

## 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 ~~is~~ 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 hike with informal exchanges will complete the students' experience. No grade will be issued (attendance-based assessment).

#### 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:

23-28 August 2026

#### 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](mailto:aude.pommeret@univ-smb.fr))**

#### Sending/Partner universities:

**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:

**Arrival: Sunday 23d, 2026**

SUMMER SCHOOL – 25th-29th August			
Day	Speaker	Title and Content morning	Group Work afternoon
24th August Monday	Ralf Wagner	Value Paradoxes and Voluntary Value Un-capture.	Define the Challenges & Discover
25th August Tuesday	Carmen R-Santos / Elisa Rancati (Milan-Boconi)	Consumer-Centric Communication	Communicate the Value
26th August Wednesday	Roberta Cuel	AI and change of habits in organisations	visit
27th August Thursday	To be determined	Show the Impact & Prepare the Pitch	Group final presentation

28th August Friday	Aude Pommeret	Internal carbon price and abatement of companies	<a href="#">Departure</a>
<p><b>Gala dinner: Thursday 28<sup>th</sup> evening</b>  <b>Departure: Friday 29th noon</b></p>			
<b><u>Application procedure</u></b>			
<p><b>How to apply:</b> A CV and a motivation letter must be sent by <b>31 March 2026</b> to <b><a href="mailto:mobilite-unita@univ-smb.fr">mobilite-unita@univ-smb.fr</a></b>.</p> <p>In parallel, the student must apply to their local international office for an <b>Erasmus grant</b> for the BIP to be part of the BIP.</p> <p style="text-align: center;">Deadline to receive nominations <b>31.03.25</b></p>			
<b><u>What is covered by host university:</u></b>			
<p>Accommodation and food will be pay by the student.</p> <p>Stay will be organized at Saint Gervais (Résidences Vacances AMB, with a negociated tariff -around 350€ full board; please do not contact directly the residence – we will send the information in due time)</p>			