

# Sustainability in vocational education and training in commercial occupations – why exactly?

Commercial occupational activity takes place in an extremely **dynamic environment**. Those involved in the commercial sector must be able to rapidly respond to technological innovations, changing consumer demands and new social requirements to ensure their competitiveness. In professional work, one cannot react to external changes, but must be proactive by anticipating new trends and discovering new methods to accommodate them.

The **specialist work** they perform plays a crucial part in determining how we will live in future. How can customer needs best be met? How should products be brought to the market, whose production consumes fewest resources and complies with societal standards? How will products reach their destination via the most energy-efficient means of transport? To find sustainable solutions, specific **professionals skills** are required, which may be fostered by continuous vocational education and training.

A number of sustainability trends and required skills for selected commercial occupations are listed below. The information presented is based on the results of pilot projects carried out within the scope of the funding focus **“Vocational education and training for sustainable development 2015–2019”** (Funding Line I) and its scientific supervision (University of Hamburg, Institute for Vocational and Business Education).

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Latest information on vocational education and training for sustainable development:

[www.bbne.de](http://www.bbne.de)

Sustainability in training practice:

[www.foraus.de/bbne](http://www.foraus.de/bbne)

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# Sustainability in commercial occupations

Trends and competencies



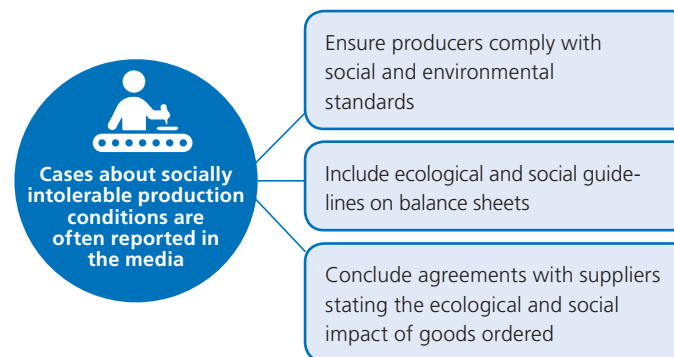
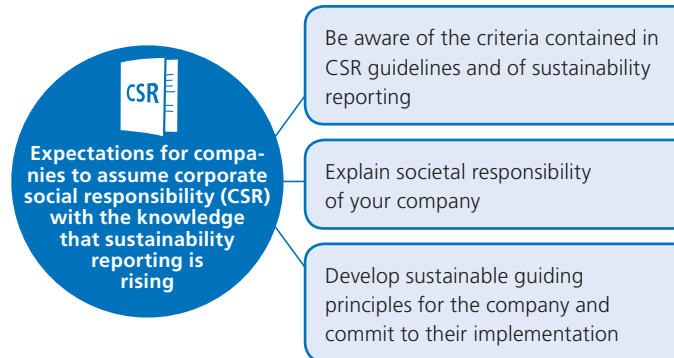
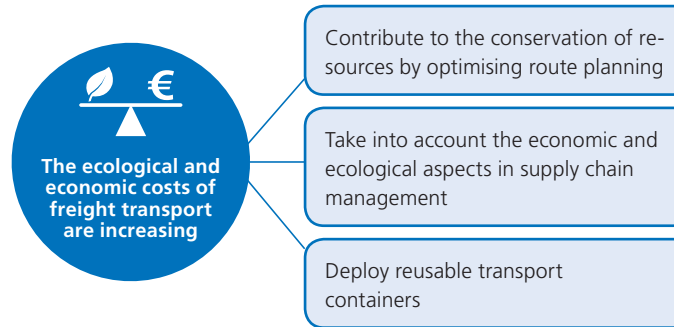
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Trends towards sustainability are becoming increasingly visible, particularly in commercial occupations, requiring new competencies from all employees. The areas of potential, which already exist within respective occupations, may be used during the process. Related professions may provide further ideas. For more detailed information, please visit [www.bbne.de](http://www.bbne.de)

## Retail



## Wholesale and foreign trade



## Forwarding and logistics services

