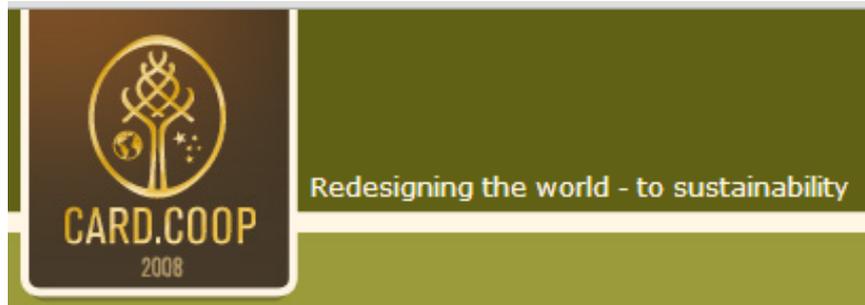




European Trade Union Confederation (ETUC)  
Confédération européenne des syndicats (CES)



## Where

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## About

**Campus ReDesign SCE**, the company behind the **CARD.COOP** service, is a cooperative enterprise owned by its members. It is registered in Sweden as a European Cooperative Society (SCE), in fact one of the world's first. As a member, you have the opportunity to **influence the future development**. You also **earn an annual dividend on your share**, in relation to the amount of services you purchase. All profits are divided among the members. Campus ReDesign SCE is founded on the values of *democracy, equality and equity, solidarity, self-help, and self-responsibility*. We are independent of political currents and commercial interests, and we believe in **honesty, openness and social responsibility**.

## Core purpose

We believe that **every business, product and service** that is successful in the future, is **ecologically and socially sustainable**. This drives innovation and organizational change towards sustainability with an ever-increasing speed.

Campus ReDesign SCE makes the innovative knowledge to redesign business and society towards sustainability easily accessible to professionals so that they can **minimise risks, avoid costs and create opportunities**. Simply put – continue to be professionally successful!

The current situation for people on Earth can be likened to a funnel with ever-diminishing room for health, economic prosperity and welfare.

Life-sustaining systems are subject to deterioration. Waste is steadily accumulating and natural resources are steadily declining. Therefore, the resource-potential for society and the economy is systematically decreasing. At the same time, the global population and the **global demand** for these resources are steadily increasing.

Staying on the cutting edge of innovative solutions towards sustainability at the opening of the funnel inherently means relatively smaller risks and greater opportunity.

## Vision

Campus ReDesign SCE is the **global provider** on **expert online sustainability** training. We give professionals worldwide- from the business, public and academic sector the **best training** to redesign their operations, products and services towards ecological and social sustainability and success. Campus ReDesign SCE is an **ecologically and socially sustainable company**. In our operations, we no longer subject nature to systematic increases in concentration of substances from the Earth's crust or produced by society; nor to systematic physical degradation. Also we no longer contribute to the systematic undermining of humans' ability to meet their own needs.

## Strategic goals

Campus ReDesign SCE wants to excel in **four focus areas** and has set the following strategic goals:

**1.Development:** The courses and curricula that are developed at CARD.COOP are rooted in the customers' *professional needs*; and are guided by current research on e-learning and Internet communities.

**2.Production:** Presenters/lecturers consider the workflow to be effective and to generate a very high quality outcome. They are very inspired working for Campus ReDesign SCE, and the majority are members.

**3.Market:** The CARD.COOP service is established in 40 countries and in 20 languages. CARD.COOP has over 200.000 yearly customers/members. Customers rate the CARD.COOP service highly because they experience them as both meaningful, memorable and motivational.

**4. Personnel:** Co-workers enjoy their work and radiate the core values of Campus ReDesign SCE.