

## 6<sup>th</sup> EECME CONFERENCE KEYNOTE

### **SUSTAINABLE DEVELOPMENT IS EVERYBODY'S BUSINESS: WHAT ROLE DO EDUCATORS HAVE IN THIS CONTEXT?**

This keynote will highlight why we must work together to build a more sustainable future. I'll share some inspiring examples from businesses that are leading the way. The main focus will be on supporting teachers and educational staff to promote a better and greener future and, most importantly, how to inspire them to embrace and live these sustainable practices.

#### About



**Barbara Modic**, consultant and lecturer for sustainability management and reporting  
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Barbara is a university graduate in economics with an international certificate for Sustainability Management and Corporate Social Responsibility from the [London Business School](#) and a Social Responsibility Strategist certificate from the [IRDO Academy](#).

Barbara has extensive management experience, having managed two major media agencies for 13 years. For more than two decades, she has advised companies in marketing, communication, and media management, and in recent years, she has devoted herself to sustainable development.

As an auditor of the Socially Responsible Employer Certificate, she guided numerous Slovenian companies through the acquisition process. She currently coordinates the acquisition of the BREEAM international certificate for sustainable construction for a larger Slovenian residential construction project and helps many companies develop sustainability strategies and reporting.

She is a lecturer at Business School B2, and she is teaching the topic of sustainability and innovation.

See more info in a LN profile [here](#).