



## Green Summer School 2017

Till the 13<sup>th</sup> August 2017 young talents and entrepreneurs with a focus on sustainable business models have the possibility to apply for the **Green Summer School at Lake Constance** in Germany. If you have already accomplished the first steps in finding a solution to a given problem and you are motivated to improve your sustainable product or service in order to go to market, then apply!

During the **five-day workshop** in September 2017 participants will be working intensively on the validation of their business model. Furthermore, they will have the opportunity to receive professional feedback from coaches and experts within the sector of green and eco innovation. They will focus on topics like revenue model, finance, marketing and sales as well as intellectual property rights. At the end of the Green Summer School, every participant will have a clear understanding of how revenues can be generated successfully, which promotion channels are the most important for the target group and how they can protect their property rights.

On the last days, participants will pitch their ideas to a jury of experts. The best teams will be awarded with the participation to the Green Innovation and Investment Forum in Stuttgart!

The Green Summer School takes place from **11 to 15 September 2017** on the campus of the University of Applied Sciences Constance. The event is part of the Ecolnn Project implemented within the Danube Transnational Programme and co-funded by European Union funds (ERDF and IPA contribution)! Applications of startup teams and individual entrepreneurs or talents from all over Europe are appreciated and may be submitted [here](#) until 13<sup>th</sup> August 2017.

## PROGRAM OVERVIEW

- Eco-Innovation & Eco-Design Principles
- Lego Serious Play
- Digital Marketing Strategy & Growth Hacking
- Intellectual Property Right
- Funding Strategies & Sales Workshop
- Green Business Model Validation

For possible inquiries please contact Simona Pede from bwcon, [pede@bwcon.de](mailto:pede@bwcon.de).

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### Information box

Date: 11<sup>th</sup> September 2017 – 15<sup>th</sup> September 2017  
Duration: Five days  
Time: 09:00 – 17:00  
Place: University of Applied Sciences Constance (HTWG)  
Fee: free admission

