



**BALTIC SEA  
REGION  
UNIVERSITY  
NETWORK**



Online Seminar

**“Embedding Sustainable Development Goals into the Universities’ DNA”**

**10 February 2022**

**11:00-13:00 CET**

(11:00-13:00 DE/PL, 12:00-14:00 LV/EE/FI, 13:00-15:00 BY/RU)

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.



Universities have crucial role in SDGs achievement as society can ensure sustainable development through education, research and innovation. It is vital to understand how universities can effectively use SDGs in their everyday activities.

SDGs are key for any internationally competitive and responsible educational organisation, not just between now and 2030, but well beyond it. The seminar aims to share international prospective and best practices.

**Keynote speaker: Zoya Zaitseva**

Head of Partnerships & Charity, QS World Merit

QS World Merit is a global charity working towards creating a more equal world. They believe that talent is distributed equally across the world but opportunity isn't. That is why they are working tirelessly to develop a global platform for passionate and collaborative youth that can access opportunity based on merit.



**The seminar is open and free of charge.** For registration and questions, please, contact:

Alyona Zainullina, BSRUN Secretariat at UNECON – [bsrun@unecon.ru](mailto:bsrun@unecon.ru).

In addition, participants of the seminar will also have opportunity to participate further in the Carbon Literacy Training for Educators, Communities, Organizations and Students (CLT-ECOS). It will equip listeners with practical tools and skills needed to make high impact changes in social and professional life in order to reduce carbon emissions. This is a comprehensive eight-hour course across four weeks. A certificate is awarded upon full participation and completion of the individual project, issued by The Carbon Literacy Project. The training is delivered by Dr. Petra Molthan-Hill, Professor at Nottingham Business School, UK, in collaboration with international facilitators, members of the UN PRME Working Group on Climate Change and Environment. The course starts on 24 February. It is free to join for all interested.

More about the course and registration: <https://www.unprmeclimate.org/events/carbon-literacy-training-for-educators-communities-organizations-and-students>.