Short intro: Innovations are of decisive importance for the economic development of regions and economies. It is a core competence of business, management and technology students to be able to strategically and operationally design the innovation process and to lead the innovation management activities and projects. The right balance of theory and practical application of know-how is quite important to achieve.

The topic of the summer school is innovation management in ecological entrepreneurship as a response to the dramatically growing awareness of ecological aspects in the project planning and entrepreneurial practice.

Corporate management has to consider both economic and ecologic aspects when taking management decisions – both should be complementary also in the light of sustainability. This co-existence also gets more important when it comes to winning and implementing new ideas in the field of innovation management / strategy and in the field of entrepreneurial activities.

Entrepreneurship usually follows a market-based approach, which encourages the entrepreneur to seek out positive rewards, mainly in the form of profit. Ecological or environmental entrepreneurship is a reward-based approach to addressing environmental problems, rather than a punitive approach (by the government), and may prove more successful at changing attitudes and practices in the long run.

Business practices fundamentally affect the business world and the environment. Entrepreneurs claim to act sustainable, but sustainability refers not only to economic sustainability, but also to social and environmental sustainability. Ecological or environmental sustainability implies community, and ecological entrepreneurs understand the connections between their actions and the greater community as a whole. The field is socially important because ecological entrepreneurs are instrumental in reshaping the way we approach the environment and its relation to business.

Environmental and ecological entrepreneurship refers both to the generation of new business ideas and business models, but also to the entrepreneurial acting and thinking. It focuses on environmental sustainability, social equity and justice, and financial profitability. Environmental and ecological entrepreneurship is about environment and sustainable practices, as well as how to start and run a successful business venture. It covers topics that range from Green Organizations (Businesses, Non-profits and Community Sustainability), Green Technology to Economics of Environmental and Social Issues and Sustainability to Strategies of Entrepreneurial Development.
This Summer School will cover the topic through case studies and practical exercises. The program is designed to proactively engage participants in the ecological entrepreneurship processes.

Accordingly the participants will develop competences to apply creativity techniques in the process of generating business ideas for technical products and services, will build on awareness of the emerging environmental standards, gain skills to evaluate ideas, and then to develop marketable products (including introduction/launching). They will also get exposed to intercultural communication and cooperation. Participants will gain experience where to search for information related to the legislation and intellectual property right for development of the tech-startups both on country and regional level.

In order to generate a high interdisciplinary approach, the summer school should be composed of students both of management and engineering faculties.

The Summer School will stimulate work in groups, case study analysis, exchange of knowledge and experience by combining management, business, economics and technical sciences.

Draft program:

1) Environmental and Ecological Entrepreneurship
   - Green Organizations: Megatrends, Businesses, Non-profits and Community Sustainability
   - Green Technology: Assessment and Integration
   - Economic, Social and Environmental Sustainability
   - Economics of Environmental and Social Issues
   - Critical Thinking for Business Re-design
   - Eco-Commerce Models
   - Strategies of Entrepreneurial Development
   - Economics of Sustainability

2) Factors influencing the innovation process
   - Introduction to innovation process
   - Success factors and drivers of innovations
   - Creativity and Innovation Culture / Corporate Culture of Innovation
   - Megatrends in Environmental and Ecological Innovation
   - Business Opportunities in the field of Environmental and Ecological Entrepreneurship

3) Initializing innovation
   - Generating customer focused ideas, creativity techniques
   - Evaluation of ideas
   - Selection of ideas / innovation portfolio

4) From innovative ideas to real product/service
   - Implementation of ideas
   - Market introduction
   - Examples of success stories
   - Environmental and Ecological Start-Ups
   - Entrepreneurial role models of sustainable entrepreneurship
Agenda:

Sunday, October 2, 2016

Up to 18:00 Arrival

18:00 – 20:00 Welcome dinner

After dinner: Summer School opening and introduction presentations

- Official welcome – representative of the RESITA Network (Prof. Dr. Peter Schulte, Institute for European Affairs INEA, Germany; Prof. Dr Michael Graef, Worms University, Germany; Prof. Dr Adrian Tantau, ASE Bucharest, Romania; Prof. Makedonka Dimitrova UACS, Skopje, Macedonia)

- Official welcome – representative of the Technical Faculty in Bor (Prof. Dr. Živan Živković – Head of the Engineering Management Department (EMD); Prof. Dr. Ivan Mihajlović and Prof. Dr Đorđe Nikolić from the EMD, Technical Faculty in Bor, Serbia)

- Self-presentation of the participants (all students) and of their countries (each country to be presented by the group / team of participating students from that country – up to 10 minutes per country presentation, no template – please prepare presentations before arrival and bring one poster / flipchart slide and one characteristic piece of food from your country for testing)

Monday, October 3, 2016

07:30 – 09:00 Breakfast

09:00 – 13:00 Official opening of the 6th International Symposium on Environmental and Material Flow Management – EMFM 2016. All participants of the Summer School will participate in the official opening and plenary lectures presentation of the EMFM 2016 conference and can also to present their own research results

13:00 – 14:30 Lunch break / Networking time

14:30 – 16:30 Session 1

- Introduction of the Summer School Agenda / Short introduction of the students with the methodology to be used on this summer school (team development, small group discussions, large group discussions, hands on activities concept and debriefing) – Ivan Mihajlovic

- Presenting the ecology entrepreneurship concept and introducing the students with the examples of business challenges they will have to work on and solve during the following workshops (Examples of posible business and entrepreneurial ventures, based on environmentally friendly technologies and products) – Adrian Tantau (ASE Bucharest, Romania), Makedonka Dimitrova (UACS Skopje, Macedonia) and Miljana Cosic (Environmental Campus Birkenfeld, Germany)

- ABC of environmental issues in the world and related emerging Megatrends - Work in groups - Pair teaching (Makedonka Dimitrova and Adrian Tantau)
• EU environmental objectives for 2030 and target objectives in the Southeastern European countries (Makedonka Dimitrova and Adrian Tantau)

16:30 – 17:00 Coffee break / Networking time

17:00 – 19:00 Session 2:

• Plenary session: Environmental issues in the Balkan countries and entrepreneurial challenges: Practical examples (Adrian Tantau, Makedonka Dimitrova, Miljana Cosic and Ivan Mihajlovic)

• Business Opportunities in the field of ecological and environmental entrepreneurship and the risks connected in the countries in South Eastern Europe (Adrian Tantau)

• How things can go wrong: Green certificates in Romania – once a business opportunity, but now associated a business risk (Adrian Tantau)

20:00 – 22:00 Joint dinner

Tuesday, October 4, 2016

07:00 – 08:00 Early Breakfast

8:30 – 10:30 Session 3:

Creativity techniques – Generating creative customer-focused ideas (Michael Graef and Ivan Mihajlovic)

• Introduction to innovation process

• Brainstorming guidelines / Introduction to right brain and left brain creativity techniques

• Fish in a different pond / 5 Ws and 1 H technique / Combine / Slice and dice – vary the attributes / Intuitive techniques - incubation

• Free individual and group creativity exercises / experiments in groups with creativity techniques

• Application of the creativity techniques in generating the ecological entrepreneurship business ideas (group work)

10:30-12:00 Session 4:

Creativity techniques – Generating creative environmentally friendly-focused business ideas - (Adrian Tantau and Makedonka Dimitrova, supported by Ivan Mihajlovic, Djordje Nikolic and Michael Graef)

• Case Study: Domino Effect – experiencing a creative idea from the world of pizza (Maja Ilievska and Makedonka Dimitrova)

• Activities in the projects of Design of a New Product or Service

• Define the opportunity through understanding customer needs
• Generate ideas that can link customer needs to quality characteristics
• Turning an idea into an opportunity
• Plan the design implementation
• Work the plan
• Application of the creativity techniques in the activities of the projects of design of a new product or service for ecology or environmental entrepreneurship / business ideas (group work)

12:00 – 13:00 Lunch break / Networking time

13:00 – 19:00 Session 5:

**Excursion to a local entrepreneur who works in the sector of ecological entrepreneurship / Selfmade in Environmental entrepreneurship**

19:00 – 20:00 Joint Dinner

20:00 – 21:00 Session 6:

**Group work / Filtering good from bad business ideas for ecological / environmental start-ups (all professors)**

• Running a feasibility analysis
• Group work / application of feasibility analysis
• Scalability of ideas
• Types of opportunities

**Wednesday, October 5, 2016**

07:30 – 09:00 Breakfast

09:00 -10:30 Session 7:

**Why do companies have to develop and innovate in the environmental friendly technologies? (Makedonka Dimitrova and Adrian Tantau, supported by Ivan Mihajlovic, Djordje Nikolic and Michael Graef)**

• Case Study of Fueloyal, Smart Fuel Cap - Prevent Fuel Misuse in Trucking, successful company developed by student of UACS and opened as start up in USA (Makedonka Dimitrova)
• Cases of environmentally friendly ventures in the field of renewable energy in Romania (Adrian Tantau)
10:30 – 11:00 Coffee break / Networking time

11:00 – 13:00 Session 8:

**Development of Business Concepts and Business Models for Start-Ups**

- Introduction of Effectuation Canvas and Business Model Canvas
- Generation of Canvases for potential Start-Ups (group work)
- Creation of board of business ideas and business models

13:00 – 14.30 Lunch break / Networking time

14:30 – 16:30 Session 9:

**Development of the framework for the business plan/business model for selected Ecological entrepreneurship venture (Representatives of the Center for Technology Transfer of the University in Belgrade, Serbia, supported by Makedonka Dimitrova and Michael Graef)**

- Basic elements for development of business plan for Start-ups (Tamara Ćolić Milosavljević, Project Manager for the technology transfer from the Center for Technology Transfer of the University of Belgrade)
- Strategic uses of IP by researchers and businesses (Dr. Nedeljko Milosavljević, Director of the Center for Technology Transfer of the University of Belgrade)
- Start-ups and spin offs developed by the students and the university employees (examples of successful practices in the World and in Serbia; legal issues of start-ups; legal property rights)
- Business incubators and Technology parks as potential starting point for setting up the ecology entrepreneurship SMEs

16:30 – 17:00 Coffee break / Networking time

17:00 – 19:00 Session 10:

**Group work of students**

- Developing the framework for the business plan of selected business ideas
- Presentation of selected business ideas, explaining the process of selection and presenting the business concept and business model of selected business ideas

19:00 – 21:00 Joint Dinner and Award of certificates to all participants

**Thursday, October 6, 2016**

07:30 – 09:00 Joint breakfast / Farewell

Optional morning program for student participants: Exploring Bor and the Technical Faculty (organized by students from the Technical Faculty of Bor)