



# MASTER YOUR DIGITAL SKILLS

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## Becoming a Pioneer in Sustainability Reporting – An Easy Way to Start

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Data Analytics, data literacy & data driven decisions

*Robocoast*

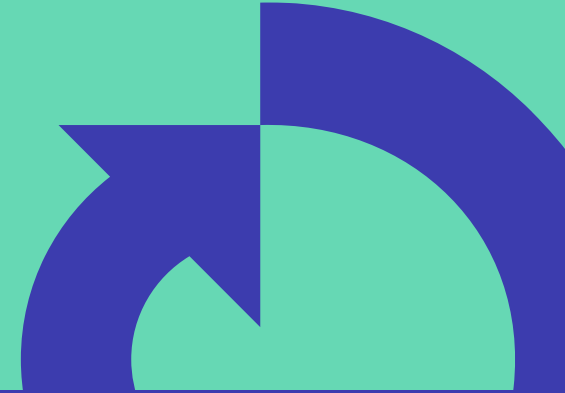


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# COURSE OVERVIEW

Learn the essentials of sustainability reporting and how it can be a game-changer for your business. This practical training covers key concepts, reporting requirements, and hands-on use of Wastuu.com to gather and utilize your company's sustainability data effectively.



## OUR GOALS

- Learn to gather and utilize your company's sustainability figures effectively.
- Gain hands-on experience with Wastuu.com for creating comprehensive reports.
- Discover how sustainability can enhance your brand and open new business opportunities.

# COURSE DESCRIPTION

This course introduces sustainability reporting as a competitive advantage for businesses. You'll learn the fundamentals, explore practical tools like Wastuu.com, and leave with concrete results, including your company's sustainability figures ready to use. Expert insights ensure you're prepared for future demands.

Sustainability reporting is increasingly important for small and medium-sized enterprises (SMEs) as it positions them for future success in a rapidly evolving market. Transparent reporting not only meets growing demands from investors, banks, and regulatory bodies but also strengthens trust among customers and partners. For SMEs, it is an opportunity to stand out, enhance their brand, and access funding more easily by demonstrating accountability and commitment to sustainability. In addition, sustainability reporting helps identify cost-saving opportunities, streamline operations, and build long-term resilience in the face of global challenges.



# COURSE INFO

<b>Location</b>	<b>Online, Microsoft Teams</b>
<b>Date</b>	<b>22.01.2025</b>
<b>Time</b>	<b>9:00-10:30</b>
<b>Duration</b>	<b>1,5 hour</b>
<b>Cost</b>	<b>Participation is fully funded by the European Union, within the framework of the Level Up project.</b>



# Hanna Kenttä

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Hanna Kenttä is a sustainability expert with extensive knowledge of reporting requirements and practices. She provides practical insights to help businesses understand and implement sustainability reporting effectively.



# Klaus Mäkelä

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Klaus Mäkelä, co-founder of Wastuu.com, combines expertise in marketing and IT to show how sustainability can drive real business value and enhance brand competitiveness.



# Petteri Kuusisto

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Petteri Kuusisto, co-founder of Wastuu.com, brings hands-on experience from the logistics sector. He focuses on making sustainability reporting straightforward and accessible for companies.





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This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

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