

## BIP General presentation

<p><b>General Information</b></p>
<p><b>Dates for physical activity:</b> 26-30 June 2023</p>
<p><b>Proposed period for virtual component :</b></p> <p>Session #1 (2 hours) / 26th of April from 05:30 pm to 07:30 pm CET</p> <p>Session #2 (2 hours) / 10th of May from 05:30 pm to 07:30 pm CET</p> <p>Session #3 (2 hours) / 24th of May from 05:30 pm to 07:30 pm CET</p>
<p><b>Location of physical activity:</b> To be determined either outside campus, or Chambéry or Annecy (France)</p>
<p><b>Target audience / Participant profile:</b></p> <p>Second year undergraduate students minimum by the end of June 2023. The application requires the submission of a one-page proposal for a study, a start-up or any other project related to the theme of the summer school (resilient and sustainable management in Europe). This proposal will be considered when selecting participants, along with their CV and transcript of records. The student's proposal will be used and discussed during the programme.</p>
<p><b>No. of ECTS issued :</b> 4 ECTS</p>
<p><b>Language of instruction and requirements</b> English</p>
<p><b>Organizing board :</b> <b>Host university</b> USMB Open to any UNITA and non-UNITA university</p>
<p><b>Program</b></p>
<p><b>Title :</b> Summer School: Green Business in Europe, Managing resilience and sustainability in Europe</p>
<p><b>Short description:</b></p> <p>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.</p>

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 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.

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.

**Proposed schedule:**

**/!\ STUDENTS ARE EXPECTED TO ARRIVE ON SUNDAY, 25<sup>th</sup> of JUNE**

	26/06 <u>Sustainable Marketing for Serving International Markets</u>	27/06 <u>Communicating on green marketing</u>	28/06 <u>Companies and hike</u>	29/06 <u>Public policies in Europe and firms' business</u>	30/06 <u>Digital ecosystem</u>	1/07
09.00-10.00	<b>Welcome session, introduction to UNITA and EMBS (students are expected to arrive on Sunday)</b>	<b>Lecture</b> "Strategic process to develop an engaging communication for a green business"  <b>By Pr. Carmen Santos or someone from Spain</b>	Students presentation OR lecture by UNITA teacher (topic TBC) + <b>Roundtable with companies, in relationship with Chair CLEE on Environmental Economics -scientific supervision by Pr. Aude Pommeret)</b>	<b>Lecture</b> "Taxes, carbon prices and carbon border tax adjustment mechanisms"  <b>By Pr. Aude Pommeret</b>	<b>Lecture</b> " Digital ecosystem: digital resilience and sustainability" <b>By Pr. Roberta Cuel</b>	<b>Departure</b>
12.00-13.00	<b>Lecture</b> "Sustainable Brands Creating 'Value-in-Impact' <b>By Pr. Ralf Wagner</b>					
13.00-14.00	Break	<b>Workshop on a case study.</b>	<b>Hike</b>	<b>Workshop on computing abatement costs</b>	<b>Workshop on team building for a responsible business</b>	
14.00-14.30	<b>Workshop on designing a gamified green campaign.</b>					

14.30-15.00		Break		Break	Break	
15.00-15.30		Students' presentations		Students' presentations	Students' presentations	
15.30-16.00	Break					
16.00-17.00	Students' presentations					
17.00-18.00						
18h30-20h00	Welcome buffet				Farewell dinner	

This schedule might be subject to minor changes.

**Invited guests/speakers/experts (if any):**

Aude Pommeret (USMB)  
 Carmen Rodriguez Santos (UNILEON)  
 Ralf Wagner (UNIKASSEL)  
 Roberta Cuel (UNITN)

**Application procedure**

**Requirements:**

English (B2)

3 bachelor semesters in economics and management

Second year undergraduate student minimum by the end of June 2023.

**How to apply :**

The application requires the submission of a one-page proposal for a study, a start-up or any other project related to the theme of the summer school (resilient and sustainable management in Europe). This proposal will be considered



when selecting participants, along with their CV and a transcript of record of the last three semesters. The proposal will also be defended and discussed by the selected students during the summer school.

The CV, transcripts of record and proposal must be sent to [unita.office@univ-smb.fr](mailto:unita.office@univ-smb.fr) by February 28<sup>th</sup>.

Once accepted by the USMB, you must apply via your Erasmus + office.

