

# Spotlight



## Making change happen

**Business Models for Climate Change Technologies  
and Innovation**

**Valencia Spain 15-16 December 2016**

**Information Pack**

**#SpotlightBusinessModels**  
[learning.climate-kic.org](http://learning.climate-kic.org)

Climate-KIC is supported by the EIT,  
a body of the European Union



# Introduction

This short course will introduce participants to three essential elements of a successful project. Firstly identifying the climate change and other benefits of technology innovations; secondly evaluating the economic and financial feasibility of a proposed project; and finally identifying stakeholders and options for project financing.

For example traditional sources of financing are focused on traditional investments but not on the riskier investments typically faced by entrepreneurs in climate change technologies. As a result, entrepreneurs must understand new agents in the financial markets, such as investment funds and private equity companies.

In this course, participants will gain a basic understanding of how to analyze the benefits and economic feasibility of proposed new systems or technologies to address climate change. They will also learn how to approach financial markets, including the development of a business plan and identifying companies and government agencies able to fund climate innovative projects.



## Goals

Following, the learning outcomes are listed as benefits for the course participants:

- Acquisition of knowledge about climate change
- Explanation for the needs for technology innovation
- Knowledge of the Methods to assess environmental and climate benefits
- Analysis of Legal and environment constraints and opportunities; Role of governments
- Evaluating the costs and economic feasibility of innovative climate change technologies
- Understanding the agents of financial markets at a local, national and international level
- Analysis of alternative sources of financing for climate change technologies:  
long-run and short-run
- The role of European private equity companies, investments funds, and societies of collective investment for the climate change entrepreneur: Advantages and disadvantages

# Programme

## Course date and detailed schedule:

Sessions will be taught at the Faculty of Business and Management (Building 7J):

- Room "Aula INECO", located at the 3rd floor of the Building 7J (UPV)
- Lab room "DECS", located at the 2nd floor of the Building 7J, (UPV)

### Thursday Dec 15th

08.15 - 08.45 Registration

08.45 - 09.00 Opening

**09.00 - 10.30 Session I**

10.30 - 10.45 Coffee break

**10.45 - 13.00 Session II**

13.00 - 14.30 Lunch

**14.30 - 16.00 Session III**

16.00 - 16.15 Coffee break

**16.15 - 18.30 Session IV**

### Friday Dec 16th

**08.30 - 10.30 Session V**

10.30 - 11.00 Coffee break

**11.00 - 13.00 Session VI**

13.00 - 13.30 Closing

**Session I:** (Room: INECO, 3rd floor Building 7J UPV)

**Speaker:** Professor E.S. Rubin

*Climate change concept - Needs for technology innovation*

**Session II:** (Room: INECO, 3rd floor Building 7J UPV)

**Speaker:** Professor E.S. Rubin

*Methods to assess environmental and climate benefits*

**Session III:** (Room: INECO, 3rd floor Building 7J UPV)

**Speaker:** Msc. Joaquín Sánchez Planelles, Environmental Consultant.

*Legal and environment constraints and opportunities; Role of governments*

**Session IV:** (Room: DECS, 2nd floor Building 7J UPV)

**Speaker:** Professor E. De la Poza

*Evaluating the costs and economic feasibility of innovative climate change technologies*

*Understanding the agents of financial markets at a local, national and international level*

**Session V:** (Room: DECS, 2nd floor Building 7J UPV)

**Speaker:** Professor E. De la Poza

*Analysis of alternative sources of financing for climate change technologies: long-run and short-run*

**Session VI:** (Room: INECO, 3rd floor Building 7J UPV)

**Speaker:** Mr Pedro de Álava, Clave Mayor, Private Equity and Venture Capital Firm.

*The role of European private equity companies, investments funds, and societies of collective investment for the climate change entrepreneur: Advantages and disadvantages*

### Social Program:

The course participants will be invited to have dinner after the Thursday sessions, enjoying the local cuisine of Valencia at a relaxed atmosphere.

**Date: Thursday night December 15th - Time: 21.00-24.00**

Venue: TBC

Dress code: Smart casual.

# Coaches



## **Professor Natividad Guadalajara Olmeda, Universitat Politècnica de València**

**Professor Natividad Guadalajara holds a Phd in Agronomics Engineering by Polytechnic University of Valencia.**

Professor Guadalajara is an Academic Member of the Royal Institution of Chartered Surveyors (MRICS) at the field of Valuation. She is the Director of the Research Center of Economic Engineering. Also, she is the Director of the Master in Engineering Appraisal and Valuation, (20th edition), and Director of the Master in Real Estate Studies, accredited by the RICS (Royal Institution of Chartered Surveyors (18th edition)).

It is important to highlight her contributions to the field of Valuation with her published books "Valuation such as Agricultural Valuation. Practical cases. Ed. Mundi Press, 1996", "Economic valuation of irrigation water, Mundi Prensa Ed., 1998", "Assessment of agricultural land, Bhandar publishers, Colombia, 2002", "Sustainability in the value of buildings, Ed Polytechnic University of Valencia, 2012", "Real Estate Valuation Methods. Ed. Mundi Press, 2014"



## **Professor Elena de la Poza, Universitat Politècnica de València**

**Professor Elena de la Poza holds a PhD in Assets Valuation from the Universitat Politècnica de València (UPV). She is an Associate Professor of Economics at the Department of Economics and Social Sciences at the UPV.**

She has taught courses at Washington State University, but also research workshops at Technical University of Ostrava (Czech Republic) and Faculty of Economic Sciences of Warsaw University of Life Sciences, (Poland). She has participated as a speaker at over 30 international conferences. Also, She has served as a reviewer for international scientific journals. Her publications are focused on economic valuation of assets of investment.

# Experts



## **Professor Edward S. Rubin, Carnegie Mellon University**

**Professor Edward S. Rubin's research focuses on technical, economic and policy issues related to energy and the environment. His group pioneered the development of the Integrated Environmental Control Model (IECM), a model used worldwide for designing and evaluating cost-effective emission control systems for fossil-fuel power plants, including advanced process for carbon capture and storage (CCS).**

Dr. Rubin also studies the nature and pace of technology innovation for energy and environmental systems and the factors that influence it, particularly the role of government policies.

Professor Rubin has served on advisory committees to various state and federal government agencies, including the U.S. Department of Energy, the U.S. Environmental Protection Agency, the State of California Energy Commission, Air Resources Board and Public Utility Commission. Among his international activities he was a coordinating lead author for the Intergovernmental Panel on Climate Change (IPCC, co-recipient of the 2007 Nobel Peace Prize), an advisor to the Alberta Energy Ministry of Canada, and is currently a Board member of the UK CCS Research Centre.



## **Msc. Joaquín Sánchez Planelles**

**Msc. Joaquín Sánchez Planelles has worked as environmental consultant and has experience in environmental entrepreneurship.**

He holds an Environmental Sciences Degree by the Universitat de Barcelona and he carried on this Undergraduate Final Project in the University of Manchester. Currently is studying an MSc in Business, Product and Service Management by the Universitat Politècnica de València. He has worked for five years as Environmental Consultant, during this period he used to deal with environmental legislation that has to be accomplished by the industry. In addition, he has taken part in the Climate Kic Launchpad program (incubation program for helping entrepreneurs with eco-innovative business models) and has written a report about eco-innovation practices developed by the industries.



## **Mr Pedro de Álava**

**Mr Pedro de Álava holds a Bachelor in Business by the University of Valencia (1997). Executive MBA by the EDEM Foundation and Course of Management Development by ESADE.**

He holds a Bachelor in Business Administration and Economics at Valencia University (1997), PMD ESADE Business School (2000) and Executive MBA at EDEM Business School (2004), EXECUTIVE EDUCATION - OXFORD PRIVATE EQUITY PROGRAMME. After 13 years in the higher education industry (financial and consultancy branch), in April 2006 he joined CLAVE MAYOR, General Partner in PRIVATE EQUITY and VENTURE CAPITAL Industry as a Fund manager. He has launched two funds in Tech transfer and seed rounds. He has broad experience studying more than 800 business plans from different sectors and negotiating M&A with companies. Currently, He is member of the Board of Directors of several companies in different sectors. He has been keynote speaker in numerous courses and conferences and has attended workshops and presentations on Venture Capital.

# Course Locations

Course date: 15-16 December 2016

## Venue details:

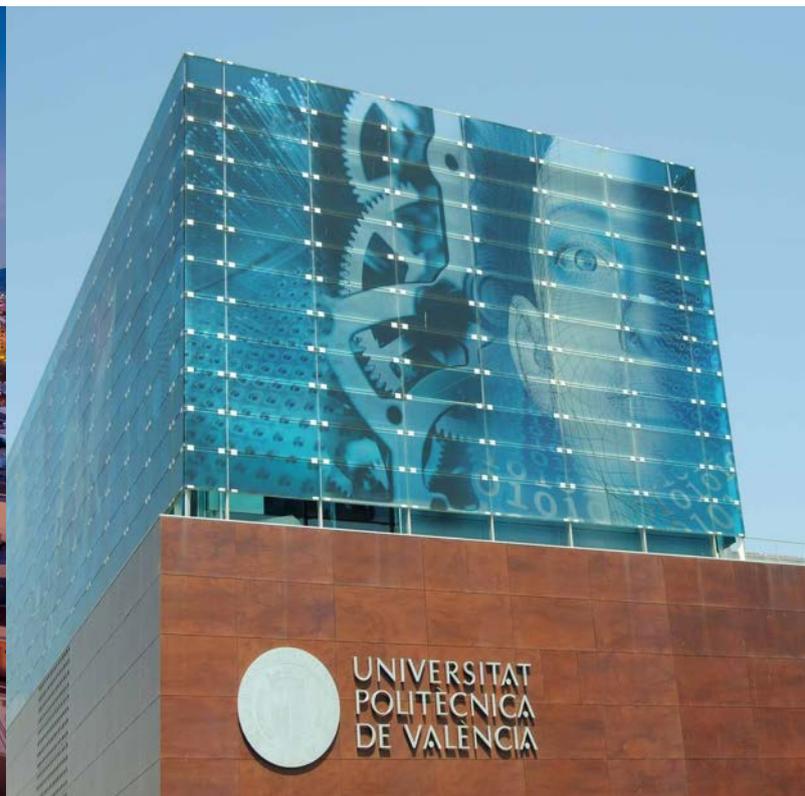
Center of Economic Engineering located at the Faculty of Business Administration and Management (Building 7J), at the campus of the Universitat Politècnica de València. The registration desk will be located in the third floor, Aula INECO.

Here you can find an interactive map of the university to help you locate the building 7J:

**Click here**

## City description:

The course will be held in Valencia, on the eastern part of the Spanish Mediterranean coast. With a multicultural past, Valencia is the third largest city in Spain. Valencia embraces culture and tradition from the past combined with singular architecture, exciting gastronomy, nightlife, and beautiful white sand beaches.



# Practical Information

## How to get to the city

### By air:

Valencia has an international Airport located at 9 km from the city center.

Valencia airport is served by Iberia, Lufthansa, SAS Scandinavian Airlines, AirFrance, AirBerlin, TuiFly, Ryanair, Transavia, Vueling, and several other airlines.

### By train:

Valencia is connected with Madrid by the high-speed train with 17 daily departures and an approximate journey time of 1 hour 40 minutes. In addition, the Euromed long-distance trains connect Valencia with Barcelona (3 hours). You will be arriving to the Joaquín Sorolla train station.

### By sea:

The Port of Valencia, one of the Mediterranean's most important commercial ports, has regular passenger services to and from the Balearic Islands and Italy, and a growing number of visiting cruise ships.

The course will be held in Valencia, on the eastern part of the Spanish Mediterranean coast.

## Ways to reach the city, frequency and costs

### How to reach Valencia

#### From the Airport to downtown:

**By metro:** Line 5 Aeropuerto/Torrent Avinguda- Neptú. Approx. every 10-20 minutes.

Line 3 Aeropuerto / Palmaret- Rafelbunyol (Metrovalencia). Approx. every 10-20 minutes.

Stop at Xàtiva or Colón station.

Fare to/from city centre: approx. €3,90.

Approximate journey time: 20 minutes.

**By bus:** Fernanbus, Line 150 Valencia - Manises - Aeropuerto: Timetable: Airport - Valencia: 6:30, 7:00, then every 30 minutes until 21:30 / 22:00.

Price: approx. €1.40.

Approximate journey time: 40 minutes.

**By Taxi:** Approx. cost airport-city centre: approx. €20.

**By car:** Take the V-11 road which connects the A-3 (Madrid to Valencia motorway) with the V-30.

#### From the Joaquín Sorolla Train Station to downtown:

**By shuttle bus:** you can take a free shuttle bus (just present your train ticket to travel for free to Estación del Norte, located in downtown Valencia).

**By metro:** from Joaquín Sorolla Station (Line 5 Aeropuerto/Torrent Avinguda- Neptú). Approx. 5 minutes. Stop at Xàtiva or Colón station.

**By bus:** BUS: Lines 9, 10, (bus stop in San Vicente Mártir).

**By Taxi:** Taxi rank outside the entrance to the station.

#### From the harbor to downtown:

**By tram and metro:** Lines 4, 6. Stop at Marítim-Serreria and connect with metro line 5. Stop at Xàtiva or Colón.

**By bus:** Lines 2, 3, 4, 19, 30.

**By taxi:** Taxi rank at the Port.

### How to reach the course venue from downtown

**By taxi from any city area:** 8 Euros (approx.). Specify as destination: Street "Avenida dels Tarongers", "Universitat Politècnica de València. Access to the campus through the gate L, next to "Colegio Mayor Galileo Galilei".

**By bike:** There is a public service to use bikes throughout the whole city. This service is called Valenbisi. In campus you can find several stations where to park the bikes.

#### By metro, combined with tram:

Take line 3 or 9 in Xàtiva or Colón station, towards "Rafelbunyol" or "Alboraya-PA".

Get off the underground in the station "Benimaclet".

Leave the underground and go up the street to get the tram. Then, get the tram Line 4 to "Dr. Lluch" or Line 6 to "Marítim-Serreria". Both lines use the same railway.

Get off the tram at station "Tarongers".

The metro ticket you should buy is Zone A, valid for all metro and tram lines in Valencia city.

#### Click here for further information

**By bus:** Take bus number 71 in Town Hall, and stop at Ramón LLull-Campus Tarongers.

#### How to reach the course venue from harbour/beach area

The university is just 15 minutes walk from the Malvarrosa beach, although the port area is further away. You can reach the university from the port by taking the tram in "Marítim-Serreria", "Francesc Cubells" or "Grau Canyameler" (line 6) towards "Tossal del Rei". Then, get off the tram at station "Tarongers".

#### Click here for further information

# Accommodation

## Suggested hotels:

We recommend the following hotels/dormitories based on the distance to the UPV Campus (Course venue Building 7) at the Faculty of Business Administration and Management), where the course will be held.



### Dormitory Colegio Galileo Galilei

Address: Av. de los Naranjos, s/n. 46022 Valencia

[www.galileogalilei.com](http://www.galileogalilei.com)

Estimated time from the conference venue:

Walking: 5 minutes (on campus)



### Dormitory Ausiàs March

Address: Avda. Catalunya, 30 46021 Valencia

[www.cm-ausiasmarch.com](http://www.cm-ausiasmarch.com)

Estimated time from the conference venue:

By bus: 10 min

By car: 5 min

Walking: 15 min



### AC Hotel Valencia

Address: Avda. de Francia 67, Valencia

[www.marriott.com](http://www.marriott.com)

Estimated time from the conference venue:

By bus: 25 minutes

By car: 10 minutes

Walking: 35 minutes



### Barceló Hotel Valencia

Address: Av. de Francia, 11, Valencia

[www.barcelo.com](http://www.barcelo.com)

Estimated time from the conference venue:

By bus: 25 minutes

By car: 10 minutes

Walking: 35 minutes



### Renasa Hotel

Address: Av. de Catalunya, 5, Valencia

[www.sweethotelrenasa.com](http://www.sweethotelrenasa.com)

Estimated time from the conference venue:

By bus: 20 minutes

By car: 10 minutes

Walking: 25 minutes

# 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:  
[celsa.monros@climate-kic.org](mailto:celsa.monros@climate-kic.org)

In collaboration with:

