

## Title of BIP: New Economy and New Green Deal using the Example of Accounting

### General information

#### Objectives and Description:

The primary objectives of this BIP are to:

- Examine the relationship between the new economy, the Green Deal and accounting practices.
- Explore innovative solutions and strategies related to sustainability principles, behavioral economics, accounting, management and marketing.
- Foster collaboration, critical thinking and problem-solving skills through interactive workshops, case studies and team-based activities.

The Blended Intensive Programme aims to provide participants (learners and teaching staff) a comprehensive understanding of the new economy, sustainability goals outlined in the Green Deal and the role of accounting practices in facilitating this transition by a transdisciplinary approach. The programme seeks to achieve the following topics and actions:

- Explore the concept of the new economy
- Get insight the objectives and framework of the Green Deal
- Understand the role of accounting in the Green Transition
- Evaluate sustainable business models and practices: using case studies and real-world examples
- Develop strategies for Green Accounting and Reporting
- Promote collaboration and knowledge exchange

The BIP aims to empower participants with the knowledge, skills and tools necessary to navigate the complexities of the new economy and contribute to the realization of the sustainability objectives outlined in the Green Deal through effective accounting practices. By fostering interdisciplinary learning and collaboration, the programme seeks to inspire participants to become agents of change in promoting economic prosperity, environmental stewardship and social equity in the transition towards a sustainable future.

#### Methods and outcomes:

Participants will engage in various methods including case studies, debating and presenting, research and teamwork. The outcomes of the program include enhanced understanding of new economy and New Green Deal concepts, improved analytical and communication skills and the ability to apply theoretical knowledge to real-world scenarios.

#### Field of Education:

The BIP is relevant to learners and professionals in the fields of sustainability, accounting, management and marketing.

#### Target audience / Participants profile:

The target audience includes students and staff from partner universities who are interested in exploring the intersection of sustainability, management, marketing and accounting in the context of the new economy and the Green Deal.

#### No of ECTS issued:

5 ECTS credits will be issued upon successful completion of the program.

#### Language of instruction and requirements:

The language of instruction is English. Participants are required to have proficiency in English to actively engage in discussions and activities.

**Dates for physical activity:**

28 April- 2 Mat 2025 (5 days)

**Location of physical activity:**

Timisoara, West University of Timisoara

**Dates for virtual component:**

2 weeks before physical activity (May 2025), 2 weeks after physical activity (June 2025)

**Virtual Component Description:**

The virtual component will involve reading case studies, preparing for in-classroom activities and participating in group assessments using digital media formats.

**Organizing Board**

**Receiving/Host university:**

West University of Timisoara, Romania (Contact: Rodica Blidisel, rodica.blidisel@e-uvt.ro)

**Sending/Partner universities:**

P1. University of Applied Science Fresenius, Germany (Contact: Jens Hirt, jens.hirt@hs-fresenius.de);

P2. University of Skövde, Sweden (Contact: Adina Popa, adina.popa@his.se).

**Detailed programme**

**1. Planned activities during virtual component:**

*Before physical mobility:*

Reading assigned case studies

Preparing for in-classroom activities

*After physical mobility:*

Elaboration of the group report using digital media formats

Assessment of the group reports

**2. Planned activities during physical component:**

1<sup>st</sup> day: General meeting, explore the concepts of new economy and new Green Deal

2<sup>nd</sup> day: Case studies and interactive workshops on new economy

3<sup>rd</sup> day: Case studies and interactive workshops on new Green Deal

4<sup>th</sup> day: Case studies and interactive workshops on real world applications

5<sup>th</sup> day: Study Trip. Debating of innovative solutions in accounting, media and marketing; discussion about group assessment using digital media formats

Closing remarks

**Application procedure**

fill in application form available here: to be generated later