

PRESS RELEASE

JARO eLearning program for sustainable procurement and responsible supply chains launches on 01 April 2021

Berlin, March 31, 2021.

Tomorrow, 01 April 2021, the JARO eLearning "Certified Sustainable Procurement Professional" courses will be available on the learning platform JARO Academy. The JARO Institute for Sustainability and Digitalization, based in Berlin, has been working on the innovative and internationally unique online education program for 12 months. The program comprises 40 modules on sustainable procurement and responsible supply chains. The content is highly topical and is based on the 2030 Agenda and its United Nations Sustainable Development Goals (SDGs). The JARO eLearning program, which participants can complete from the comfort of their home office, is primarily aimed at executives and procurement staff. However, the learning content has been deliberately designed so that decision-makers and teams in other areas of the company can also update their knowledge on sustainable development. The JARO eLearning program has been officially accredited by ZFU, the Central Office for Distance Learning, under approval number 7386621. Interested parties can now find out more and book the desired training units on the platform here <https://www.jaro-academy.com/portal/>.

Sustainable action must become standard in companies and public administrations

"We need to inspire purchasing to recognize and embrace its key role in sustainable development," says Yvonne Jamal, CEO of the JARO Institute. Just over a year ago, with the onset of the COVID 19 pandemic, she and her colleagues began working intensively on the training concept. "We really wanted to continue and actively contribute to the rethinking of business and public administrations despite the pandemic. Normally, we do a lot of face-to-face workshops and live trainings and attend trade fairs and events. Since March 2020, this has been completely cancelled," explains Steffi Kirchberger, Managing Director of JARO Services GmbH, responsible for the technical implementation and support of the JARO Academy learning platform.

The modular structure of the eLearning program makes it exceptionally easy for interested parties to select particularly relevant content according to their individual needs. "There are three different curricula, each with 15 modules, which can be completed online with or without final certification. Those who wish can also book the modules individually," says Yvonne Jamal. The certificate exam can be taken after a two-day classroom training at the CBS International Business School in Cologne with a written assignment. "Those who pass receive an internationally recognized university certificate with 6 ECTS points," says Prof. Dr. habil Elisabeth Fröhlich, President CBS International Business School.

JARO's recipe for success in times of pandemic: courage, teamwork and cooperation

"We would never have been able to put together such a comprehensive online training course so quickly on our own," says Yvonne Jamal. Thirteen trainers, including scientists, experts from business practice, trainers and specialists, provided the JARO Institute with their knowledge. Not only purchasing managers, but also top management and CSR managers will benefit from this concentrated know-how.

The explicit intention is to establish the eLearning program as a development tool for local, regional and global suppliers. Targeted supplier development is crucial to building responsible value chains. German legislation is also aware of this and has therefore taken it into account in the current draft of a Due Diligence Act.

Companies with their own training platforms can integrate the JARO training into existing learning management systems using the additional SCORM format. This also convinced the three partners LANCOM Systems, EcoVadis and AfB, who encouraged Yvonne Jamal and Steffi Kirchberger from the outset to tackle the largest project in JARO's history to date. JARO also receives committed support from the United Nations Environment Programme (UNEP), the International Labour Organization (ILO) and Covestro AG in the form of three motivational speeches at the beginning of the course.

Since the beginning of this year, a selection of purchasing and CSR managers have already been able to use the eLearning program in test mode and are enthusiastic about it. Dr. Jennifer Lenz, Director Sustainability Supply Chain of a large automotive supplier: "I decided to take the complete Curricula A for Executives & CSR Managers and was thrilled with the structure, the course and the content offered. Relevant economic, social and ecological topics are offered that are currently of particular importance. For me, in sum, an exceptional training offer to prepare for an implementation of a sustainable procurement strategy, but also to develop other business processes sustainably."

Important information on course content and booking

Interested parties can now access the offer with a total of 40 modules online and compile their desired training individually or in courses (Curricula), optionally with and without certification. One click on the portal of the JARO Academy is enough, <https://www.jaro-academy.com/portal/>. The price range reaches from 150 Euro for an individual module up to 4670 Euro excl. VAT. for a complete Curricula with certification. The JARO team will present the eLearning in a live demo to the interested audience on April 14. Free registration under: <https://us02web.zoom.us/meeting/register/tZ0lcO2h pz4pH9B5YFol4qY-XewSeY-MKa4S>

For questions and further information, the JARO team is available at any time. Please contact either Yvonne Jamal at the JARO Institute or Steffi Kirchberger at JARO Services:

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Further written information, high-resolution images and logos can be found in the appendix of our digital press kit.

Images (Images 1-8 Copyright: JARO Institute for Sustainability and Digitalization)

- Image 1: The JARO core team with Yvonne Jamal, CEO of the JARO Institute (left), and Steffi Kirchberger, Managing Director of JARO Services GmbH (right).
- Image 2: The JARO Academy trainers.
- Image 3: The module overview of the eLearning “Certified Sustainable Procurement Professional”.
- Image 4: Screenshot JARO Academy Landing Page.
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- Image 12: Logo of all partners and supporters

Selected voices of the project partners (images 9-11):

Ralf Koenzen, Managing Director LANCOM Systems GmbH, www.lancom-systems.de

"For us as a manufacturer of network hardware, procurement is the central linchpin of sustainability and responsibility. In our exchange with the JARO Academy, we have gained crucial knowledge to act more sustainably along global value chains."

David McClintock, Marketing Director EcoVadis, www.ecovadis.com

"The growing role of sustainable procurement as an essential element in global business strategy has been rapidly accelerated by the COVID crisis exposing vulnerabilities in supply chains. Companies who want to rebuild better and prioritize resilience require integration of sustainability into processes, new skills and in-depth knowledge among purchasing managers to create real leverage. We are pleased to support JARO Institute's new eLearning offer to help these efforts."

Daniel Büchle, Managing Director AfB gGmbH, www.afb-group.eu

"The JARO eLearning sensitizes us to critically question our behaviour in our everyday professional and private lives with every decision we make and to switch to the most circular and thus sustainable management possible. We are impressed by the flexibility of the offer and the nevertheless very clear structure. The participatory approach is also exemplary, which, among other things, gives the trainers a financial share in the success of the eLearning."

Further supporters of the JARO eLearning

amc Group, www.amc-group.de

B.A.U.M. e.V., www.baumev.de

B-Corp, www.bcorporation.eu/about-b-lab/country-partner/germany

Association for Supply Chain Management, Procurement and Logistics (BME), www.bme.de

Euro-Mediterranean-Arab Association (EMA), www.ema-germany.org

Global Nature Fund, www.globalnature.org

Mercateo Germany AG, www.mercateo.com

PART GmbH für digitales Handeln, www.part.berlin

The trainers of the JARO Academy (Image 2)

Prof. Dr. habil Lisa Fröhlich, <https://www.linkedin.com/in/lisafrohlich/>

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Yvonne Jamal, <https://www.linkedin.com/in/yvonne-jamal/>

About the JARO Institute for Sustainability and Digitalization (Image 7)

The JARO Institute was founded on July 20, 2018 in Berlin under the leadership of Yvonne Jamal with the vision of making sustainable action the standard in business, administration and organizations of all kinds. The global framework for this is the United Nations' 17 Sustainable Development Goals (SDGs). The non-profit association aims to promote knowledge transfer and networking between business, science, NGO's and politics to join forces and develop sustainable solutions. To this end, JARO develops event and training formats and provides tools such as the Sustainable Supplier Network, guides, and the new modular e-learning to become a "Certified Sustainable Procurement Professional". More information: www.jaro-institut.de.

About JARO Services GmbH (Image 8)

JARO Services GmbH, affiliated with the JARO Institute and led by Steffi Kirchberger, specializes in consulting and project management around sustainable procurement and digitalization. JARO always takes a methodical, solution-oriented and appreciative approach. Clients receive targeted support in identifying key fields of action, developing sustainable strategies and implementation measures together with the relevant stakeholders, and providing appropriate change management for the change processes that are often necessary. If required, JARO can also draw on its extensive network of subject matter experts and cooperation partners. More information at: www.jaro-services.de.

About Yvonne Jamal

Yvonne Jamal holds a degree in business administration and has been CEO of the JARO Institute for Sustainability and Digitalization as a non-profit association based in Berlin since 2018. She is also involved on a voluntary basis as a regional board member of the Association for Supply Chain Management, Procurement and Logistics (BME) Berlin-Brandenburg, in the sustainability expert group of the German Association for Small and Medium-sized Businesses (BVMW) and on the advisory board of the start-up The Climate Choice.

She spent a large part of her professional life working in the tourism industry, including several years abroad for TUI Services AG. Her time in the Maldives and the country's environmental challenges sparked her interest in sustainability issues. She worked for many years in key account management for large renowned hotel groups such as Hilton and ACCOR, and as an entrepreneur in the Meetings, Incentives, Conferences and Events (MICE) sector. In 2013, she finally switched to purchasing. As a team leader at Zalando SE, she was responsible for, among other things, the development of indirect purchasing and the introduction of a digital purchasing solution, and in 2017 was nominated with her team for the eSolution Award of the German Association of Materials Management, Purchasing and Logistics (BME). To qualify herself in sustainability, she completed the scientific continuing education course "Sustainable Management and CSR" at the University of Rostock.

About Steffi Kirchberger

Steffi Kirchberger holds a degree in business administration and has been managing director of JARO Services GmbH since 2018. She gained her extensive experience in IT project management and IT purchasing in numerous projects with various large companies.

After successfully completing an apprenticeship and studying economics in Aachen, she started her career at DHL in Bonn, where she played a key role in the development of the Packstation software in preparation for the nationwide rollout. This was followed by a stint in consulting. Here she advised leading groups in the automotive industry as well as in the telecommunications sector on sensible contract structures and goal-oriented negotiation strategies for IT projects. During this time, she also worked intensively with software sizing methods to determine the real price and effort for the creation of software. Back in Berlin, she helped establish the 3rd party software department at Zalando SE and, as project manager, evaluated, negotiated and implemented various systems, including a company-wide digital purchasing solution. Later, she took over the leadership of a project management team there and was responsible for portfolio management, among other things.

More information about our partners (images 9-11)

LANCOM Systems GmbH

LANCOM is a leading European manufacturer of network and security solutions for business and the public sector. It combines traditional hardware business with future oriented topics such as virtualization, cloud and software defined networking. Software and hardware development as well as manufacturing take place mainly in Germany, as does the hosting of cloud network management. There is a strong focus on trustworthiness and security.

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EcoVadis

EcoVadis is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains. Backed by a powerful technology platform and a global team of domain experts, EcoVadis' easy-to-use and actionable sustainability scorecards provide detailed insight into environmental, social and ethical risks across 200 purchasing categories and 160 countries. Industry leaders such as Johnson & Johnson, Verizon, L'Oréal, Subway, Nestlé, Salesforce, Michelin and BASF are among the more than 75,000 businesses on the EcoVadis network, all working with a single methodology to evaluate, collaborate and improve sustainability performance in order to protect their brands, foster transparency and innovation, and accelerate growth. Learn more on ecovadis.com, [Twitter](#) or [LinkedIn](#).

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AfB gGmbH

AfB gGmbH is Europe's largest non-profit IT company. As a professional refurbisher with locations in 5 countries, we create jobs for people with disabilities by refurbishing and remarketing used IT and mobile devices. We pick up decommissioned IT hardware from companies, which we refurbish for reuse after certified data deletion. In this way we extend the product life cycle, conserve natural resources and reduce emissions. Our partners benefit from cashback for used IT, professional services, key figures for their sustainability report and attractive benefits for their employees.

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