task, mark the 'Task' as completed by ticking 'yes' in the left upper corner on the 'Task' page.</p> <p>The module is completed as self-study and can be completed in parts. To promote reflection, it is recommended that the module is taken at the same time with your colleagues.</p> <ul style="list-style-type: none"> • The tasks rely heavily on self-reflection. Please create and collect your materials in the e-portfolio (Blog) in itslearning. The link is attached to the task instructions. • Technically speaking, each task is a blog post. • The blog post may take any format, such as text, mind map or any other form of visualization as well as audio recording. • In the end, your collection of blog posts is a concrete portfolio, which allows you to share your reflections with the forum of your choice. Simply share the link. • Should you decide not to share your portfolio, it is only visible for you. • Sharing your reflections with the colleagues or business partners is recommendable, however, as peer discussions also serve as a way to get feedback on your learning. No other form of assessment is done. • Often the reflections are done considering how they are workable in your background organization. • Should your background organization not be a company, whenever it feels appropriate, feel free to use a simulated case, something that you create, in order to see how the given task applies to work practice.
<p>0.1 Overview w by Meria Heikelä, Director, Business Finland</p>	<p>Marianne Pitkjärvi Dear participants in the Sustainable Development Goals for Business. It's my great pleasure to introduce you to Meria Heikelä all the way from London. Meria works as a director of Business Finland and has done a long and impressive career in supporting businesses to grow internationally. Because of her vast experience, she has been in a key position to follow, how the United Nations Sustainable Development Goals have shaped business. Meria has professional expertise, which is not limited to businesses operating within a certain industry sector, but today she has agreed focus in on the context of health and well-being business. Thank you very much for agreeing to share your valuable insights with our learners, Meria.</p>

Meria Heikelä

Thank you very much. It is a pleasure to be here and talk about the topic, which is so near my heart, that's of course healthcare and well-being and everything which is changing there.

One of the biggest trends there is digitalisation. We can't really deny that. Somebody said that it was there already before COVID, for a long time, but COVID put it on steroids. I am just agreeing. It was a must. It was just kind of putting more power and a speed into that development, generally speaking. It put it even in a hospital ward, about in different category than it was before. Healthcare is blurred. It doesn't have any big walls like everything must happen in hospital or health centre or some kind of institute, home care, remote care. Definitely those trends, it is a digitalisation which is enabling this to happen. It is very expensive to treat people in a hospital any longer than it's necessary, so even the rehabilitation nowadays goes towards home. So, hospitals want to get rid of the patients as quickly as possible, but it's everybody's benefit as well. It's the patients' benefit to do whatever needed afterwards at home and be connected to the professionals. That was what happened as well during COVID. We have a lack of staff in hospitals everywhere in the world, not only in Finland. But that's one of the reasons that digitalisation is coming to Asia as well that strongly. Because the more the population is aging, the more burden will be put in healthcare. If we think about Asia, for example, people are getting old in larger population. The larger population will be over 65 than it was before. That brings us to the second trend, which is prevention. Once again, it is much cheaper to prevent the illness than the cure it. If you would think about it, as I mentioned 65 that the people were getting older. They are only old nowadays when they get, let's say, 85 or something. It is totally different story than it was some years ago. If you look at the leaders of this world, good and bad, they have had their 65th birthday long time ago already. There are a couple of young ones among those people, but generally speaking, they have experience behind them. When all people are aging, getting old, all they want to do that healthy way and stay in a business life or what whatever work they are doing. If they retire, they still want to be involved in a normal life in this society They don't want to go to an older people's home. They want to stay home, they want to be active, they want to travel, they want to do everything, which keeps them healthy. So that is the trend and that somehow as well is related to digitalization. There are all sorts of help and support even for a well-being and prevention, even in Europe.

There is this recovery fund, European Union Recovery Fund, which has given funding to the certain organizations to develop something together with the companies. One of those topics, for example, what we are doing in Business Finland with the recovery fund, we are further developing the digitally assisted or supported well-being solutions. We want to support the companies in that and what we can do there. You can imagine all kind of solutions what there are. There are things, which are measuring your well-being and your exercise, but those have been there for a while. There are all kind of food related innovations as well. There are things which are measuring your vital parametric at home, for

example. They tell you that the pulse is now too high, so to react to that. They might even say that the area you are in is not healthy anymore, so do something like open the window or get out of the building. Everything is sort of connected and that's very interesting sector, and that's very much to be seen sector as well. People might buy all these applications and equipment by themselves. The older they get the more their relatives or friends maybe will do it for them. So that's definitely a trend as well.

Then you said it and I repeated, sustainability. It was very interesting, just 2 hours before this meeting, I heard about our new program, in which we have quite a few things going on, and that's concentrating in this sustainability and how it can be used in business life. It was said, very interestingly, that sustainability is not only environment related, it's also social and economy related. I think that is very good, because normally when we think about sustainability, how much we can avoid putting the burden on our world and environment. It's a social thing as well and of course the economy comes with it and that's the big thing. So those three trends really in a healthcare are hot at the moment and they will be in years coming. Those are the trends and big opportunities will be found from there as well.

Aging, that's a bit repeating what was said before, is a trend, I would say. It is just like I said 2 minutes ago that we are aging a bit different way. I was in Australia, some couple of years ago and when we're still good to travel. I met some people in their Ministry of Health. They said that they have a totally different kind of categories now for different ages of people. They said, of course, there are children, there are young people, working people or people are at working age, and then they have people in their lifestyle age. They don't even talk about it as retirement anymore or old people. When they say old, I can't remember what it was, 85 or was it even near 90. Before that people are in their lifestyle age. I like it very much, because then more people can decide what they do. Some prefer to work, some prefer to travel, some prefer to do to something else. Most of the people are able, because their mortgages have been paid already and children are old enough to get take care of themselves, so that's a lifestyle age. People can choose their lifestyle when they get over 65. I liked it very much. So, that's one of our strengths. We are not talking about the old people, we're talking about those applications to support people who get older.

Then you asked about this sustainability and the goals in sustainability. I think nowadays, and it has been said by people who know so much about it, that sustainability in healthcare must be more and more built into the companies' strategic actions. There really can't be any company nowadays just to avoid it totally.

If you think about environmental sustainability, for example, when COVID came, sorry that I've been just repeating COVID, but it's still kind of in our lives somehow. If you look what happens in China for example, that's a sort of horrifying story but more about that maybe later on. We are used to use all kind of sterilising solutions and wash our hands with them and clean the surfaces in hospitals and in all kinds of institutes, all the time. Nowadays, they are looking for the solutions that are more sustainable, that can stay there longer like if you sterilise the surface, you don't

have to do it all the time. You can do it that way that it stays there for weeks or even months, and that's if anything is sustainable. So, digitalisation by itself is sustainable. You get rid of all kinds of paper memos and whatever they use in the hospital. Like patient records, they are in the in digital version already, but it's getting further and further. Those are the environmental things.

The social things will be having an effect on people's lives more in the future. It's not only that social way that is assessing in our conscious to be more sustainable but it's the kind of green thinking. It's a social thinking as well, taking care of your own waste and hospital waste, changing your actions to support the environment, are supporting your social behaviours as well. That is something that maybe talked more and more about in the future and economy. Of course, now we are in this this economic situation already, when the war started and Russia being one of our biggest providers of gas and energy to Europe. Now we are forced economically to take on those clean energy solutions. That of course will be affecting all health care, because for running the healthcare as well we need electricity and gas, we need water, and we need everything. Now we are forced to find the green solutions. For example, wind farms in the UK, and everywhere else in the Europe. We must think about something, which is replacing that normal energy. So that's in our economic situation in the quite a few countries already. You did you ask more about the sustainability or was it more going to ecosystems because of course everything is linked?

Marianne Pitkääjärvi

Well, what we specifically wanted to hear you about was, if somebody is searching for new business opportunities with the help of these sustainable development goals, what would your advice be? What sort of network should they build around themselves?

Merja Heikelä

Let's start about that. What we are doing, for example, in Business Finland. We are all the time around the world, we are we are taking and collecting business opportunities. They are available, even the market opportunities. I would call them more just opportunities and we are collecting them in every single country, in over 40 countries. We publish them. Those opportunities are always a bit like a longer-term opportunities, changes in that special country, for example. For example, some other country is taking on digitalization in the health in coming two years or more. They are putting more money into it, and they are going to build smart hospitals, for example. So that's a very interesting opportunity. The person in that country tells about that opportunity, what would that mean for Finland, the Finnish companies, and Finnish research organizations and so on. We put it into the net, and you can find it from there. For example, one of those opportunities is here in the UK. They are going to build the first zero carbon hospital standards here in the UK, so those are the opportunities that we want to tell, those things we are going to publish and

how we can be in a part of that as well. Finland is one of those leading countries that are taking seriously this sustainability, happy to say. We are talking about these players here who do that in order to get Finland there somehow involved. So that is an example of an opportunity.

