Glossary for Expert Tags

This glossary provides a description for each expert tag so that you always know what you are looking for:

Tag (English)	Tag (Deutsch)	Tag (Français)	Description
Advocacy	Advocacy	Plaidoyer	Advocacy is an umbrella term for any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others and includes political lobbying. (https://mffh.org/wp-content/uploads/2016/04/AFJ_what-is-advocacy.pdf)
Automation	Automatisierung	Automatisation	Automation is a term for technology applications where human input is minimized. (https://www.ibm.com/topics/automation)
Behavioural design	Behavioural design	Behavioural design	Behavioural Design is a systematic understanding of how people think and how they make decisions. This understanding forms the basis of thinking about interventions that lead to behavioural change. (https://suebehaviouraldesign.com/what-is-behavioural-design/)
B Leader	B Leader	B Leader	B Leaders is a training programme designed by the B Lab UK that equips sustainability professionals with the tools and knowledge to guide businesses through the B Corp certification process (https://bleaders.uk/about-b-leaders/)
Brand strategy	Markenstrategie	Stratégie de marque	A branding strategy is the long-term plan to achieve a series of long-term goals that ultimately result in the identification and preference of your brand by consumers. (https://www.bynder.com/en/glossary/branding-strategy/)
Business design	Business design	Business design	Business design is a way of operating that combines the tools of business thinkers, analysts, and strategists with the methods and mindsets of design. Business designers think about how every element of the business model affects the consumer and client experience. (https://www.ideou.com/blogs/inspiration/how-to-build-a-better-business-through-design)

Campaigning	Campaigning	Campaigning	A campaign is a planned set of activities that people carry out over a period of time in order to achieve something such as social or political change. (https://www.collinsdictionary.com/dictionary/english/campaign)
Capacity building	Capacity building	Capacity building	Capacity-building is defined as the process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in a fast-changing world. (https://www.un.org/en/academic-impact/capacity-building)
Carbon footprint	CO2-Fussabdruck	Empreinte carbone	Carbon footprint is defined as the quantity of GHGs expressed in terms of CO2-e, emitted into the atmosphere by an individual, organization, process, product or event from within a specified boundary (Pandey, Agrawal, & Pandey, 2011)
Circular economy	Kreislaufwirtschaft	Économie circulaire	A circular economy is an economic system where products and services are traded in closed loops or 'cycles'. It is an economy where growth is not fuelled nor dependent on finite resources. (https://www.sbs.ox.ac.uk/sites/default/files/2019-09/the-circular-economy.pdf)
Climate Fresk	Climate Fresk	Fresque du climat	Climate Fresk is a tool for providing a quality climate education that is accessible to anyone and can be scaled quickly within an organisation or community. (https://climatefresk.org)
Communication	Kommunikation	Communication	Marketing and communications is the practice of using a combination of channels and tools to communicate with a desired market for the purpose of brand awareness, sales, advertising, or promotion. (https://www.pearson.com/pathways/areas-work-study/marketing-communications.html)
Community building	Community building	Community building	Community building is a field of practices directed toward the creation or enhancement of community between individuals within a regional area (such as a neighbourhood) or with a common interest (https://www.igi-global.com/dictionary/community-building/4701)

Crowdfunding	Crowdfunding	Crowdfunding	The practice of getting a large number of people to each give small amounts of money in order to provide the finance for a project, typically using the internet. (https://dictionary.cambridge.org/dictionary/english/crowdfunding)
CSR	CSR	CSR	Corporate Social Responsibility (CSR) is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ("Triple-Bottom-Line-Approach"), while at the same time addressing the expectations of shareholders and stakeholders.
Design thinking	Design thinking	Design thinking	Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown. (https://www.interaction-design.org/literature/topics/design-thinking)
Digitalization	Digitalisierung	Numérisation	Integration of digital technologies into everyday life by the digitization of everything that can be digitized. (https://www.igi-global.com/dictionary/it-strategy-follows-digitalization/7748)
Ecodesign	Ecodesign	Ecodesign	Ecodesign (or ecological design) is the design of products or services that takes into account the environmental impact throughout a product's life cycle. (https://ecochain.com/knowledge/ecodesign/)
Ecofeminism	Ökofeminismus	Ecoféminisme	Ecofeminism is a branch of feminism that examines the connections between women and nature. It uses the basic feminist tenets of equality between genders, a revaluing of non-patriarchal or nonlinear structures, and a view of the world that respects organic processes, holistic connections, and the merits of intuition and collaboration. (https://www.britannica.com/topic/ecofeminism)

