

## **5 ECTS**

### **Objectives – Course description**

The course will be divided into 3 parts:

Part 1 - European Finance

Part 2 - Taxation

Part 3 - Fundraising

### **Learning content**

#### 1. European Finance

- New Finance business models (e.g. CSR, SBM-I, circular bioeconomy)
- Analyse financial institutions evolving to Sustainable models (Triodos, Lombard Odier, Pimco)
- EU organisations supporting sustainable projects (EIB, EFSI, InnovFin, ICT for Sustainable Growth)
- Financial products (types of loans, credit lines), ESG investments, Global Climate Bonds, etc.

#### 2. Taxation

- EU tax landscape (no harmonised EU legislation, double taxation, OECD Model Tax Convention, tax competition, etc)
- Traditional taxation (VAT, corporate taxes, income taxes and taxes on specific goods like energy products, alcohol, tobacco)
- New taxation model (carbon tax, GAFA taxation /digitalisation)
- What is fair taxation, tax evasion, tax avoidance, tax abuse

#### 3. Fundraising

- Understanding the key principles of fundraising (ethics, skills required, challenges to be faced...)
- Developing a fundraising strategy (planning, analysing the current situation, measurement and control)
- Identifying the sources of funds (individual donors, companies, government funding, ...)
- Discovering fundraising techniques (event, direct marketing, digital fundraising, ...)
- Communicating the fundraising message

### **Learning Outcomes**

At the end of the modules, the expected learning results are:

- Understand the European Finance environment and available tools to use in projects
- How taxes are applied in European area and taxation modes to use for a sustainable projects

- What is Fundraising and how to use it in the European project's context

### **Methodology**

- The methodology and approach will be a mix of:
- Lecture sessions with theory, press review, conferences, roleplaying and case studies
- Student presentations during the courses

### **Learning material**

Slides, videos, testimonials / entrepreneurs sharing experience, visit on the field.

### **Evaluation**

30% Continuous assessment in the second semester Active participation in face-to-face teaching activities

70% End-of-learning assessment outside the second semester Written and/or oral test