We do assist, the normal business leads as well. Our business leads on the other hand are very much short-term leads. They mean, for example, that hospital in Tokyo, just an example which does not happen, that they buy some laboratory analysis during the next three months' time. This hospital puts out the tender. In that case we tether out that tender to the Finnish companies manufacturing those. Those business leads are totally different. They are short term. Opportunities are bit longer term. We have to react to those business opportunities as soon as possible because longer term opportunities go very quickly and if we don't act in Finland, then some other countries will do. So that's why those business opportunities are very important to us. We, in every country, we keep our eyes open. We are working with similar organizations as well, public sectors in different countries and a private sector.

But if we talk about ecosystems, an ecosystem is something which I think it's a very good thing. Even if you are working in research, in education, if you work in a company, it's important to everybody. What we are doing as well is creating, encouraging ecosystems. There I'm going to send to you one slide, a nice drawing, what does it mean. It really means that there can be a research group in the university, for example in the University Hospital, or somewhere. There could even be some kind of idea in Metropolia. Then you bring the idea to the funding organization. We are funding those ecosystems with some millions or even tens of millions sometimes. The ecosystem must be something where there's a chance to be international as well. You need players from the business world, but you need somehow later on the international players as well. You can put quite a few players into this ecosystem, the cluster, if that's the right word. I still like ecosystem. Ecosystem could be smaller or bigger, but there's always research companies and funding. Those are the key elements into it. You can add some other pieces of a puzzle there as well.

In this case, I would say that education would be great to be added there, so that's the best possible ecosystem. There are ecosystems already in healthcare, working together and expanding internationally. One is, for example, stroke data, and that tells you already what it is, here's no need to open it. Then there's an ecosystem for example at Turku University, as where the food is very much related to well-being and health as well. That just started. They always build around some kind of good idea, fantastic idea and put even the two different kind of industries there. It doesn't really have to be health related. You can put something else there, like in that case food, but there could be something like environment there. That would be a really sustainable ecosystem, if we put the health and well-being and some kind of environmental topics there. I mean endless opportunities. So that's the ecosystem.

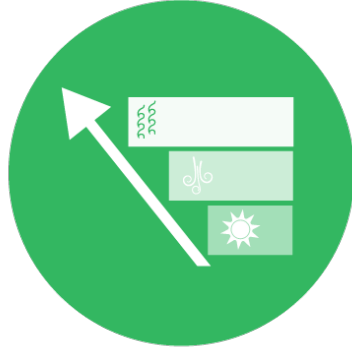
Marianne Pitkääjärvi

Thank you, Meria. That was a very clear explanation of what you mean by ecosystem and an expert opinion.

	<p>Meria Heikelä Hopefully. I don't know if it's an expert opinion, but opinion of a person, one of us who are working all the time with this, so it's very interesting. Marianne Pitkääjärvi Thank you so much, director Meria Heikelä from Business Finland. We much very much appreciate your contribution to this course. Meria Heikelä I appreciate to be here and all the best with this project.</p>
<p>0.4 Start networking ASAP</p>	<p>In addition to utilising your portfolio to share your insights and learning experiences with the colleagues you know, we strongly recommend that you start connecting through social media to build your network with others committed to advancing sustainability in business and beyond.</p>
<p>0.5 How to activate the personal learning diary (ePortfolio's blog)</p>	<p>Activation of a personal Learning Diary Here is a step-by-step instruction how can you activate your own Learning Diary if that was not done as a part of the Welcome module. Learning Diary is basically a Blog that is available in ePortfolio.</p> <ol style="list-style-type: none"> 1. In the right upper corner, click your own name and choose ePortfolio from the menu 2. Click Global settings 3. Activate your Blog with the below setting 4. You may share your Learning Diary to others (e.g. peers and colleagues) with the following setting if you wish 5. Nobody can see and read your Learning Diary if you decide not change Access settings 6. Remember to save at the end <p>By clicking the below pdf file, you may keep the above instructions open while activating your Learning Diary.</p> <p>Open the above activation instructions into a separate browser tab (instructions in pdf format)</p>