English	Englisch	Anglais	Your session can be in English.
Financial management	Finanzmanagement	Gestion de finance	Financial management is the planning, directing, monitoring, organising and controlling of money to accomplish business objectives and return maximum value to stakeholders. (https://www.sage.com/en-gb/blog/glossary/what-is-financial-management/)
Founding	Gründung	Fondation	Found something: to start something, such as an organization or an institution. (https://www.oxfordlearnersdictionaries.com/definition/english/found?q=founding)
French	Französisch	Français	Your session can be in French.
Fundraising	Fundraising	Fundraising	Fundraising is the act of collecting or producing money for a particular purpose, especially for a charity. (https://dictionary.cambridge.org/dictionary/english/fundraising)
German	Deutsch	Allemand	Your session can be in German.
GRI	GRI	GRI	GRI (Global Reporting Initiative) is the independent, international organization that helps businesses and other organizations take responsibility for their impacts, by providing them with the global common language to communicate those impacts. (https://www.globalreporting.org/about-gri/)
Growth hacking	Growth hacking	Growth hacking	Growth hacking (also known as 'growth marketing') is the use of resource-light and cost-effective digital marketing tactics to help grow and retain an active user base, sell products and gain exposure. (https://www.optimizely.com/optimization-glossary/growth-hacking/)
Humancentered design	Humancentered design	Humancentered design	Human-centered design is a problem-solving technique that puts real people at the center of the development process, enabling you to create products and services that resonate and are

			tailored to your audience's needs. (https://online.hbs.edu/blog/post/what-is-human-centered-design)
Impact measurement	Wirkungsmessung	Mesure d'impact	Impact investing is a strategy that considers financial return and environmental, social, and corporate governance (ESG) impact. It ensures the quality of an investment's outcome exceeds what the alternative would be without that investment. (https://online.hbs.edu/blog/post/what-is-impact-measurement)
Inclusive design	Inclusive design	Design inclusif	Inclusive design considers the full range of human diversity with respect to ability, language, culture, gender, age, and other forms of human difference. It empowers designers to create products whose experiences serve as many people as possible. (https://xd.adobe.com/ideas/principles/design-systems/what-is-inclusive-design-principles-and-examples/)
IP Licensing	IP-Lizenzierung	Licences de PI	An intellectual property (IP) licensing agreement typically occurs between an IP rights owner (licensor) and someone who is authorized to use the rights (licensee) in exchange for monetary value in the form of a fee or a royalty, or both. (https://metispartners.com/ip-basics/frequently-asked-questions/what-is-an-ip-license/)
LCA	Lebenszyklusanalyse	ACV	Life-cycle assessment (LCA) is a process of evaluating the effects that a product has on the environment over the entire period of its life thereby increasing resource-use efficiency and decreasing liabilities. (https://www.eea.europa.eu/help/glossary/eea-glossary/life-cycle-assessment)
Leadership	Leadership	Leadership	Leadership is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization. (https://www.techtarget.com/searchcio/definition/leadership)
Lean startup	Lean startup	Lean startup	The lean startup methodology is a method of managing and building a business or startup by experimenting, testing, and iterating while developing products based on findings from your tests and feedback.

			(https://www.universitylabpartners.org/blog/what-is-lean-startup-methodology)
Legal support	Legal support	Soutien juridique	Legal support services provide legal information, advice, referrals and representation for rights violations to protect and promote health. (https://www.undp-capacitydevelopment-health.org/en/legal-and-policy/enabling-legal-environments/legal-support-services/)
Marketing	Marketing	Marketing	The activity of presenting, advertising and selling a company's products or services in the best possible way. (https://www.oxfordlearnersdictionaries.com/definition/english/marketing?q=marketing)
Nature tech	Nature tech	Nature tech	Nature tech is an emerging sector that is supporting the implementation and financing of high-integrity NbS (Nature-based solutions). It's defined as any technology that can be applied to enable, accelerate and scale up NbS, which are deployed to protect, restore and manage natural systems and ecosystems. (https://nature4climate.org/the-market-for-nature-tech-is-necessary-emergent-and-dynamic/)
Networking	Networking	Réseautage	A system of trying to meet and talk to other people who may be useful to you in your work. (https://www.oxfordlearnersdictionaries.com/definition/english/networking?q=networking)
No-code	No-code	No-code	"No-code" tools are software development platforms that allow even non-technical employees to build and deploy their own applications without writing a single line of code. These tools often feature a simple user interface with drag-and-drop features, letting you easily visualize the development process and define the underlying business logic. (https://www.integrate.io/blog/what-is-no-code/)
Nonprofit management	Nonprofit management	Gestion de NPO	The term nonprofit management includes the management of nonprofit organisations (NPO). Accordingly, this includes the application of business management tools to the specific problems, framework conditions and diverse characteristics of

			NPOs. (https://wirtschaftslexikon.gabler.de/definition/nonprofit-management-53756)
Partnerships	Partnerschaften	Partenariats	An agreement between organizations, people, etc. to work together.(https://dictionary.cambridge.org/dictionary/english/partnership)
Pitch	Pitch	Pitch	A (sales) pitch is a speech or act that attempts to persuade someone to buy or do something. (https://dictionary.cambridge.org/de/worterbuch/englisch/pitch)
Product design	Produktdesign	Product design	Product design is the process designers use to blend user needs with business goals to help brands make consistently successful products. Product designers work to optimize the user experience in the solutions they make for their users - and help their brands by making products sustainable for longer-term business needs. (https://www.interaction-design.org/literature/topics/product-design)
Project management	Projektmanagement	Gestion de projet	Project management consists of organising a project from start to finish, from its conception phase to its final phase. This involves defining the objectives, the human and material resources required, the budget, the deadlines and any constraints. (https://www.ipag.edu/en/blog/project-management)
Prototyping and MVP	Prototyping und MVP	Prototypage et MVP	A prototype is an early product sample meant to demonstrate your business concept before implementing it. It simplifies your product idea into an easily digestible format to reveal its value. A minimum viable product (MVP) is a releasable version of your product that contains enough core features to attract early adopters. (https://www.techmagic.co/blog/poc-vs-prototype-vs-mvp/)
Steward Ownerhip	Steward Ownership	Steward Ownership	Steward-ownership refers to a set of legal structures that instill two core principles into the legal DNA of a business: self-governance and profits serve purpose. These structures ensure that control (voting rights) over the business is held by people inside the organization or very closely connected to its mission.(https://www.impactterms.org/steward-ownership/)

Regeneration	Regenerierung	Regeneration	Regenerative approaches seek to go beyond simply minimising damage, instead reversing the degradation of the planet's living systems and seeking to restore a healthy relationship between humans and other life. Regenerative development encourages us to design human systems that co-evolve with ecological systems to generate mutual benefits and greater expression of life and resilience. (https://www.re-alliance.org/regenerative)
Relational design	Relational design	Relational design	Relational design takes into account interdependencies and dynamic situation of society, and calls for a new design vocabulary that discusses and approaches the relational aspects and opens up for a more situational and sensitive design agency. (https://www.cambridge.org/core/services/aop-cambridge-core/content/view/1E74AA9DA053E0678B9306BDD1396A0E/S2732527X22001080a.pdf/relational-design.pdf)
Resilience	Resilienz	Résilience	Business resilience is the ability of an organization to quickly adapt to disruptions while maintaining continuous business operations and safeguarding people, assets and overall brand equity. (https://www.techtarget.com/searchcio/definition/business-resilience)
Self-organized teams	Self-organized teams	Équipes autonomes	Forms of self-organisation such as holocracy or sociocracy
Service design	Service design	Service design	Service design is a process where designers create sustainable solutions and optimal experiences for both customers in unique contexts and any service providers involved. Designers break services into sections and adapt fine-tuned solutions to suit all users' needs in context—based on actors, location and other factors. (https://www.interaction-design.org/literature/topics/service-design)

Social innovation	Soziale innovation	Innovation sociale	Social innovation refers to the design and implementation of new solutions that imply conceptual, process, product, or organisational change, which ultimately aim to improve the welfare and wellbeing of individuals and communities. Many initiatives undertaken by the social economy and by the civil society have proven to be innovative in dealing with socio-economic and environmental problems, while contributing to economic development. (https://www.oecd.org/regional/leed/social-innovation.htm)
Software development	Softwareentwicklung	Gestion de logiciels	Software development refers to a set of computer science activities dedicated to the process of creating, designing, deploying and supporting software. (https://www.ibm.com/topics/software-development)
Storytelling	Storytelling	Storytelling	Storytelling is the vivid description of ideas, beliefs, personal experiences, and life-lessons through stories or narratives that evoke powerful emotions and insights. (https://www.adb.org/sites/default/files/publication/27637/storytelling.pdf)
Strategy	Strategie	Stratégie	A business strategy outlines the plan of action to achieve the vision and set objectives of an organization and guides the decision-making processes to improve the company's financial stability in a competing market. (https://consulterce.com/business-strategy/)
Sufficiency	Suffizienz	Suffisance	Sufficiency can broadly be described as a reduction in consumption to lessen negative environmental impact. (https://www.societybyte.swiss/en/2020/05/04/sufficiency-an-approach-towards-a-sustainable-digital-future/)
Sustainable business	Sustainable business	Entreprise durable	Sustainable business models incorporate in their financial considerations the interests of the involved parties, including those concerning the environment and society, thus differentiating themselves from the concept of the business model, which only considers the cost structure and the revenue stream in its financial considerations. (Bocken et al. 2014)

Sustainable events	Nachhaltige Events	Événements durables	Sustainable events are events that aim to counteract or minimise the environmental impact they have on the planet. They're planned in a way that deliberately reduces the amount of energy, waste and carbon emissions that an event would normally produce. Sustainable event organisers will consciously and proactively plan events that have little or no negative impact on the planet. (https://www.london.ac.uk/venues/blog/how-run-more-sustainable-events)
Systemic design	Systemisches design	Conception systémique	Systemic design integrates systems thinking and design, with the intention to better cope with complexity. Systemic design intends to develop methodologies and approaches that help to integrate systems thinking (e.g. causality, interconnectedness, circularity, synthesis) with design (e.g. ideation, prototyping, iteration) at ecological, social, technical and economic levels. (https://systemicdesignlabs.ethz.ch/exploring-systemic-design/)
Tax	Steuern	Taxes	A tax expert is qualified to understand tax regulations and advice on tax issues at national or international level.
Team building	Team building	Team building	The process of encouraging a group of people to work well together as a team by having them take part in activities and games. (https://www.oxfordlearnersdictionaries.com/definition/english/team-building?q=team+building)
Volunteer management	Volunteer management	Volunteer management	Volunteer management is the process a nonprofit organization uses to recruit, track, engage, and retain volunteers. (https://kindful.com/nonprofit-glossary/volunteer-management/)
Website & UX design	Website & UX design	Website & UX design	User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function. (https://www.interaction-design.org/literature/topics/ux-design)

| Women-centric design | Women-centric design | Women-centric design | Women-centered design acknowledges that women's needs and the barriers they face are fundamentally different from men's. (https://theprint.in/economy/financial-products-need-women-centered-design-its-about-breaking-prejudice/880528/) |