

# GREEN SUMMER SCHOOL IN GERMANY



<b>WP6</b>	<b>Pilot actions</b>
<b>ACTIVITY 6.1</b>	Capacity Building Pilots
<b>DELIVERABLE 6.1.1</b>	Green Summer School

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## 1. Aim of the Green Summer School

The Green Summer School constitutes the first capacity-building pilot foreseen in the Ecolnn project in WP6.

Aim of the School is to build the next generation of responsible innovators in the Danube Region and to equip them with the skills needed to turn their ecoinnovative technologies in viable business. The School is designed as one week intensive training for students and early stage startups with a business idea in the ecoinnovation field or a clear interest in this area.

Within this week, the ecoinnovation topic is presented along with business lectures and concrete business cases. With this approach, the school aims to raise awareness on ecoinnovation and at the same time to train future entrepreneurs in understanding eco-technologies and identifies opportunity of commercialization for them. The school focuses furthermore on eco-design of products and services and provide the opportunity to test how green the business model of a startup is. The Green Summer School aims furthermore to offer a platform for people active in this field to present their idea in front of incubators, accelerators and experts in order to extend their network of contacts and profit from the exchange with these actors.

## 2. Overview of the 1<sup>st</sup> Green Summer School and main results

The 1<sup>st</sup> Green Summer School took place from the 11<sup>th</sup> to 15<sup>th</sup> September 2017 in the premises of the University of Applied Science in Constance, Germany.

15 participants from the Danube regions attended the one week intensive training after going through an online selection process.

**Green Summer School 2017**  
11th – 15th September 2015  
Constance, Germany



**Location:** HTWG Konstanz, Germany [Brauneggerstr. 55, 78462 Konstanz, Germany](#)  
Building H – Third Floor



**Call for applications open till 30th June 2017**  
<https://venture-dev.com/webform/TqogRx1xYP2uFney/>

Figure 1 Overview of the 1st Green Summer School in Germany

Following the overall concept of the Summer School described in D. 6.4.3, bwcon decided to focus its summer school on participants who already have a business ideas in the ecoinnovation field and are looking for further support and orientation to bring the product/service to the market. For this reason, a selection process for participants was set up through an open call in order to select candidates already working on a business idea in this field.

The Green Summer School in Germany was open to international candidates and the whole program was set up in English. The transnational value of the school was furthermore enriched by the presence and exchange among participants coming from different regions and with different background and by the staff exchange among Ecolnn partners.

Within one-week of intensive training, participants got a glimpse of all skills needed to start a company in the green field and had the chance to apply immediately what they learnt on a concrete business case. The Green Summer School was based on a very interactive format based on a learning by doing methodology. Participants were required to produce evidence of what they learn by constantly working on their business idea following the input they received during the lecture. During the week, they constantly elaborate and develop their business idea further and make use of the support of experts to clarify doubts and get feedback.

At the end of the week, participants had the chance to pitch their idea in front of jury of experts and win the participation to the Green Innovation and Investment Forum that will be organized in Stuttgart on the 20th-21st February 2018.

The team Building Scout made the second place presenting an assistance software for corporate representatives and auditors that helps simplify audits and the implementation of corporate standards.

Winner of the first Ecolnn Green Summer School organized in Germany by bwcon was the team Hexpression. They could impressed the jury presenting a new age sustainable raw material able to bring affordable housing solution for all sections of the society.

## 2.1 Open call and selection process

The selection process for the Green Summer School was structured in two main steps:

- In first place, candidates had to fill out a simple application form giving information about their background and their business idea (if already available). They were furthermore required to provide a short motivation letter explaining what they wanted to achieve by taking part to the Green Summer School. A sample of the application form is available in Annex II
- Selected candidates were then contacted by the bwcon project manager of the Green Summer School, Simona Pede, and were invited to a skype interview to better understand their needs and expectations

The selection of candidates was based on following criteria:

- Background information
- Knowledge of the EcoInnovation field
- Innovation Degree and potential of the business idea

The open call was extensively promoted on the Ecolnn website and through all partners' channels. In total 23 people from different Danube regions applied. 15 candidates were at the end selected.

## 2.2 Program and topics

The program of the week was a mix of lectures, followed by workshop and group work where participants had to apply the things they learnt on their own business case. Here below is a short overview of the program.

	Mon 11 Sept Business Model Innovation	Tue 12 Sept Marketing Strategy and IPR	Wed 13 Sept Sales & Funding Strategy	Thu 14 Sept Validate your Business Model	Fri 15 Sept Final Pitching
9:30 – 12:30	<p><b>Present you and your Idea with Lego</b> – Alexandra Rudl, bwcon</p> <p><b>Business Model Development</b> - Valentina Grillea, bwcon</p>	<p><b>Green Business Model Canvas</b> – Roberto Carella</p> <p><b>Corporate Social Responsibility</b> – Roberto Carella</p> <p><b>Protecting your idea: Intellectual Property Right</b> – Peter Kaldos, Digitalis Jolet</p>	<p><b>Sales</b> – Andreas ter Woort, the School of Entrepreneurship</p> <p><b>Strategic EcoDesign</b> – Susanne Volz, ecocircle concept</p>	<p><b>Business Model Innovation</b> – Valentina Grillea, bwcon</p> <p><b>Validate your Business Model</b> - Valentina Grillea, bwcon</p>	Final Pitches
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch
13:30 – 15:00	<p><b>Eco-innovation</b> – Andrea Pitzschke, Economica</p> <p><b>Management 3.0</b> – Alexandra Rudl, bwcon</p>	<p><b>Innovation Management</b> – Christop Selig HTWG</p> <p><b>Digital Marketing Strategy</b> – Christiane Hagmann</p>	<p><b>Access to Finance</b> – Klaus Würtenberger, K &amp; S W Invest</p>	<p><b>Green Check your Innovation Idea</b> – Annika Reischl, Pforzheim University</p> <p><b>Investment readiness Workshop</b> (pitching training) – Simona Pede, bwcon</p>	Award Ceremony
15:00 – 16:00	Coaching// Business Model	Coaching// Marketing and IPR	Coaching// Founding Clinic	Free Group Work	
From 16:00	<b>Meet a Green Entrepreneur</b>		<b>Field Visit: Modellfabrik Bodensee</b>	<b>Meet a Green Entrepreneur</b>	

Figure 2 Program of the Green Summer School in Germany

On the entrepreneurship and business side, following topics were deepened during the week:

- Business model development
- Intellectual property right
- Sales
- Access to finance
- Innovation Management
- Business model validation
- Business model Innovation
- Investment readiness

The Green part of the school comprehended following topics:

- EcolInnovation
- Green Business Model Canvas
- Corporate Social Responsibility
- Strategic EcoDesign
- Green Check your innovation idea

A total of 13 experts and coaches contributed to the program of the Green Summer School. An overview and profile of all invited experts is provided in the separated Booklet created for the participants of the school.

### 3. Marketing and Promotion activities

Dedicated promotion activities as well as a dedicated branding were create to promote the Green Summer School and the open call for ideas.



*Figure 3 Corporate identity of the Green Summer School*

All partners supported bwcon in the promotion of the event. In particular, following measures were undertaken:

- News published in the Ecolnn newsletter and Ecolnn website
- Dedicated direct mailing to possible interested stakeholders
- News on the Green Summer School in all partners' newsletters and websites
- Promotion through partners' social media channels
- Direct promotion during local events

Among other bwcon performed the following communication activities:

- Publication on bwcon website:  
<http://www.bwcon.de/veranstaltungsueberblick/detail/green-summer-school-2017.html>
- Successful publication on various calenders on Startup Digest:
  - Stuttgart (<https://www.startupdigest.com/digests/stuttgart>)
  - Munich (<https://www.startupdigest.com/digests/munich>)
  - Bucharest (<https://www.startupdigest.com/digests/bucharest>)
- Twitter campaign
- Creation of a Facebook event by the fan page of bwcon:  
<https://www.facebook.com/events/1908134596101056/>
- Posting on the fan page of bwcon: <https://www.facebook.com/bwcon/>
- Publication in various relevant Facebook groups:
  - Startup Weekend Stuttgart  
[\(https://www.facebook.com/groups/126291897411734/\)](https://www.facebook.com/groups/126291897411734/)
  - Gründergrillen Stuttgart (<https://www.facebook.com/groups/125648874187253/>)
  - Solopreneure & Freelancer  
<https://www.facebook.com/groups/490345121127214/?fref=nf>
  - Startups Ulm/Neu-Ulm  
<https://www.facebook.com/groups/862400017214722/?fref=nf>
  - Gründermagnet (<https://www.facebook.com/groups/gruendermagnet/>)

Furthermore, bwcon together with REDEA performed a live tweeting of the Green Summer School publishing every days some highlights on twitters and Facebook.

## Communication



The image shows a screenshot of a Twitter feed with two tweets from @bwcon\_info and two photographs. The first tweet, dated 18. Sep., announces the winners of the #GreenSummerSchool. The second tweet, dated 14. Sep., discusses validating a #Businessmodel. The photographs show a group of people at an event and participants working at tables in a classroom setting.

**Tweets**   **Tweets & Antworten**   **Medien**

**bwcon** @bwcon\_info · 18. Sep.  
 We're happy to announce the winners of the #GreenSummerSchool. Congrats to Hexpressions & Building Scout! See U at green-inno-forum.eu @HTWG  
 Original (Englisch) übersetzen

**bwcon** @bwcon\_info · 14. Sep.  
 After having worked for 4 days on the #Businessmodel it is time to validate it strength with some useful checklist @HTWG #GSS17  
 Original (Englisch) übersetzen

**bwcon** @bwcon\_info · 18. Sep.  
 We love <3 happy participants! #GSS17

**Muazzam Ali** @muazzamalii  
 final pitching day. one of the best summer schools #greensummerschools @bwcon\_info





Figure 4 Extract from the live tweeting of the 1st Green Summer School

#### 4. Staff exchange and transnational value

The contribution of partners was required in many phases of the concept development, preparation and delivery of the Green Summer School.

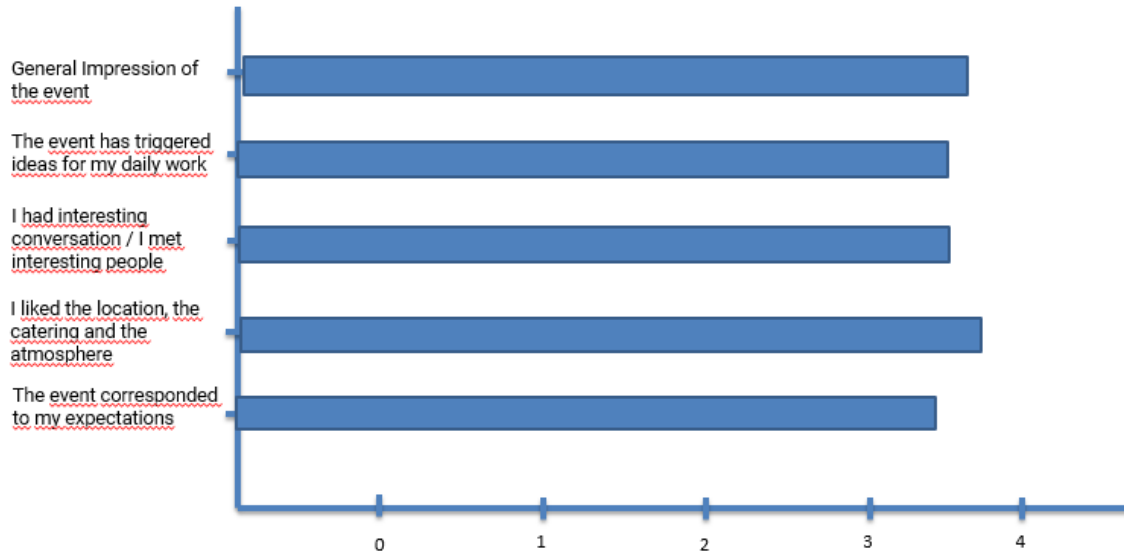
The concept was developed in cooperation with all partners and particularly bilateral discussion took place between all partners responsible for Summer School. Furthermore, a staff exchange was organized during the school. Two representatives of the consortium were invited to share their expertise:

- Andrea Pitzsche of Economica (Austria) delivered a session on EcoInnovation and was able for three days of the school as coach
- Peter Kaldos of Digitalis Jolet (Hungary) delivered a session on Intellectual property right and acted as coach on this topic

#### 5. Evaluation of participants' feedback

In order to evaluate the results of the Green Summer School, a satisfaction survey was distributed to participants at the end of the week. The survey was meant to evaluate both the content and the organization of the School.

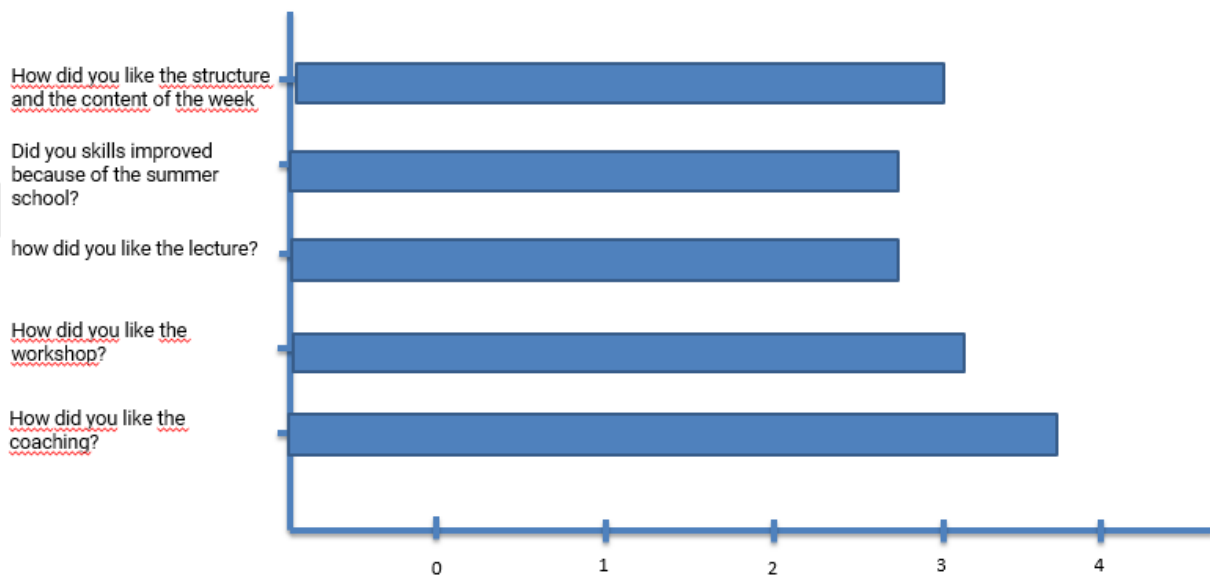
In general, participants were very satisfied with the program. The event was rated on average 3,66/4. Most of the participants stated that the program was useful to trigger ideas for the business and that the event corresponded to their expectations. Participants were also very happy of the discussion they had with fellow participants and liked in general the whole organization (location, atmosphere, catering etc.).



**LEGEND**  
 0 = dislike/totally disagree;  
 4= like very much/fully agree

Figure 5 Participants evaluation of the 1st Green Summer School in Germany

The format that were most appreciated were workshop and the possibility to have one-on-one discussion with coaches to clarify specific doubts and asks concrete questions on participants' business idea. All coaches were rated very positively. On the contrary, lectures seemed to be less effective if compared the other more interactive format as workshop and group work. Overall, participants were anyway happy with the entire content and structure of the whole week and on a certain degree the summer school appeared to have contributed to improve their skills even if the format was of course very compact to generate more effective long-term results.



**LEGEND**  
 0 = dislike/totally disagree;  
 4= like very much/fully agree

Figure 6 Participants evaluation of the 1st Green Summer School in Germany

Among the things the participants liked the most, following points were mentioned:

- the variety of lectures and the coaching
- insights into other teams (how they do things)
- the interaction with all participants and coaches

Within the Green Summer School participants found particularly useful:

- to get to know other teams
- the coaches and having the opportunity to ask personal/detailed questions

Here are some additional useful comments that were collected:

- “Since it was only a week and a lot of topics were covered, as a novice I felt a bit overwhelmed regarding time, not information[..]”
- “I liked the program very much as it has provided us with lot of useful information. Just hoping to attend it for few more days”
- “Maybe two weeks could be better, with lectures/workshop until lunch only; afternoon of leisure to implement new ideas into the business plan (can be in the same location with coaches available when needed)”

## 6. Lesson learned

After the first Green Summer School is possible to collect some lesson learned and recommendations that could guide the implementation of the upcoming two pilots in Austria and Slovakia in Summer 2018:

- Coaching and Workshop were the most appreciated format. For future edition of the Green Summer School would be advisable to reduce time of lectures and give more time to work in group on concrete business idea and for coaching
- The selection process is very important to have motivated people on board ☑ make sure everybody has a business idea (better if in teams)
- Test in advance the stage of development of each team via interviews and adapt the program accordingly
- Social activities and networking are a very important part of the program
- Each partner should carefully consider if focusing more on the business part or the green part of the summer school. A combination of the both is also possible but the content squeeze in one week might results to be overwhelming for some participants.
- It is important to make everything during the school “green” (in terms of food, paper etc..). Many of the participants are very sensible to the topic and in any case, it is always better to lead example.

## Annex II: Application Form

First Name

---

Surname

---

Other team members? (Optional)

Please fill in their full names (first name and surname) and separate them with a comma.

---

Address

---

ZIP Code

---

Town

---

Country

---

E-Mail

---

University/ Faculty or alternatively Name of your Startup

---

Skype Contact

---

**Pitch Deck**

Please describe your business idea or send your pitch deck

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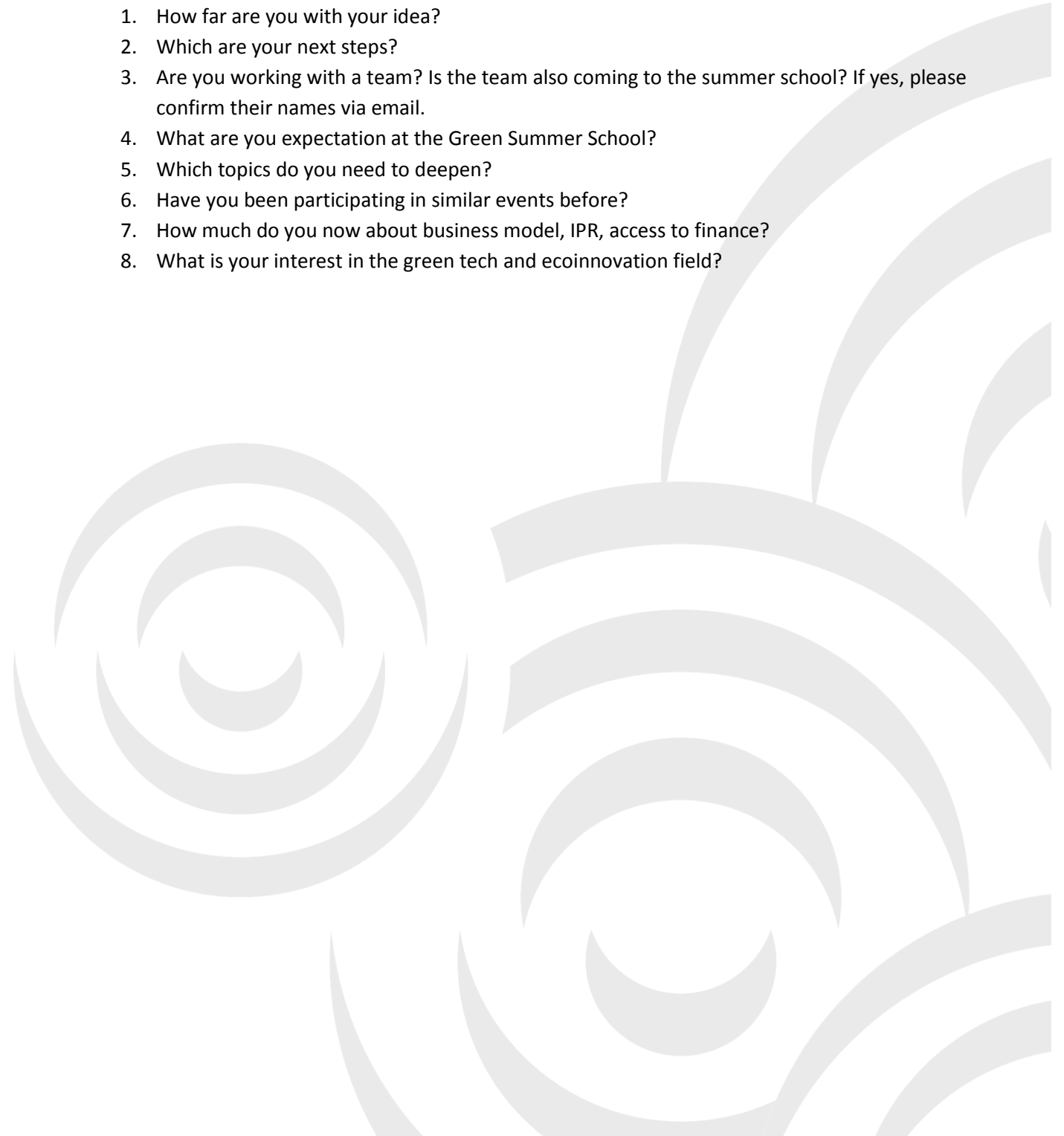
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**What is your motivation?**

Please try to provide the answers to the following questions by writing your motivation letter (max. 1000 characters): • Why are you applying for the Green Summer School? • What are your expectations?

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## Annex III: Questions to guide candidates' interview

1. How far are you with your idea?
  2. Which are your next steps?
  3. Are you working with a team? Is the team also coming to the summer school? If yes, please confirm their names via email.
  4. What are your expectations at the Green Summer School?
  5. Which topics do you need to deepen?
  6. Have you been participating in similar events before?
  7. How much do you know about business model, IPR, access to finance?
  8. What is your interest in the green tech and ecoinnovation field?
- 

## Annex IV: Satisfaction Survey

### FEEDBACK | GREEN SUMMER SCHOOL

1. **General impressions** (0 = dislike/totally disagree; 4= like very much/fully agree)

	0	1	2	3	4
General Impression of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The event has triggered ideas for my daily work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have had interesting conversations/I met interesting people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I liked the location, catering and atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I have missed \_\_\_\_\_

I liked the most \_\_\_\_\_

My goal for the event was \_\_\_\_\_

	0 = totally disagree	1	2	3	4 = fully agree
The event corresponded with my expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. **Workshops & Coaching** (0 = dislike/totally disagree/poorly; 4= like very much/fully agree/a lot)

	0	1	2	3	4
How did you like the structure and the content of the week?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did your skills improve because of the Green Summer School?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How did you like the lectures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How did you like the workshop?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which lectures/workshop did you like the most?					
How did you like the coaches?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which coaches did you meet?					

	Lectures	Workshops	Coaching	Pitching
Which format did you like the most?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What did you miss in the program?  
 \_\_\_\_\_

What did you find particularly useful / interesting in the program?  
 \_\_\_\_\_

What kind of topics/sessions/formats shall we consider in the future? What should we improve?  
 \_\_\_\_\_

What key message have you learned?  
 \_\_\_\_\_

Additional comments:  
 \_\_\_\_\_  
 \_\_\_\_\_

## Annex V: Selection of pictures



All pictures of the 1<sup>st</sup> Green Summer School in Germany can be seen [here](#).





Green Summer School  
von Baden-Wuerttemberg: Connected



Green Summer School von Baden-Wuerttemberg: Connected

