

GREEN SUMMER SCHOOLS' CONCEPT



WP6	Pilot actions
ACTIVITY 6.1	Capacity Building Pilots
DELIVERABLE 6.1.4	Green Summer Schools' concept

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1. Introduction

Aim of this deliverable is to provide a working concept for the capacity-building pilot of the Ecolnn project, namely the Green Summer School. The concept will guide the implementation of all three pilots foreseen in this framework:

- The Green Summer School in Germany in 2017
- The Green Summer School in Austria and in Slovakia in 2018

Two main formats are suggested within this document to guide the development of an intensive one-week training for green business idea. The format is conceived to be adapted to regional needs and peculiarities and to the stage of development of the green and ecoinnovation environment in every country. In this respect, the concept presented in this document do not represent a strictly mandatory framework for all three Green Summer School but rather try to delineate a way of proceeding that can be replicated in each country taking into account local needs and constraints. The overall aim of the capacity-building pilot is presented in relation to other activities performed in the Ecolnn project. The document designs a format for the Green Summer School, identifies his main target groups and provides useful guidance for setting up the one week training, covering the definition of the agenda, the selection of experts and the transnational value of the action itself. Also, tools for the evaluation of the pilot are presented and the sustainability of this action is firstly examined.

2. Aim of the Green Summer School

The Green Summer School constitutes the first capacity-building pilot foreseen in the Ecolnn project in WP6. Overall aim of the WP is to improve the condition for a successful transfer and access of eco-innovative business ideas to the market. In particular, this action focuses on reducing the obstacles in the eco-knowledge transfer process, by enabling innovators, researchers and early stage startups to acquire the practical skills needed to turn research results and ecoinnovative business ideas into concrete products and services. The activities foreseen in the WP aims to highlight opportunities of turning innovative eco-applications in successful businesses and to offer the chance to young innovators to develop ideas in the eco-innovation field and to find suitable platforms for their presentation.

In this framework, aim of the Green Summer 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.



ONE WEEK OF INTENSIVE ENTREPRENEURSHIP TRAINING WITH FOCUS ON ECOINNOVATION

For University students and
early stage teams from the
Danube Regions

Format 1 Format and targets of the Green Summer School

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. At the end of the School, participants should have reached a general understanding of how to build a company in the green and ecoinnovation field and how to successfully commercialize an eco-technology. They should have furthermore gained concrete skills for the recognition of business opportunities, the iteration and validation of a viable business model, the definition of a marketing strategy and the protection of the intellectual property right connected to their business idea.

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.

The pilot builds furthermore on other activities performed in the project to identify the state of maturity and the condition of the eco-innovation environment in every country.

3. Target groups

The Green Summer School is open to all interested parties in the Danube region who wish to launch a business in the green and ecoinnovation field and still need orientation and business training to turn their concept or technology in a concrete product or service.

Main target group of the School are anyway students from different faculties and background with a clear interest in this field as well as early stage startups with a green business idea who still lack business skills to approach the market and need support in the validation of their business model.

In order to access the Green Summer School, candidates need to go through a selection process. This latter is designed to understand how candidates are familiar with ecoinnovation and which competences and knowledge they wish to acquire and improve during the one-week training. The selection process offers furthermore the opportunity to better understand the level of each applicant and his background and thus to adapt the content and the level of the training and activities of the summer school to the needs of its participants.

The three Green Summer Schools are additionally open to international candidates and the whole program is set up to welcome people coming from different countries along the Danube. The

transnational value of the school is enriched by the presence and exchange among participants coming from different regions and with different background

4. Format for the Green Summer School

Leveraging on the experience of some of the Ecolnn partners in this field, the Green Summer School has been designed as a one-week intensive training with two main focus: entrepreneurship and eco-innovation. In particular, the Green Summer Schools wishes to equip early stage teams and interested parties in the green and ecoinnovation field with the business skills needed to start a company in these sectors and to evaluate the environmental impact of their business ideas and its green potential.