Additional material (Slide set) Presentation of Business Finland

1. SDGs in health and well-being



<p>1.1 SDG4BIZ health and well-being</p>	<p>Description: In this section, you will be asked to explore your own field of business in the light of the SDGs and to familiarize yourself with a concrete example of finding a new business opportunity with the help of the SDGs.</p> <p>Content: Sustainable Development Goals in a company strategy in the field of health and well-being.</p> <p>Objectives: The learner will identify the SDGs that are specific to business in health and well-being.</p> <p>Slide presentation, based on Better Business, Better World by Business and Sustainable Development Commission, 2017.</p> <p>Slide 1: Title, SDGs in health and well-being business.</p> <p>Slide 2: Business opportunity for sustainable development in health and well-being:</p> <ul style="list-style-type: none"> • opens up new opportunities and big efficiency gains • drives innovation • enhances reputations <p>To capture these opportunities in full, businesses need to pursue social and environmental sustainability as they pursue market share and shareholder value.</p> <p>Slide 3: Leading for sustainable development:</p> <ol style="list-style-type: none"> 1. Build support for the Global Goals as the right growth strategy in your companies and across the business community.
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	<p>2. Incorporate the Global Goals into every aspect of company strategy.</p> <p>3. Drive the transformation to sustainable markets with sector peers to unlock much bigger business opportunities.</p> <p>4. Work with policy-makers to pay the true cost of natural and human resources.</p> <p>5. Push for a financial system oriented towards longer-term sustainable investment.</p> <p>6. Rebuild the Social Contract by working with governments, consumers, workers and civil society.</p> <p>Slide 4: Reputation for sustainability: Helps companies to:</p> <ul style="list-style-type: none">• attract and retain employees• gain consumers, business to business customers and investors• secure their licence to operate. <p>Slide 5: Challenges in health and well-being:</p> <ul style="list-style-type: none">• more people live longer• demographic shifts (age structure)• declining power of drugs to treat major communicable diseases• geographic shift in disease patterns• non-communicable diseases continue to increase• basic medical services and supplies are still missing in developing countries <p>Slide 6: Market opportunities related to SDGs in health and well-being: risk-pooling, remote patient monitoring, telehealth, advanced genomics, activity services, detection of counterfeit drugs, tobacco control, weight management programs, better disease management, electronic medical records, better maternal and child health, healthcare training, low-cost surgery.</p> <p>Slide 7: The largest opportunities for business addressing these challenges include:</p> <ul style="list-style-type: none">• Risk pooling by increasing private, public-private and community insurance schemes to decrease health care cost for individuals• Remote patient monitoring by using sensors that read the vital signs of patients at home can alert nurses and doctors cost effectively to problems before they worsen• Telehealth by utilizing basic mobile internet technologies is to extend access to consultation and diagnosis to remote patients around the world. <p>Slide 8: EU and partner logos, disclaimer</p>
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<p>1.2 Tasks: Reflection of SDGs in health and well-being</p>	<p>Description: Health and well-being of populations are the driving force of development and the firm foundation of this industry sector, whether we represent health tech companies, care service providers, educators, researchers, or any other group of professionals and experts across the human health continuum. We are a diverse bunch of players, directly or indirectly linked to our primary customers, that is, individuals, families, and communities. Therefore, whenever the health and well-being of our primary customers is threatened, we become alarmed. Our business is to identify the processes that form such threats, and we have to act upon them. Hence, we take the environmental, social, and economic threats of this globe very seriously.</p> <p>Therefore, the first task for our learners is an easy one: By reflecting on the Sustainable Development Goals (1.3 Resource), select the ones that you think are linked with the health and well-being industry, in general. List at least five of the SDGs and briefly describe how you perceive them to be connected to the health and well-being industry. Then continue by selecting the SDGs that you perceive to be linked with your own field of business, specifically. Are the lists different from each other? What explains the differences?</p> <p>By reflecting on your answers to the two previous questions, do you recognize any new business opportunities?</p> <p>To benchmark your thoughts, see how our case company, Case Mehläinen (1.4 Resource) has answered the question (pp. 10 – 13 in the 2021 sustainability report).</p> <p>To be able to share your thoughts with colleagues at work, save your reflections in the portfolio by clicking here (a link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>
<p>1.3 Resource</p>	<p>The United Nations Sustainable Development Goals https://www.undp.org/sustainable-development-goals)</p>
<p>1.4 Resource</p>	<p>Sustainability report 2021, case Mehläinen https://media.mehlainen.fi/www/pdf/vastuullisuusraportti_en_2021.pdf</p>
<p>1.5 Conclusion</p>	<p>Now that you have explored the business opportunities that may be derived with the help of the SDGs, it is important to have a look at the context, or the business environment, and the characteristics of health and well-being sector.</p>
<p>Additional materials</p>	<p>Goal 3: Good health and well-being https://sdgs.un.org/goals/goal3</p> <p>SDG compass, goal 3, the role of business https://sdgcompass.org/sdgs/sdg-3/</p> <p>Better Business, Better World https://www.unglobalcompact.org/library/5051</p>

	<p>Make it your business: Engaging with the SDGs (Tee siitä liiketoimintaasi: kestävä kehityksen tavoitteisiin sitoutuminen) https://www.pwc.com/gx/en/sustainability/SDG/SDG%20Research_FINAL.pdf</p> <p>The Sustainable Development Goals (SDGs): The Value for Europe (Kestävä kehityksen tavoitteet: arvo Euroopalle) https://globescan.com/wp-content/uploads/2017/05/CSREurope-SDG-Whitepaper2017-The-Value-For-Europe.pdf</p>
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2. Context



	<p>Description: In this section, you will explore your own business environment in the light of the global megatrends: Furthermore, you will learn how to identify and recognize weak signals that may be relevant for your business.</p> <p>Content: Screening of megatrends and weak signals.</p> <p>Objectives: The learner will analyse factors that influence sustainable development at an individual, organizational, and societal level within the health and well-being sector.</p>
<p>2.1 Task 1</p>	<p>Megatrends are long-term driving forces that are observable now and likely to have an impact on most people around the globe. Their impact on businesses, societies and cultures may be far-reaching. Because they help us to predict the future, they are significant for the development any organizational strategy. With this task, we hope to encourage you to explore and analyse your own operating environment.</p> <p>As resources for this task, we have chosen the work of two major European players, Sitra (2.2 Resource) and ESPAS (2.3 Resource).</p> <p>By reflecting on the megatrends that influence our future, select the ones that you think are linked with the health and well-being industry. List and describe briefly at least five megatrends you think have the most significant influence on the health and well-being industry.</p> <p>By reflecting on the megatrends that influence our future, select the ones that you think are linked with your own field of business. List and briefly describe at least five megatrends you think have the most significant influence on your field of business.</p>

	<p>To be able to share your thoughts with colleagues at work, save your reflections in the portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>
2.2 Resource	<p>Sitra megatrends https://www.sitra.fi/en/articles/the-big-picture-of-the-megatrends/</p>
2.3 Resource	<p>ESPAS, the megatrends, welcome to 2030! https://ec.europa.eu/assets/epsc/pages/espas/chapter1.html</p>
2.4 Task 2	<p>In addition to the megatrends, weak signals may be used to foresee the future. Weak signals are indicators of changes that may be taking place. For any organization, learning to identify them will contribute to the ability to proactively adjust the organizational strategy against potentially disruptive change. Threats may also turn into opportunities, ensuring the organization an advanced position in the long run.</p> <p>By visiting Sitra website (2.5 Resource), familiarize yourself with the definition, how weak signals of change may be identified and how they may influence your business or background organization.</p> <p>Be prepared to share your thoughts with your colleagues and save your insights into your e-portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>
2.5 Resource	<p>What is a weak signal? https://www.sitra.fi/en/articles/what-is-a-weak-signal/</p>
2.6 Conclusion	<p>Now that you have investigated the business environment, it is time to move on and explore the motives for doing business in health and well-being.</p>
Additional materials	<p>Sitra: weak signals 2022 https://www.sitra.fi/app/uploads/2022/02/weak-signals-2022_web-1.pdf</p> <p>Health and Wellness Business Opportunities and Trends for Entrepreneurs https://natflfluence.com/health-wellness-business-opportunities-and-trends-for-entrepreneurs/</p>

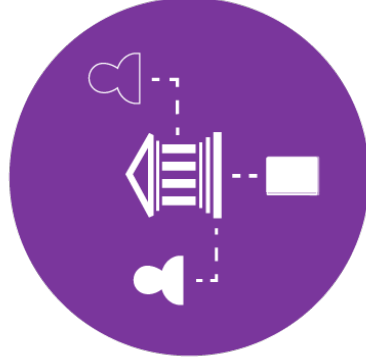
3. Motivation



	<p>Description: In this section, you will be asked to analyse the prevailing company values in comparison to the expectations of potential clients / end-users.</p> <p>Content: The potential of SDGs across the value chain in the health and well-being sector.</p> <p>Objectives: The learner constructs an understanding of the prevailing value base shared by those operating within the health and well-being sector, including their clients' expectations. The learner will appraise the prevalence / manifestations of sustainability across the value chain in the health and well-being industry.</p>
<p>3.1 Task 1</p>	<p>Organizational values lay the foundation for what the organization cares about most. Ideally, they are not a list of guiding principles but a concrete articulation of how the members of the organization behave, operate, and interact. In addition to the organizational values, customer expectations and experiences are the corner stone of the organizational brand. In the prevailing era, sustainability has become a value for many operating in the healthcare industry. It has also become an expectation of customers and clients.</p> <p>Conduct an analysis of the prevailing values of your background organization along with an analysis of what your clients / customers expect. Then compare the two.</p> <p>Continue by familiarizing yourself with our case company Mehiläinen's (3.2 Resource) way of incorporating SDGs into the company strategy and list the potential benefits of such a decision.</p> <p>To be able to share the results of your analysis with colleagues at work, save them in your portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>

3.2 Resource	Mehiläinen's corporate responsibility https://www.mehilainen.fi/en/company-information/mehilainen-corporate-responsibility
3.3 Task 2	<p>Read about the case Novozyme (article by Pedersen): In his article, Pedersen (3.4 Resource) introduces a company called Novozymes and explains how the company strategy and targets were aligned with the SDGs. Whilst section 1 in the article focuses on the historical development of the UN SDGs, section 2 is about the motivational role that the SDGs may offer for the business sector – hence, “a great gift to business”. Sections 3 and 4 offer a concrete example and advice for the required steps in such a process.</p> <p>Read the article and be prepared to share your thoughts with your colleagues and save your insights in the e-portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the ‘Task’ as completed by ticking ‘yes’ in the left upper corner.</p>
3.4 Resource	<p>Article by CS Pedersen: The UN Sustainable Development Goals Are a Great Gift to Business! https://doi.org/10.1016/j.procir.2018.01.003</p>
3.5 Conclusion	<p>Now that you have analyzed the company values in comparison to the expectations of the potential clients, it is time to move on to explore the required resources and networks for your business.</p>
Additional materials	<p>Gandolf S, blog. Healthcare Branding. Answering the all-important “Why You” question. https://healthcaresuccess.com/blog/branding/healthcare-branding-question.html</p> <p>OECD, 2017. Selected papers on Measuring the Impacts of Business on Well-Being and Sustainability. https://www.oecd.org/statistics/Measuring-impacts-of-business-on-well-being.pdf</p> <p>Marques, C.S.E., Ferreira, J.J.M., Ferreira, F.A.F. <i>et al.</i> Entrepreneurial orientation and motivation to start up a business: evidence from the health service industry. <i>Int Entrep Manag J</i> 9, 77–94 (2013). https://doi.org/10.1007/s11365-012-0243-2.</p>

4. Resources and network



	<p>Description: In this section, you will be asked to design a meaningful ecosystem for your business, or for any business operating within health and well-being industry.</p> <p>Content: Formation of a business ecosystem for your own field of business.</p> <p>Objectives: The learner will determine the required resources and networks (ecosystem) relating to business opportunities created by the SDGs in the field of health and well-being.</p>
<p>4.1 Task</p>	<p>Forming an 'ecosystem' for the business: Companies and organizations no longer reach their full potential by using their own expertise only. In addition to their own competitive advantages, they need strong partnerships which offer additional advantages. These can be other companies, civil sector actors, funding institutions, research institutions, public administration representatives, educators – and many more. They are called business ecosystems.</p> <p>To gain an overall understanding of what a business ecosystem is, glance through Sarafin's article (4.2 Resource) about the topic.</p> <p>By utilizing this material, design an ecosystem for your health and well-being business to connect your business to research and funding sources. You may use your background organization as your business case, or you may create a case company that does not exist in real life. The core of this exercise is that you map the networks surrounding your business and identify the bodies / parties that could be part of your ecosystem. In its simplest form, use the Business Finland model of an ecosystem (4.4 Resource) as the framework.</p>

	<p>To be able to share your thoughts with colleagues at work, save your reflections in the portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>
4.2 Resource	<p>Sarafin, G. 2021. What Business ecosystem means and why it matters. https://www.ey.com/en_gl/alliances/what-business-ecosystem-means-and-why-it-matters</p>
4.3 Resource	<p>Ecosystem by Business Finland. (figure)</p>
4.4 Conclusion	<p>Now that you have designed your business ecosystem, it is time to combine the learning from all previous sections into a business model.</p>
Additional materials	<p>EU finance and support for business. https://ec.europa.eu/info/business-economy-euro/doing-business-eu/finance-and-support_en</p> <p>Business support example from Finland: Business Finland. https://www.businessfinland.fi/en</p> <p>The business ecosystem in innovation policy context: building a conceptual framework by S. Rininen and V. Harmaakorpi. https://doi.org/10.1080/13511610.2017.1300089</p>

5. Business modelling



	<p>Description: This final section of module 5 summarizes the learning from all previous sections. You will create a model for your business by including the elements of sustainability across the value chain. Furthermore, you will identify the key performance indicators to measure the impact on people, environment, and profit.</p> <p>Content: Business modelling, inclusion of sustainability across the value chain, relevant key performance indicators.</p> <p>Objectives: The learner will elaborate on the characteristics of sustainability across the value chain to create a business model. The learner will identify the key performance indicators used in your business to measure the impact on people, environment, and profit. The learner will validate the business model via personal network.</p>
<p>5.1 Task</p>	<p>Design of a business model. Businesses may flourish due to product or process innovations. Existing evidence suggests, however, that business model innovations seem to be a more suitable strategy in the changing markets. Therefore, in this final section of module 5, the focus is on designing a business model.</p> <p>Construct a business model to include elements of sustainability across the value chain in your own health and well-being business or background organization. Actualize your business idea through the given template (5.2 Business model canvas), or a template of your own choice.</p> <p>Include a proposal for suitable key performance indicators (KPIs) for your business to measure the impact on people, environment, and profit.</p>

	<p>For additional support, we have chosen a good-quality, easy to read article written by Amit & Zott (5.3 Resource). They focus on the practise of innovating new business models, as well as on providing a set of questions to answer prior to launching a new model.</p> <p>Since the main area of expertise of the learners in this module is not necessarily business, we have included a link to Investopedia (5.4 resource). It is a useful source of financial information on the web and helps in finding quick definitions for the terminology of this sector.</p> <p>To be able to share your business model canvas with colleagues at work, save your design in the portfolio by clicking here (link)</p> <p>Upon completion of the assignment, mark the 'Task' as completed by ticking 'yes' in the left upper corner.</p>
5.2 Resource	Business model canvas. https://www.case-ka.eu/index.html%3Fp=2174.html
5.3 Resource	Creating value through business model by R. Amit and C. Zott. http://marketing.mitsmr.com/PDF/STR0715-Top-10-Strategy.pdf#page=38
5.4 Resource	Investopedia, source of simplified financial concepts. https://www.investopedia.com/
5.5 Conclusion	You have created a comprehensive portfolio that you can share with your colleagues. Congratulations! We hope that you and your background organization will gain from your insights. Thank you for taking this journey with us!
Additional materials	All about KPIs (simple KPI), https://www.simplekpi.com/Resources/Key-Performance-Indicators
	KPIs for employee health and wellness by C. Benayon https://aspiria.ca/creating-kpis-for-employee-health-and-wellness/

6. Next steps



You are about to complete your studies in SDG4BIZ. Before you proceed for the certificate, please, complete the short self-test. You may take it as many times as needed. Of the five questions, three need to be correct in order to pass.

What to do next?

Congratulations, you completed Module 5 of the SDG4BIZ training course!

Got to the item “Actions to finalize the course”.

 **Actions to finalize the course**

There is a path that will take a few minutes to complete. The steps in this path are following:


Step 1: Description

We appreciate if you spend a minute with the following questions.

After given us the feedback, please click Yes in the above Yes/No option and you will be guided to the Final Quiz of the module 5 that verifies your learning outcome.

