

Green business in Europe

General information

Objectives and Description:

The current shift to more sustainable economic systems is challenging, but it offers a variety of opportunities and pathways for designing a professional career. Companies that anticipate the necessary changes and adapt in a timely manner will likely be the winners of this century. This summer school aims to provide future managers with the necessary skills to start and run green businesses, with an intercultural and European approach.

The EMBS programme (<https://embs.eu/>) is an existing master programme at USMB with a multicultural pedagogical approach. It is now expanding its offer: we invite students and practitioners to participate in this summer school, which offers an improvement of skills desirable by any company wishing to compete in an international market and in a green innovation economy.

Methods and outcomes:

Students will have to design a project proposal, study or start-up on the subject of the summer school "Managing resilience and sustainability in Europe", consistent with two of the UNITA Project themes (renewable energies, circular economy) in the multicultural framework of EMBS extended to UNITA, in line with the third UNITA Project theme (cultural heritage). Classes, workshops, student presentations with feedback from the EMBS/UNITA team will be offered in English. In the middle of the week, a roundtable discussion with local companies from the USMB chair on environmental economics and a hike with informal exchanges will complete the students' experience

Field of Education:

Management

Target audience / Participants profile:

Second year undergraduate.

No of ECTS issued:

4 ECTS

Language of instruction and requirements:

English

Dates for physical activity:

25-29 August 2025

Location of physical activity:

Saint-Gervais-les-Bains

Dates for virtual component:

May and June

Virtual Component Description:

3 sessions (2h each): 6h in total

During each session:

1h30 teaching to provide theoretical background

30mn exchange with the students to help them prepare their presentations

Organizing Board

Receiving/Host university:

USMB, France (Aude Pommeret aude.pommeret@univ-smb.fr)

Sending/Partner universities:

Universitatea Transilvania din Brasov

Universidad de León

Università degli Studi di Trento

Universität Kassel

Detailed programme

1. Planned activities during virtual component:

- teaching on environmental economics, green marketing, ESR
- exchange with each of the students

2. Planned activities during physical component:

	25/08	26/08	27/08	28/08	29/08
	<u>Sustainable Marketing for Serving International Markets</u>	<u>Communicating on green marketing</u>	<u>Lecture and hike</u>	<u>Public policies in Europe and firms' business</u>	<u>Digital ecosystem</u>
09.00-12.00	<p>Lecture "Sustainable Brands Creating 'Value-in-Impact'"</p> <p>By Pr. Ralf Wagner</p>	<p>Lecture "Strategic process to develop an engaging communication for a green business"</p> <p>By Pr. Carmen Santos</p>	<p>Invited UNITA lecturer</p>	<p>Lecture "Taxes, carbon prices and carbon border tax adjustment mechanisms"</p> <p>By Pr. Aude Pommeret</p>	<p>Lecture " Digital ecosystem: digital resilience and sustainability"</p> <p>By Pr. Roberta Cuel</p>

12.00-13.00	Pause	Pause	Hike departure and Pique-nique	Pause	Pause
13.00-14.00	Lunch	Lunch	Hike	Lunch	Lunch
14.00-15.30	Workshop on designing a gamified green campaign.	Workshop on a case study.		Workshop on computing abatement costs	Departure
15.30-17.30	Students' presentations	Students' presentations		Students' presentations	
17.30-19.30	pause	pause		Pause +cocktail at 19.00	
19.30-20.30	Dinner	Dinner		Dinner	

Application procedure

How to apply: A CV must be sent by **31 March 2025** to **mobilite-unita@univ-smb.fr**.

In parallel, the student must apply to their local international office for an **Erasmus grant** for the BIP to be part of the BIP.

Deadline to receive nominations **31.03.25**

What is covered by host university:

Accommodation and food will be pay by the student.
We will indicate a place to stay during the week at Saint Gervais