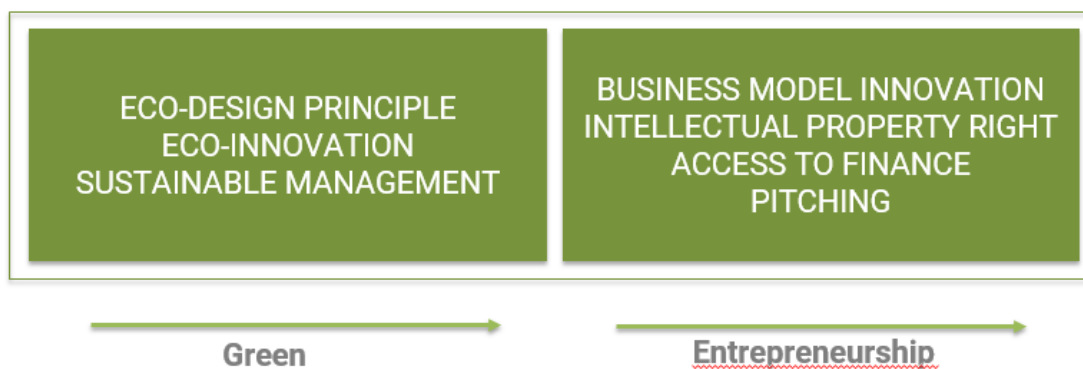


Figure 2 Main pillars of the Ecolnn Green Summer School

For these reasons, the school has a mix of lectures and workshop that spans from idea generation, understanding customers' needs and the definition of a viable business model towards the environmental impact of business, the eco-design of product and services and the definition of a sustainable business model. Within one-week of intensive training, participants get a glimpse of all skills needed to start a company in the green field and have the chance to apply immediately what they learn on a concrete business case. The Green Summer School differentiates from traditional lectures, by offering a very interactive format based on a learning by doing methodology. Participants are 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 have the chance to pitch their idea in front of an expert jury, get additional feedback and get a prize.

The Green Summer School makes use of five main format to deliver its content:

- a. **Lectures with experts and professors** on business as well as eco-innovation topics
- b. **Workshop** - co-collaborative, practice-based group sessions in which the theory is applied into practice, under the supervision of lectures and coaches
- c. **Group Work** - independent practice-based development of the idea (peer-to-peer support)
- d. **Coaching session** - individual sessions in which the teams are coached on specific topics and questions by lecturers or field experts
- e. **Pitching** – final presentation of participants' business idea in front of a jury of experts



Learning by doing:
Students work in teams on a concrete business case



Training and Workshop on Idea Generation, Business Model Development, Customer Development and Acquisition



Lectures and business cases on EcoInnovation



Coaching and Pitching

Figure 3 Format used within the Green Summer School

The participation to the Green Summer School is open to individual and teams from all Danube regions. In order to participate, candidates need to apply providing their profile and experience and a short description of their business idea, in case they already have one. Considering the different maturity of the eco-innovation topics in the involved Danube countries, the Ecolnn consortium has anyway decided to adapt the format of the Green Summer School to the local environment, leaving to the local organizer the final decision on the overall settings of the school.

There are two main options for the format of the summer school that can be freely chosen by partner according to the target groups they specifically wish to reach in their country:

- a. The first format is open for students and teams with an interest in the green field who not necessarily already have a business idea in this field. In this case, the participants of the summer schools will anyway work on concrete business cases during the week, these latter can be provided in two ways:
 - By including a process of idea generation through Design Thinking on the first day of the school in order to generate concrete business case around which participants can create teams. The newly formed team will then work together for the entire week applying everything they learn directly on this concrete business case.
 - By using ecoinnovation business cases previously identified by the Ecolnn consortium in WP6.

In this first variation, the overall content of the summer school focuses mainly on the idea generation, on the customer development process and it finally brings to the identification of a suitable business model for the newly identified business ideas. The teams participating in this kind of summer school are not required to have previous experience in the entrepreneurship and business field and can learn the basic during the school.

- b. The second format of the Green Summer School is dedicated instead to individual and teams who already have a business idea in the green field and wish to understand better how to bring this idea to the market. The content in this case is more advance and skip the whole

customer development process to focus instead on topics as business model innovation, marketing and sales, IPR and access to finance.

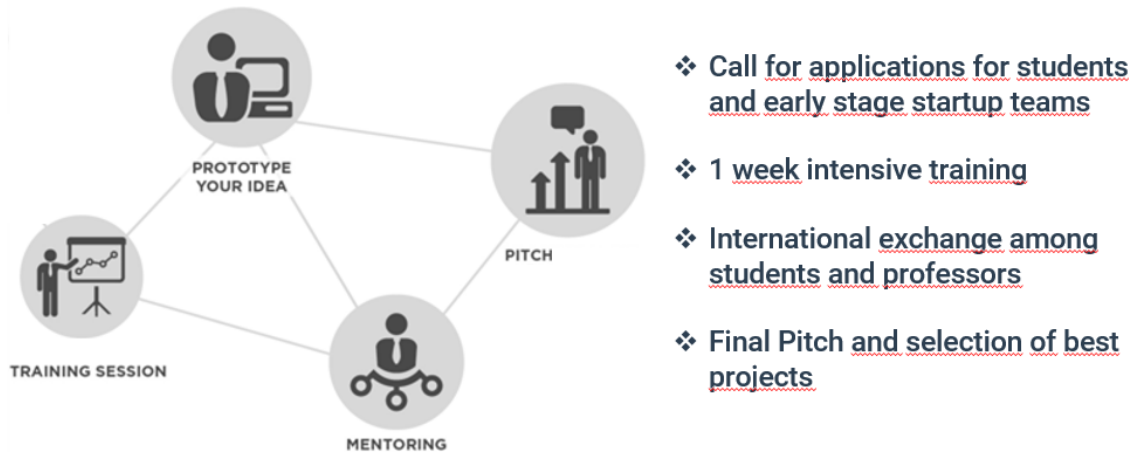


Figure 4 Process of the Green Summer School

Overall, the Ecolnn consortium will organize three Green Summer School:

1. One in Germany in 2017
2. One in Austria in 2018
3. One in Slovakia in 2018

The Green Summer School are conceived as transnational activities. This means on one side that all Ecolnn partners have to contribute actively in shaping the concept, organizing the school, recruiting participants and delivering part of the program. On the other side, this also means that the participations to the school is open to international participants from all Danube countries.

5. Organisation of the Green Summer School

The organization of a summer school requires the following steps:

1. Selection of the right format according to local needs
2. Definition of the program
3. Selection of experts, lectures, coaches and jurors leveraging also on the expertise available in the Ecolnn consortium and thus on the transnational exchange of experts
4. Launch of a call for application
5. Promotion of the event in all Danube countries
6. Selection of candidates
7. Execution of the Green Summer School

Even if a specific institution organizes each school, all Ecolnn partners have to contribute actively in shaping the concept and program of the Green Summer School. The contribution of the Ecolnn partners is particularly encouraged:

- In the jury for the selection of candidates
- in the jury of the final pitch

- as lecturer and coaches of the three summer school
- in promoting the Summer School actively in their countries and recruiting participants

5.1 Definition of the program and selection of experts

In order to ensure a smooth organization of the school and enough time for the selection of participants, ideally the organization of a Green Summer School has to start between 4 and 6 months upfront the date of the event. While the selection of the format of the school is let to the local organizing partner, the whole consortium is requested to contribute in shaping the program of the Green Summer School. As soon as a basic program structure and a list of subjects has been defined, the organizing institution has to start looking for suitable lectures for the program. To make the event as transnational as possible and optimize costs, speakers should in first instance come from the organizing institutions and from the Ecolnn consortium. Nonetheless, external speakers and experts might be selected to enrich the program. Three kind of experts should be invited:

- Lecturers on ecoinnovation and business topics
- Trainers able to moderate workshop and support participants in the development of their business idea
- Coaches who can support participants in individually reviews their business idea
- Startups and entrepreneurs, who can bring in their experience in setting up a company in the green field and pinpoint which mistakes to avoid and what startups in this field may require

5.2 Open call and selection process

The Ecolnn consortium agreed to run a selection process in order to choose the most suitable candidates for the Green Summer School. This decision was driven by three main factors:

- In first instance, a selection process allow to select people that already have a general knowledge about ecoinnovation and who possibly already have a business idea in this field, or are anyway willing to work on a concrete business case. This motivation is particularly request as the program is very intensive and has the ultimate aim of supporting candidates in bringing their ecoinnovative products or services to the market;
- Considering the particular structure of the Green Summer School and its action oriented program, it is considered that no more than 30 participants can attend each edition of the school. This is to allow an interactive work within the teams and tailored one-to-one support to every participants;
- The selection process allows to better investigate the needs of the participants and to tailor the program on these. Furthermore, it helps to select the best among the applicants.

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

- In first place, candidates have to fill out a simple application form giving information about their background and their business idea (if already available). They are also required to provide a short motivation letter explaining what they want to achieve by taking part to the Green Summer School. The application is published on the website of the organizer between 3 and 1 months before the start of the School and it is extensive communicated through different channels. A sample of the application form is available in Annex II

- Selected candidates are then contacted by the project manager of the Green Summer School and are invited to a skype interview to better understand their needs and expectations

The partner in charge of the Green Summer School has the right to decide who to involve in the selection process. The further involvement of Ecolnn partners within the selection is welcome. Three main criteria for the selection are set at this stage but the partner responsible of the school is free to extend this to his discretion:

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

5.3 Suggested subjectes

Each Green Summer School follows the same methodology. This is fundamentally based on a learning-by-doing approach which in the praxis is translated in a mix of lectures, workshops, group work, coaching and peer review. Participants are required to work on a concrete business case and to apply immediately everything they learn on this. During the one-week training, participants are therefore expected to make concrete progress on their projects and to finally present their results within a final pitch on the last day of the school. This structure will be replicated in all the three Green Summer School taking place within the Ecolnn project. Another unifying characteristic of the school is the dual focus on entrepreneurship and ecoinnovation. Thus having this common based, all three Green Summer School may anyway still differ in the selection of subjects, speakers and detailed study they offer. According to the specificity of the local context, the organizer of the school may decide to focus on different topics and on participants with a different level of expertise.

Nonetheless, a first suggestion for subjects to be integrated in the program of the Green Summer School is already made at this stage. This is anyway a pure orientation for the organizer and might be freely re-arranged according to local needs.

Green Summer School with participants WITHOUT a business idea

In the case of the Summer School open to participants who do not necessarily have a business idea in the eco-innovation field, the focus lies in a first stage in the identification of relevant customers' problems and needs that might be addressed by a specific solution. Alternatively, participants may choose to work on given business cases but should anyway understand which are the needs and problems at its very basis. For this reason, suggested subjects for this format include:

ENTREPRENEURSHIP

Design Thinking
Lean Startup
Customer Development
Business Model Generation
How to pitch
Go To Market Strategy

ECOINNOVATION

EcoInnovation
Eco Design
Corporate Social
Responsibility
Life-Cycle-Assessment

Green Summer School with participant WITH a business idea

In this 2nd case, participants are supposed to be in a more advance stage, as they already have a business idea and have likely investigates enough their customers' problems and needs. For this reason, the focus of the School is more on bringing this idea to the market and understanding the marketing and sales strategy that could be used. For this reason, suggested subjects for this format include:

ENTREPRENEURSHIP

- Business Model Validation
- Business Model Innovation
- Marketing
- Sales
- Access to finance
- Intellectual Property Right
- How to pitch

ECOINNOVATION

- Ecolnnovation
- Eco Design
- Corporate Social Responsibility
- Life-Cycle-Assessment

6. Marketing and Promotion activities

In order to make the Green Summer School well known in all the Danube Regions, to spread the call for applications and to acquire participants, dedicated marketing and promotion activities are required. Ecolnn decided to present the Green Summer School with a young and fresh image in line with the expected target groups. For this purpose, three banner were produced to communicate the school.





Figure 5 Banners to be used for the promotion of the Green Summer School

Standard promotion material will be produced for each school by the local organizer in order to facilitate the dissemination of the event across the Danube regions thanks also to the contribution of partners.

Following, extensive promotion activities will be planned with the launch of each call of application for the Green Summer School. The promotion will include among other following activities:

- A news will be published on the Ecolnn Website as well as newsletter

- All partners will send a direct mailing to possible interested stakeholders (young entrepreneurs, startups but also potential multipliers as universities, regional development agencies etc..)
- Each Ecolnn partner will post a news on the Green Summer School in his company/institution's newsletter and website
- A dedicated Facebook Event and a LinkedIn news will be also produced
- Partner will further more use their social media channels to disseminate the event
- Partners will promote the school in their company/institution's social media channels
- A news on the Green Summer School will be posted in all startups Digest of the Danube countries <https://www.startupdigest.com/>
- Finally, partners will promote the school during events and personal conversation with stakeholder

7. Staff exchange and transnational value

The Green Summer School is conceived as a transnational event open to the participations of all interested parties within the Danube regions. Its transnational value lays not just in the involvement of international participants but also in the acquisition of international speakers. To encourage an exchange of knowledge among the Ecolnn partners, the contribution of the consortium is required in many stages of the Green Summer School. In particular, partners are invited to act as lecturers, experts and coaches within the summer school, bringing in their own expertise.

This staff exchange serves the transfer of knowledge among the Ecolnn partners and offers the opportunity to learn new practices and methods already adopted in other regions. It is an opportunity of professional learning for the staff involved and at the same time an enrichment for each local training program. To coordinate the involvement of partners for each Green Summer School, a table was created. Here partners have to indicate:

- The expertise they have
- The role they would like to have within the School
- And their availability

Partner institution	Name and email	Expertise	Possible involvement in the summer school in Germany Please specify among: jury for selection of candidates, jury for the pitch, lecturer, coach	Date in which you will be available between 11 to 15 September 2017
bwcon	Simona Pede pede@bwcon.de	Lean Startup, Customer Development, Business Model, Pitching Training	Jury for selection of candidates lecturer Coordinator	11-15 September
Economica	Andrea Fitzschke andrea.fitzschke@economica.it	Biosciences (Research and Education), Science communication, natural resources for innovative materials, phytoremediation	lecturer workshop (hands-on-experiments with plants/ plant products)	11-15 September
SCSTI	anna.janusova@cvtisr.sk	(Innovation management, Eco-innovation understanding, Sustainable management, Lean manufacturing, EU Innovation funding schemes - if needed we can cover these topics), Technology Transfer, Intellectual property rights - for these 2 topics we have in house good experts	jury, lecturer	11-15 September

Figure 6 Table for collecting tasks and expertise of partners for the Green Summer School

On the basis of this information, each local organizer of the Green Summer School can evaluate in which part of the program the contribution of the partners will be mostly useful. The final decision is left to the local organizer. Partners travelling to a Green Summer School are requested to cover their travel and accommodation costs.

8. Evaluation of results

In order to evaluate the results of the Green Summer School, a satisfaction survey will be distributed to participants at the end of each program. The survey is designed to evaluate both the content and the organization of each School. In particular, following aspects are investigated:

- The contribution of the Green Summer School in the further development of the participants' business idea
- The effectiveness of the training in improving the skills of the participants
- The format that participants liked the most and proved to be most effective among lectures, workshop, group work and coaching
- The importance of the networking among participants
- The aspects that should be improved in following editions

The feedback collected during the first Green Summer School in Germany will help to shape the two school that will be organized in 2018 in Austria and Slovakia.

A template for the satisfaction survey to be distributed in each Green Summer School is provided in Annex IV.

9. Sustainability

In order to make sure that the format of the Green Summer School can be replicated in the future in the involved countries as well as in further regions of the Danube, a follow up activities is planned in W6. The activity aims at elaboration of a follow up plan on how to integrate the pilots into existing national structures and how to transfer it to further Danube regions and beyond. The follow up will contain a complete documentation on the Green Summer School, including the concept and concrete information on how to organize a similar event. Furthermore, the follow up plan will also elaborate possible scenario for the sustainability of the Green Summer School, identifying possibility for its financial viability and possible replication.

Annex I: Format for Report on Green Summer School

Please provide a report describing the activities that took place in your Green Summer School particularly highlighting:

1. Location and dates
2. Marketing and dissemination activities performed to promote the school
3. Number of participants
4. Program and subjects touched during the one-week intensive training
5. Transnational exchange of experts
6. Evaluation of results and participants' feedback

Following annex should be included:

1. Program
2. List of experts and coaches invited
3. Signed participants list
4. Selection of pictures
5. Filled satisfaction survey

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

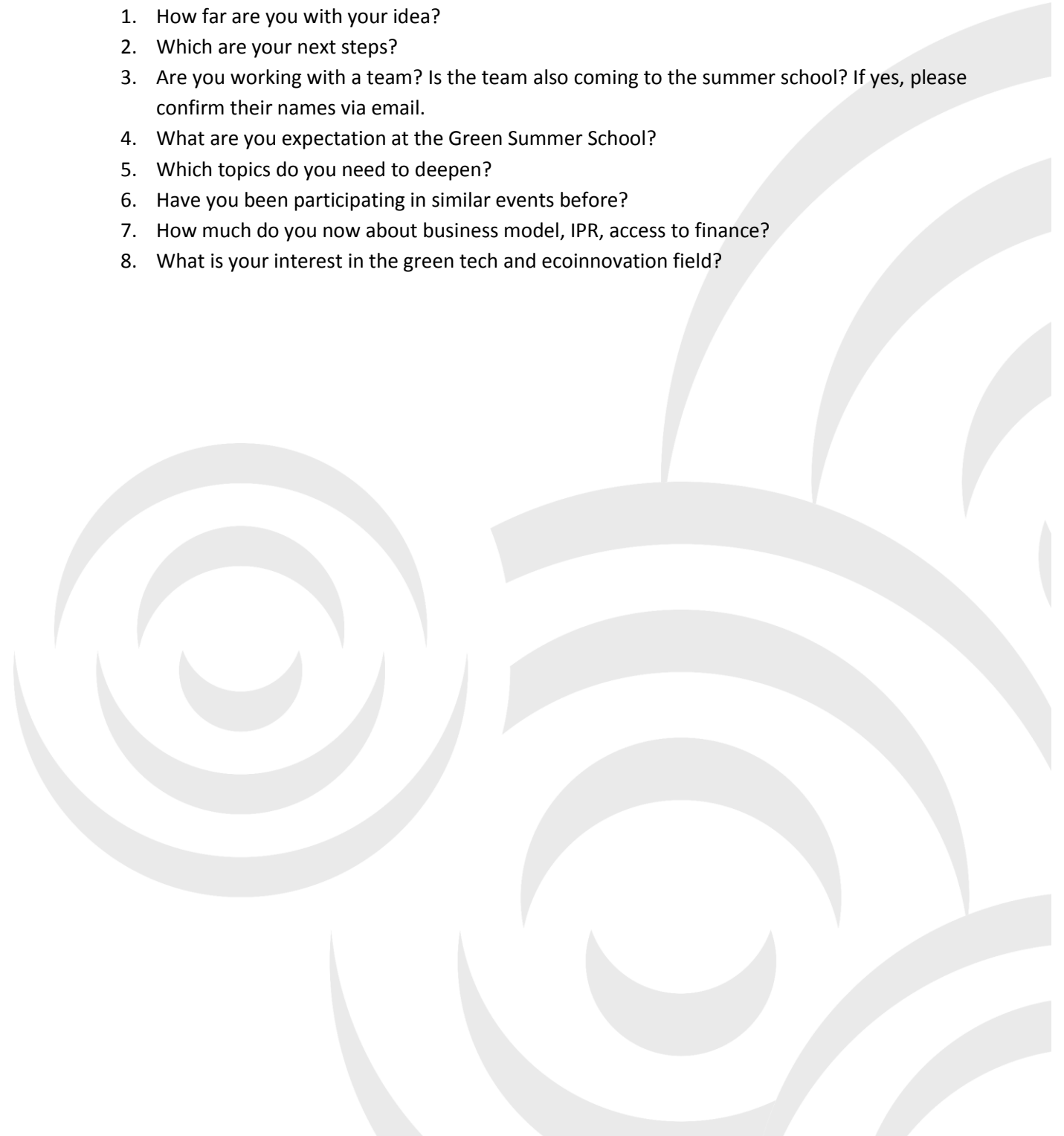
Pitch Deck

Please describe your business idea or send your pitch deck

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?

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:

