INTRODUCTION

<table>
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<th>Introduction to the Course</th>
<th>Course orientation</th>
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| **Topics Principles and Learning Goals** | • Getting started with the GSTC Business Travel Training Course  
• Get to know each other  
• GSTC Criteria’s Four Pillars  
• United Nations Sustainable Development Goals - SDGs |
| This class is designed to provide core competencies for sustainability in a new generation of post-pandemic global business travel. We examine learning theory and the application of adult learning principles to communication skills, group processes, and personal management. Students will develop sustainable strategies for achieving goals in work and personal settings. |
### WEEK 1 MODULE

**Section: Understand the impact of the pandemic on people behavior, needs and wants**

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| The first module provides an introduction to the GSTC business travel training course and explains the importance of sustainability in the business travel world – in particular in a post-pandemic world. The goal of this week is to understand how the changing face of Business Travel is impacting the traveler behavior, health and well-being of travelers and corporations. | **W1BT1**: Presentations and Group Discussions  
• Q&A  
**W1BT2**: Guest Presentation and Group Discussion  
• Presentation from guest sustainability expert  
• Week 1 summary |
| **Learning Goals:**  
• What actions can we take around the growing list of people issues in travel?  
  o Safety and security  
  o Well-being  
  o Diversity, equality, cultural inclusion and more | **Reading**: GSTC Best Practice Guide  
**Videos**: Introduction to sustainability  
**SDGs**: 3, 4, 5, 16, 17 |

### WEEK 2 MODULE

**Section: Business Travel and Environmental Impacts**

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| The goal of this week is to understand the importance of our environmental impact and what actions can be taken to address climate change. | **W2BT1**: Presentations and Group Discussions  
• Q&A  
**W2BT2**: Guest Presentation and Group Discussion  
• Presentation from guest carbon measurement expert  
• Week 2 summary |
| **Learning Goals:**  
• What is Climate Change?  
• The impact of carbon emissions and other pollutants by mode of transport and accommodation  
• Sourcing data, available tools and methodologies, creating a carbon footprint  
• The role of sustainability officers, suppliers, travel managers and travelers in protecting the planet. | **Reading**:  
**Videos**:  
**SDGs**: 6,7,13,17 |
### WEEK 3 MODULE

**Section: Business Travel and the Economic Impacts**

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| The goal of this week is to understand how to measure the financial impact of sustainability and maintain a healthy balance between the environment, employees, and an economic viability. | **W3BT1**: Presentations and Group Discussions  
• Q&A |

**Learning Goals:**
- The role of profit - theory  
  - Investment vs. Profit  
  - Budgets/Targets  
- Profit budgets and Sustainability budgets  
- Balancing the 3Ps (people-planet-profit)  

| W3BT2: Guest Presentation and Group Discussion  
• Presentation from industry guest speakers  
• Week 3 summary |

**Reading:**

**Videos:**

**SDGs:** 4,8,9,12,16,17

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### WEEK 4 MODULE

**Section: Managing the Business of Sustainability**

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| The goal of this week is to understand how companies can create and manage Sustainable Business Travel Strategies / Programs. | **W4BT1**: Presentations and Group Discussions  
• Q&A  

**W4BT2**: Guest Presentation and Group Discussion  
• Presentation from industry guest speaker  
• Week 3 summary |

**Learning Goals:**
- Creating and Managing Sustainable Business Travel Policies  
- Ways to communicate performance, results and developments to stakeholders  
  - A Sustainable Business Travel Report  
- Corporate education and training  
- Coming Back Better  

**Reading:**

**Videos:**

**SDGs:** 4,8,9,12,16,17