If completed, move to next step.

The link for the course evaluation questions; After opening the link, you will be asked some background information. At this point, we collect your feedback about Module 5. Your answers will help us to evaluate and to improve the SDG4BIZ training course.



* Required

1. Choose the module which you want to evaluate *

Module 1

Module 2

Module 3

Module 4

Module 5

After given us the feedback, you will be guided to the **Final Quiz of the module 5** that verifies your learning outcome.

Step 2. Quiz, Module 5.

Instruction: In order to pass the final quiz, you need to get at least 60 %, or three out of five, correct answers.

Question 1, true or false:

A research organization is an important part of a business ecosystem.

Question 2, true or false:

Key performance indicators are used to measure performance against organizational goals

Question 3, true or false:

“Increase revenue by 10 % this financial year” is an example of a KPI.

Question 4, true or false:

Business model innovation can consist of adding new activities, linking activities in novel ways, or changing which party performs an activity

Question 5, true or false:

The aging of the population is a megatrend.

If completed, move to next step.

Step 3. Enrolling to other courses.

Tip: You may come back here whenever you like to re-check the below instructions. Also, the final test that you have just done can be repeated if you wish to have better grade out of it. The grade for “Certificate for Completion” requires minimum of 60% success.

Print a certificate for yourself

You will find the right place for certificate printing from the course menu bar selecting ***Status and follow-up***


Overview

Plans

Resources

Status and follow-up

Then you should see

	<p> Print course certificate Print a certificate for the course</p> <p>After clicking above it will take couple of seconds for a certificate to load on the screen.</p> <p>By completing two modules, you have finished the SDG4BIZ training. In the case, you like to continue your learning journey and explore more modules, please follow the provided link to move yourself to a course catalogue from where you may enroll yourself to any of the remaining modules.</p> <p>Enrolling to a course</p> <p>Please, follow to move (link) yourself to a course catalogue from where you may enroll yourself to next course.</p>
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Links



Business opportunity for sustainable development in health and well-being

- opens up new opportunities and big efficiency gains
- drives innovation
- enhances reputations

To capture these opportunities in full, businesses need to pursue social and environmental sustainability as they pursue market share and shareholder value.

7.12.2023

Module 5, health and well-being



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Better Business Better World, 2014

Leading for sustainable development

1. Build support for the Global Goals as the right growth strategy in your companies and across the business community.
2. Incorporate the Global Goals into every aspect of company strategy.
3. Drive the transformation to sustainable markets with sector peers to unlock much bigger business opportunities.
4. Work with policy-makers to pay the true cost of natural and human resources.
5. Push for a financial system oriented towards longer-term sustainable investment.
6. Rebuild the Social Contract by working with governments, consumers, workers and civil society.

Better Business Better World, 2014

Reputation for sustainability

Helps companies to:

- attract and retain employees
- gain consumers, business to business customers and investors
- secure their licence to operate.

Better Business Better World, 2014

7.12.2023

Module 5, health and well-being



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Challenges in health and well-being

- more people live longer
- demographic shifts (age structure)
- declining power of drugs to treat major communicable diseases
- geographic shift in disease patterns
- non-communicable diseases continues to increase
- basic medical services and supplies are still missing in developing countries

Better Business Better World, 2014

Market opportunities related to SDGs in health and well-being

 Health and Well-Being	Tobacco control
Risk pooling	Weight management programs
Remote patient monitoring	Better disease management
Telehealth	Electronic medical records
Advanced genomics	Better maternal and child health
Activity services	Healthcare training
Detection of counterfeit drugs	Low-cost surgery

7.12.2023

Module 5, health and well-being



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Better Business Better World, 2014



The largest opportunities for businesses addressing these challenges include:

- **Risk pooling** by increasing private, public-private and community insurance schemes to decrease health care cost for individuals
- **Remote patient monitoring** by using sensors that read the vital signs of patients at home can alert nurses and doctors cost effectively to problems before they worsen
- **Telehealth** by utilizing basic mobile internet technologies are to extend access to consultation and diagnosis to remote patients around the world.

Better Business Better World, 2014

Module 5 co-creators thank all those who supported the co-design process as company representatives, lecturers, or other experts from the health and well-being industry!

In Collaboration with:



YASAR ÜNİVERSİTESİ



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7.12.2023

Module 5, health and well-being



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