Greening your business

Embedding Sustainability into Business Model Innovation

Bologna Italy 21-22 November 2016

Information Pack

#SpotlightBusinessModel
learning.climate-kic.org
Introduction

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 familiarize themselves with the key concepts and work assignments.

Goals

- Introducing transition and systemic approach into business models
- Understanding what sustainability-oriented business models are and why they are important;
- Providing key approaches and frameworks for designing new business models or reconfiguring existing ones;
- Implementing sustainability-oriented business models and translating them into tangible outcomes;
- Creating a monitoring framework to assess progress related to the implementation of the new or reconfigured business model

Outcomes

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.
Programme

Course date and detailed schedule:

Online modules: 9 and 11 November 2016

Online #1 - 9 November

14:00 Welcome to participants and introduction to the course programme
   Paola Valandro Climate-KIC; Filippo Saguatti Aster - Getting to know each other
   ▪ Introducing the programme
   ▪ Introducing the course experts
   ▪ Sharing information from participants
   ▪ Preparing next steps
   ▪ Clarifying doubts

Webinar by using Climate-KIC online platform

12:10 Introducing the course experts: Matteo Mura and Anna Wieczorek
   Their experience and their role in the course
   Matteo Mura;
   Anna Wieczorek

12:20 Participants introduce themselves (who they are, expectations and cases: during the participation
   confirmation feedback they are asked to prepare short info)

13:30 Description of the online platform tool and repository, how to use it for the course
13:35 Introducing next steps
13:45 Questions & Answers
14:00 End of the module

Learning outcomes
   ▪ Have a common understanding of the course aims, objectives and expectations
   ▪ Have a common understanding of the online platform facilities and ways to use them
   ▪ Get in touch with the organizers and key experts, can understand their role and the expertise
   ▪ Introduce themselves and share information on their experiences and motivations for taking part to the course

Online #2 – 11 November

Transition thinking and Systemic approach for sustainable business

12:30 Building blocks / The Transition Agenda
   Systemic approaches to sustainable business and value creation
   Main concepts: Socio-technical system; actor-network mapping and analysis; multilevel perspective on system innovation; strategic niche management; role of business models in stimulating transitions

12:45 Participants discuss about their experiences and cases
13:20 Next step: Work assignments and bridging in-presence course
14:00 End of the module

Learning outcomes
   ▪ Have learnt about key elements of transition thinking systemic approach applied to business models
   ▪ Understand examples and discuss cases, understanding of sustainable business through practical experiences
   ▪ Understand about work assignment and ways to bridge to the in-presence course

Webinar by using Climate-KIC online platform
Programme cont

In-presence course - 21 November 2016

Day 1 - 21 November

Business model reconfiguration: from systemic approach to company perspective

9:00 Welcome by Climate-KIC Italy and presentation of the daily programme

9:05 Team building exercise

9:20 Co-creation session: Analysing own cases using systemic approach
  • Work assignment presentations by participants
  • Discussion, feedback and reflection

11:15 Break – coffee station always available in the room

11:30 Toolbox: The business perspective on Reconfiguring business models towards sustainability
  • Business model and business modelling;
  • How to translate sustainability into BM;
  • BM Design and BM Reconfiguration;
  • A maturity model for sustainability-oriented innovation
  • Discussion, feedback and reflection

13:00 Lunch break

14:00 Good stories: Testimonial, real life cases presentation.
  • Taking inspiration from real life experiences + Q&A

15:00 Energizer exercise

15:15 Co-creation session: Analysing own cases using systemic business approach
  • Integrating concepts and tools into practical cases
  • Participants continue to work on their own cases and form groups based on common challenges
  • Continuous feedback and support by experts

Coffee station always available in the room

17:45 Reflection - Lessons learnt, bridging next day programme

18:00 End of day 1

Learning outcomes

• Learn how to integrate transition and systemic approach into real cases
• Understand key concepts of business model reconfiguration and sustainability
• Work together on common challenges, exchange experience and ideas
• Get in touch with other real cases from local companies
Programme cont

In-presence course - 22 November 2016

Day 2 - 22 November
Implementing and assessing sustainable business models

9:00 Presenting the programme of the day / Resuming lesson learnt
9:05 Energizer exercise
9:20 Co-creation session: Analysing own cases using systemic business approach
   • Participants continue to work on their own cases by using different tools and techniques, sharing common challenges, discussing together on respective issues
   • Sustainable business models ideation
11:15 Break – coffee station always available in the room
11:30 Toolbox: Implementing and assessing Sustainable Business Models
   • Tools and techniques helping participants design a new or reconfigure existing business model into a sustainability-oriented ones:
     • Stakeholders mapping
     • Performance measurement and management systems
     • Integrated Reporting and Disclosure
13:00 Lunch break
14:00 Co-creation session: Reconfiguring own cases using Sustainable Business Models
   • Finalization of participants’ SBM proposal. Continuous feedback and support by experts
16:30 Pitching co-creation work result
   • Presentation of results by participants
   • Open discussion with experts, testimonials and the whole group
17:30 Reflection - Final feedback from experts and follow up
18:00 Survey – Participants’ feedback survey (online questionnaire)
   • Providing quality feedback on the course to Climate-KIC
18:30 Closing - End of course

Learning outcomes
   • Learn about implementing SBM within companies
   • Develop proposals and suggestions applied to their own cases
   • Understand assessing criteria for measuring performances
Business expert coaches

The course is developed by international experts Matteo Mura – University of Bologna and Anna Wieczorek, Technical University of Eindhoven

Matteo Mura

Matteo Mura, Ph.D is Assistant Professor of Engineering Management at the Department of Management of the University of Bologna. He is a Visiting Professor at the Centre for Business Performance of the Cranfield School of Management and Teaching Associate at Warwick Business School. He focuses his research and consulting activities on the topics of performance management and strategy implementation, knowledge sharing, sustainability measurement, and business analytics. He is currently involved in a three-year international project funded by the Swiss National Science Foundation on business model reconfiguration and implementation. He teaches Management Control Systems at the School of Engineering and Architecture of the University of Bologna. His research has resulted in a number of publications in leading academic journals including the International Journal of Operations and Production Management, Information & Management, Creativity and Innovation Management, the Journal of Knowledge Management and others.

Anna Wieczorek

Anna Wieczorek, Ph.D is Assistant Professor at School of Innovation Sciences, TU Eindhoven. Her expertise is in the area of transformation of systems providing human needs such as energy or mobility. Anna is in the field of system change for sustainability from 1999. Until 2011 she coordinated an international program on Industrial Transformation of the IHDP (International Human Dimensions Program). In her capacity as an executive officer of that initiative, she contributed to the translation of the novel, though very western, insights about systemic change to other socio-economic and geographical conditions. Because of her interests in sustainability, her empirical work focused mainly on a region that, from a global sustainability perspective, matters most, namely the emerging Asia. In that context, Anna has published on aspects of experimentation, transnational linkages, sustainable development and Asian development pathways. In parallel, she has studied European renewable energy from the Technological Innovation System (TIS) perspective. Her major input here is in the area of systemic innovation problems and instruments, and the spatial expansion of the TIS framework. Anna’s current interests focus on unpacking of one of the most critical notions that is motivating systemic shifts, namely the process of upscaling of experiments. She studies this process in the context of (smart) mobility, cycling experiments and local community-driven energy initiatives. In that work she connects with business studies and the novel sustainability-oriented business models. Her need for better understanding of system innovation processes is strongly driven by the desire to identify the most effective, context-sensitive strategies and policy instruments. Because she is interested in doing research that matters, most of her work is based on practical cases and involves non-academic collaborations.
Course Locations
Bologna Italy 21 - 22 November 2016
Online modules: 9 November and 11 November 2016
In-presence course: Bologna, 21 – 22 November 2016

City description:
Bologna is the largest city (and the capital) of the Emilia-Romagna Region, in Northern Italy. It is the seventh most populous city in Italy, located in the heart of a metropolitan area of about one million.

The first settlements date back to at least 1000 BC. The city has been an urban centre, first under the Etruscans (Velzna/Felsina) and the Celts (Bona), then under the Romans (Bononia), then again in the Middle Ages, as a free municipality (for one century it was the fifth largest European city based on population). Home to the oldest university in the world, founded in 1088, Bologna hosts thousands of students who enrich the social and cultural life of the city. Famous for its towers and lengthy porticoes, Bologna has a well-preserved historical centre (one of the largest in Italy) thanks to a careful restoration and conservation policy which began at the end of the 1970s.

In 2000 it was declared European capital of culture and in 2006, a UNESCO “city of music”. The city of Bologna was selected to participate in the Universal Exposition of Shanghai 2010 together with 45 other cities from around the world.

The best way to discover Bologna is on foot, covering the history, traditions and architecture at the shelter of its 40 km of porticoes, candidated as Unesco “world heritage site”. A unique pathway in the world that allows you to enjoy the city with no umbrellas when it rains and the cool shade when the sun warms our summer months.
Practical Information

How to get to the Bologna

By air:
The Airport of Bologna “G. Marconi” is about 6 Km far from the city centre.  
Bologna Airport website - Click here

By train:
Bologna Centrale railway station is located in Piazza delle Medaglie d’Oro. With 700 trains per day and the numerous urban and extra-urban bus lines whose terminals are in the area around the station, it is located a strategic point of the national rail network, at the point where the main North-South and East-West lines intersect. The station is located 5 min away from city center and is a main stop for most of the buses. 
To book a train - Click here

Ways to reach the city, frequency and costs

From the airport to the city centre:

By bus (BLQ)
One way ticket from/to Airport costs 6€ - Tickets can be purchased on board too. It takes about 20 minutes to get from the Airport to Bologna city center (“Rizzoli” stop) or to Bologna Centrale train station.

By taxi:
You can call or reserve a Taxicab from COTABO +39 051 372727 or CAT RadioTaxi +39 0514590
How to get to the airport - Click here

Course Venue

“Serre di ASTER”
(located inside the “Giardini Margherita” city park)
Via Castiglione 136
40136 Bologna

How to reach “Serre di ASTER”

By walk from downtown (starting from Porta Ravegnana - Two Towers - about 30 minutes): cross the square “Piazza della Mercanzia” and take Via Castiglione, and then go straight to entrance number 136.

By bus:
- from downtown (Via Rizzoli - Piazza Maggiore - 10 minutes) with bus line n.30, direction “Istituto Rizzoli”.
- from Central Station(20 minutes), take bus line 32 and get off at Piazza di Porta Castiglione. Continue on Via Castiglione in the opposite direction with respect to the city centre up to entrance number 136

By car
Drive along the city ring (“viali”) until you reach Piazza di Porta Castiglione and turn on Via Castiglione (in the opposite direction with respect to the city centre). The closest parking is in Via dei Sabbioni, next to the Giardini Margherita.
Accommodation

Suggested hotels:

City Centre

Tre Vecchi ****
Via Indipendenza, 47
P. 051231991
bookinghoteltrevecchi@zanhotel.it
www.zanhotel.it

Hotel Regina ***
Via Indipendenza, 51
P. 051248878 Fax 0519914309
bookinghotelregina@zanhotel.it
www.zanhotel.it

Hotel Internazionale ****
Via Indipendenza, 60
P. 051 245544 Fax 051 249544
internazionale@monrifhotels.com
www.monrifhotels.it

Zanhotel Europa ****
Via Cesare Boldrini, 11
P. 0514211348 Fax 0519914311
bookinghoteleuropa@zanhotel.it
www.zanhotel.it

Hotel Accademia ***
Via Delle Belle Arti, 6
P. 051232318 Fax 051263590
hotelaccademia@hotelaccademia.com
www.hotelaccademia.com

Click here to see a map of the Hotels
Fees and application

800 EUR
A 50% discount on the regular fee is available for below groups:

- Employees of public bodies
- Employees of Climate-KIC partners (both core and affiliate partners)
- Employees of NGOs
- Climate-KIC Alumni
- Participants of the Climate-KIC Certified Professional test phase in 2015

Participation can be cancelled free of charge until 4 weeks before the course. Already paid fees will be reimbursed.

50% of course fees are payable in case of cancellation between four and one week before the course. Already paid fees will be reimbursed accordingly.

Full fees apply after cancellation of less than one week before the course.

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

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

In collaboration with: