

## 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 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 roundtable discussion with local companies from the USMB chair on environmental economics and a hike with informal exchanges will complete the students' experience.

### Field of Education:

**Management**

### Target audience / Participants profile:

**Bachelor students, minimum in second year of undergraduate studies**

### No of ECTS issued:

**4 ECTS**

### Language of instruction and requirements:

**English**

### Dates for physical activity:

**26-30 August 2024**

### Location of physical activity:

**St-Gervais-les-bains, Haute-Savoie**

### Dates for virtual component:

Session 1 and 2 (2 hours per session): during the week of June 24th to June 28th, from 5:30 pm to 7:30 pm CET, dates to be confirmed.

Session #3 (2 hours): during the first week of July, from 5:30 pm to 7:30 pm CET, date to be confirmed.

### Virtual Component Description:

**During each session:** 1h30 teaching to provide theoretical background and 30mn exchange with the students to help them prepare their project presentations

### Organizing Board

Receiving/Host university:

**Université Savoie Mont Blanc, France (Aude Pommeret aude.pommeret@univ-smb.fr)**

Sending/Partner universities:

**P1: Universitas Montium IPG, Portugal**

**Ana Daniel - adaniel@ipg.pt**

**Isa Severino - isaseverino@ipg.pt**

**Ascensão Braga - sbraga@ipg.pt**

**Manuela Natário - m.natario@ipg.pt**

**Open to any UNITA and non-UNITA university**

### Detailed programme

#### 1. Planned activities during virtual component:

- teaching on environmental economics, green marketing, ESR
- exchange with each of the students on their project

#### 2. Planned activities during physical component:

	26/08 <u>Sustainable Marketing for Serving International Markets</u>	27/08 <u>Communication on green marketing</u>	28/08 <u>Companies and hike</u>	29/08 <u>Public policies in Europe and firms' business</u>	30/08 <u>Digital ecosystem</u>
09.00-12.00	Lecture "Sustainable Brands Creating 'Value-in-Impact'  By Pr. Ralf Wagner	Lecture "Strategic process to develop an engaging communication for a green business"  By Carmen Santos	Students presentation OR lecture by UNITA teacher (topic TBC) + Roundtable with companies, in relationship with Chair CLEE on Environmental Economics -scientific supervision by Pr. Aude Pommeret)	Lecture "Taxes, carbon prices and carbon border tax adjustment mechanisms"  By Pr. Aude Pommeret	Lecture "Digital ecosystem: digital resilience and sustainability"  By Pr. Roberta Cuel
12.00-13.00	Pause	Pause	Hike departure and Pique-nique	Pause	Pause
13.00-14.00	Lunch	Lunch	Hike	Lunch	Lunch
14.00-15.30	Workshop on designing a gamified green campaign.	Workshop on a case study.		Workshop on computing abatement costs	Departure
15.30-17.30	Students' presentations	Students' presentations		Students' presentations	
17.30-19.30	pause	pause		Pause +cocktail at 19.00	
19.30-20.30	Dinner	Dinner	Dinner		

## Application procedure

**Deadline to apply: 15 of June 2024**

Preselection will be conducted by USMB. Applicants are required to submit their CV and motivation letter to [mobilite-unita@univ-smb.fr](mailto:mobilite-unita@univ-smb.fr)

Upon acceptance by USMB, applicants must proceed to apply through their Erasmus+ office.

What is covered by USMB

- Accommodation from Sunday night August 25th, to Friday August 30th.
- Breakfast, lunch, and dinner throughout the entire week.
- Lectures, workshop and feedbacks of the professors on the students' projects.

**LOS PARTICIPANTES PRESELECCIONADOS POR USMB RECIBIRÁN LA INFORMACIÓN SOBRE LA SOLICITUD DE AYUDA ERASMUS+ EN SU DIRECCIÓN DE CORREO ELECTRÓNICO [nip@unizar.es](mailto:nip@unizar.es)**