

Brightstar Sustainability Academy

Beyond Strategy:
Turning Sustainability Commitments
Into Everyday Action

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FROM STRATEGY TO CULTURE

We have a sustainability strategy...

But do our people
understand how
to act on it?

Our Answer:

Transform strategy into culture
and turn sustainability
commitments into everyday
action through a sustainability
ecosystem



The Learning Journey: Brightstar Ecosystem Overview

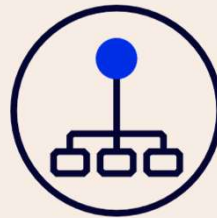
Three years, three phases — from awareness to capability to culture.



2023

Phase 1 — Awareness

- 4 webinars on Sustainability strategy, its pillars, and external keynotes
- Sustainability Induction Program



2024

Phase 2 — Structure

- Growing engagement
- Blended learning, external speakers



2026

Phase 3 — Capability

- Brightstar Sustainability Academy
- Co-designed, 4 modules
- University-certified Open Badge

RUNNING IN PARALLEL



Policy Induction (video format)



Sustainability Talks (peer storytelling)



2023

Planting the Seeds

The Induction Program created a common language for sustainability across Brightstar Italy.

19%

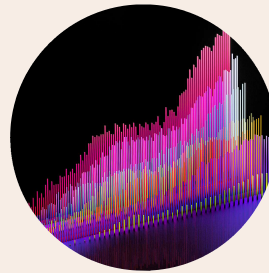
Average Participant Reach
per Webinar

2023 INDUCTION

Goal: shared awareness & common language

Blended — In-person & Microsoft Teams

External speakers



25 September 2023

→ Macro
Sustainability
Trends



16 October 2023

→ Sustainability
Models and
Values



20 November 2023

→ Diversity,
Equity and
Inclusion



04 December 2023

→ Environmental
Sustainability



2024

Growing the Structure

A more structured, blended program deepened engagement and introduced partnerships.

22%

Average Participant Reach
per Webinar

2024 INDUCTION

+15% vs 2023

Goal: Move from Awareness to Expertise

Blended — In-person & Microsoft Teams

External speakers



23 July 2024

→ Communicating
Sustainability
as a Driver of
Corporate Value



09 September 2024

→ Responsible
Gaming:
Insights from
Researchers



09 October 2024

→ FSC and the
Sustainable
Transformation
of the Forest
Supply Chain



11 December 2024

→ Human Rights:
Building a Fair
and Lasting
Supply Chain



2026

The Brightstar Sustainability Academy

Co-designed, university-certified, and built around what our people actually need.

December 2025

Co-designed with employees based on a Survey conducted in Italy

January 2026

Built on real learning needs
Four priority topics identified

Jan – Mar 2026

Developed with an academic partner Università Cattolica, ALTIS

Designed for recognition Hybrid format and Open Badge



April 28, 2026

Decarbonization Strategy

Prof. Jacopo Bassi – ALTIS – Università Cattolica



May 20, 2026

Circular Economy

Prof. Laura Maria Ferri – Università Cattolica del Sacro Cuore



June 16, 2026

Biodiversity & Ecosystems

Prof. Jacopo Bassi – ALTIS – Università Cattolica



July 21, 2026

Sustainable Value Chain

Prof. Laura Maria Ferri –
Università Cattolica del Sacro Cuore



Open Badge upon Completion

Digital, blockchain-based
credential issued by
Università Cattolica



BEYOND THE ACADEMY

Building a Sustainability Learning Ecosystem

Together, these initiatives form an integrated sustainability learning ecosystem that supports awareness, capability building, policy adoption, and employee engagement.



Launched and active

The Brightstar Sustainability Academy

→ Building Capability



Currently being deployed

Policy Induction Program

→ Turning Policies into Practice



Planned for launch

Sustainability Talks

→ Turning Sustainability into Everyday Action

Five Key Lessons Learned

1

Start Simple, Then Layer

Awareness before
capability.

2

Co-Design is Not Optional

The survey created a
sense of ownership.

3

External Partners Multiply Credibility

Strong Partners
Strengthen Adoption.

4

Credentialing Changes Behaviour

The Open Badge made
people finish what they
started.

5

Peer Stories Are as Powerful as Expert Lectures

Real voices create real
connection.

THANK YOU!

Contact

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