

# Spotlight



## Greening your business

### Embedding Sustainability into Business Model Innovation

**Bologna Italy 21-22 November 2016**

An intensive, two-day course, that aims to disentangle the links between sustainability, business value creation, and innovation and, at the same time, overcome several shortcomings of current economic systems, such as the depletion of natural resources and social externalities.

Participants will learn the opportunities of sustainability-oriented business models with regard to creating competitive advantage. The course will cover key approaches and frameworks for designing new business models or reconfiguring existing ones.

Insights will be offered on how to implement sustainability-oriented business models and translate them into tangible outcomes. Also covered will be how to create a monitoring framework to assess progress related to the implementation of the new or reconfigured business model.

The course is preceded by an e-learning module aiming at letting the participants to familiarize with the key concepts and work assignments.

**#SpotlightBusinessModel**  
[learning.climate-kic.org](http://learning.climate-kic.org)

Climate-KIC is supported by the EIT,  
a body of the European Union





Participants will improve knowledge on methods and tools that can be used within their own organizations, or supporting other partners or organizations in the development of innovation projects and new business ideas, helping in design and re-design the business approach of different type of organizations.

The participants will share ideas and examples on real life cases they can discuss and review during the course and they will have the opportunity to collect and reflect on other valuable cases presented by the course experts and testimonials from relevant companies.



## Who can join?

The course addresses professionals working on business model innovation or business model design:

- Professionals working in medium/large organizations that are reconfiguring their existing business model towards a more sustainable one.
- Young entrepreneurs that are developing their organizations by embedding sustainability into their value proposition.

## Fees and Application

Course fee: 800 EUR

50% discount available for Climate-KIC partners, public institutions and NGOs.

Participants from our EIT Regional Innovation Scheme (EIT RIS) countries (Bulgaria, Cyprus, Estonia, Latvia, Malta, Portugal, Romania, Serbia, Slovenia) are exempted from fees and benefit from stipends and financial support to cover their travel and accommodation costs. Incurred travel and accommodation costs can be reimbursed up to a maximum of 500 EUR.

Please note that spots are limited and applications will be assessed as they come in. Early applications are advised. The deadline for grant applications is 28 October.

For further information and online application: [click here](#)

For further enquiries, please contact: [paola.valandro@climate-kic.org](mailto:paola.valandro@climate-kic.org)

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