

VIRTUAL

SUMMER SCHOOL ON GREEN BUSINESS AND SUSTAINABILITY

from 23rd August until
03rd September 2021



WHAT IT IS ABOUT

ADDRESSING GLOBAL QUESTIONS

WE HAPPILY INVITE YOU TO OUR INTERNATIONAL SUMMER SCHOOL. IT WILL TAKE PLACE VIRTUALLY AND BE HOSTED BY NORTH-RHINE WESTPHALIA, GERMANY.

What does sustainability mean to you? To us sustainability means dealing with the earth's finite resources and creatures in a responsible way. We want **future generations** to be able to live in an intact habitat to live a life worth living. We think one way to achieve this goal is to address and **support innovative thinking** for a green economy! This is exactly what we are planning on doing in our Summer School.

Are you interested in **interdisciplinary learning** and collaboratively working on this matter? We invite you to explore the interrelations between ecology, economy, and sociology with students from **different countries and various disciplines**. The Virtual Summer School on Green Business and Sustainability 2021 specifically asks the question of how to shape, design, and carry out our economy in the balancing act between green growth and sufficiency. We will dive into discourse on global questions that are complex yet urgent to address: **climate change mitigation and adaptation**, use of **precious space**, the transformation from a linear to a **circular economy**, and ecological challenges that are dear to you. With your participation, you will also receive access to a broader network of North-Rhine Westphalian stakeholders from industry, politics and science that are working on these issues.

The Summer school will take place in virtual rooms via Zoom and in Central European Summer Time (**CEST**), starting from 9 am to 5 pm. All **international students are invited** to take part. If this time zone is suitable for you, we are looking forward to welcoming you virtually to North-Rhine Westphalia!

WHY NORTH-RHINE WESTPHALIA?

The federal state of Germany North-Rhine Westphalia (NRW) is perceived as an international beacon for the so-called "**Strukturwandel**", the transformation of heavy coal and mining industries to climate-friendly energy sourcing. Based on a traditionally strong economy, a broad scientific landscape and strong political support especially to the green economy, the region has become an innovative hub. **NRW** is, by now, Germany's **largest provider of environmentally-friendly technologies** and services.

However, the transformation is still happening, and **ideas need to be created** for digital, just, and circular solutions.

DESIGNING SUSTAINABLE SOLUTIONS – GREEN GROWTH VS. SUFFICIENCY?

As an overarching question, we will discuss what **role design and innovation** plays on the scale from **green growth to sufficiency**. To what degree should sustainable approaches optimise technical innovation and personal patterns of action? Is there a limit to growth?

We will address this question from a theoretical scientific perspective as much as from a practical and entrepreneurial view together with our business partners. We will start the days with **input talks** and interdisciplinary exchange with like-minded people, while the afternoon sessions will offer focus **workshops to put theoretical input into practice**. By applying **creative methods**, we will work in groups on **concrete solutions** that open new opportunities also for future projects.





WORKSHOP 1 – PRACTICE WHAT YOU PREACH A FUTURE PLACE OF SCIENCE IMPLEMENTED IN THE CITY (6 DAYS)

Hosts: Folkwang University of the Arts,
University of Duisburg-Essen, Wuppertal Institute

Universities and research institutes are exploring and working on forward-looking ideas towards a climate-neutral and **sustainable** society on a daily basis, which are ready to be tested. Our goal of this workshop is to develop a **vision of a future place of science** that is sustainable and where **innovative ideas** can be implemented, tested, and lived with a **holistic approach**. How is this place connected to the immediate neighbourhood, the city and the region? Do they work and live together? Does science keep its own promises and/or sticks to its own findings? What kind of system-serving businesses, products or services are needed for a place like that?

We will look into the fields of **sustainability research, the living-lab-approach, system-thinking, prototyping, placemaking and smart cities**. Using the **transition design guide** in this workshop, you will portray something system-serving for a future place of science implemented in the city. A future worth living – where is practiced what is preached.

WORKSHOP 2 – A ROADMAP TO SUSTAINABLE MOBILITY: A USE CASE FROM GHANA (4 DAYS)

Hosts: Bochum University of Applied Sciences,
ecosign / Academy for Sustainable Design

In recent times, the growing prosperity and growing population in Ghana have enhanced the **demand for mobility**. At the same time, the influence of climate change becomes more striking each day. Recognizing this challenge, the MoNaL project aims to develop sustainable mobility solutions for the countries of sub-Saharan Africa with a starting focus on Ghana. The **environmental impact** of potential offers is considered holistically, over the entire life cycle – from product design and production to energy supply and recycling. The offers will be Light Electric Vehicles: **e-cargo bicycles and e-mopeds**.

Based on the ongoing MoNaL project, participating students will work on a **real use case** for a project in Ghana. The workshop aims to **improve the information and acceptance** of sustainable mobility options as a means of transport. Intersections with other topics such as employment, energy systems and circular mobility will also be addressed in sessions. Impulse presentations from stakeholders will support you in understanding the topics, while sustainable designers will be of assistance in **developing** your own product, concept, or communicative **solutions for this challenge**.

WORKSHOP 3 – PLATFORM BUSINESS MODELS FOR THE ENERGY INDUSTRY (6 DAYS)

Hosts: ProCom GmbH, Institute of Energy Economics at the University of Cologne

The business models of platforms differ in many respects from regular business models - especially in the energy industry. An introduction to the topic will be given with regard to possibilities for so-called „green“ growth and sufficiency. In a second lecture, **success factors** for platform business models for the energy industry will be derived and methods explained on how to **evaluate such business models** economically and in terms of content. The focus will be on green and sustainable use cases. In preparation for practical work in the afternoons, participating students receive an introduction to the method of design thinking.

In the workshop, it's hands-on! After a short orientation phase on **design thinking** and the online tools to be applied, the students will develop the use case and the associated business model of a „**Green Business Platform**“ in small groups.

WORKSHOP 4 – DINNER DEBATE ON URBAN DESIGN (2 DAYS)

Host: World Business Dialogue / Organisationsforum Wirtschaftskongress gGmbH

You will have the unique opportunity to take part in an extraordinary dinner with inspiring people and a variety of students following an **“Oxford Style Debate”**. You will be discussing current and important topics, focusing on sustainability and the increasing importance of **Urban Design**.

Participants will be able to get an insight on different points of views, state their own perspective on subjects and most importantly, start an exciting debate with interesting people.





NETWORKING WITH COMPANIES

Host: Green Economy Network North-Rhine Westphalia

Within additional programme items, you will get to know **NRW's green economy landscape** and be in contact with partners from business, science and politics. **Great support structures** in NRW for sustainable solutions and green start-ups offer a wide range of opportunities for you to, for example, further develop your initial ideas into concrete business cases. You will have the possibility to also present your results at the Green Economy Summit NRW in November.

HOW TO TAKE PART – REGISTER HERE AND KEEP IN TOUCH

We are looking forward to welcoming you at the Virtual Summer School in August this year! **Please register [here](#)** to stay informed about all updates and **save your slot in a workshop**. Also follow us on **Social Media**:



For any specific questions, please, reach out to: info@knuw.nrw.

We are very pleased if you **share the invite with your fellow students**, as well as students from other universities.

CREDITS

You will receive a **certificate** for the participation in the Summer School, including the **topic and hours** spent for the workshop. Depending on your university or school, this can help to receive official academic credits (**ECTS**). It is probably best to contact your university in advance.

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REGISTER HERE AND KEEP IN TOUCH



Folkwang University of the Arts



Wuppertal Institute for Climate, Environment and Energy



ecosign / Academy for Sustainable Design



Bochum University of Applied Sciences



University of Duisburg-Essen

Offen im Denken



Institute of Energy Economics at the University of Cologne



University of Cologne

PARTNERS
WHO IS BEHIND IT

SUPPORTED BY:

