

## Eco-Venturing

# A new format for teaching and supporting sustainable entrepreneurship

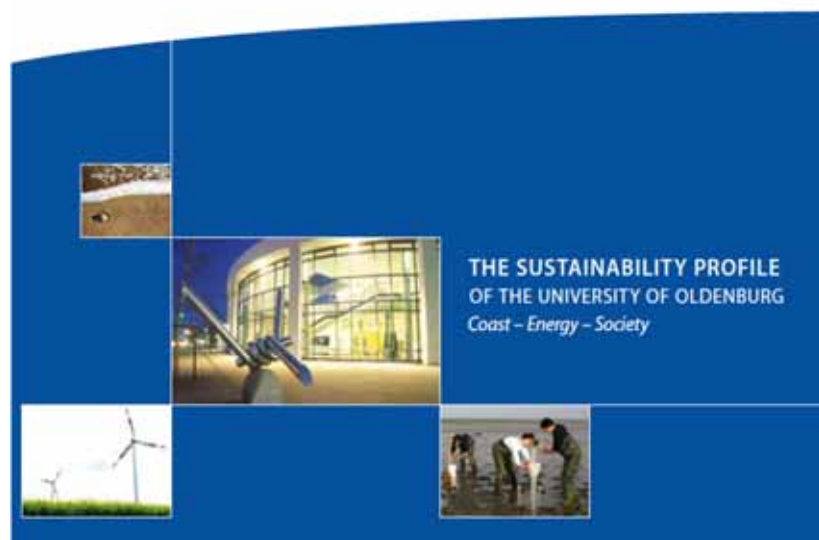
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[www.innovation.uni-oldenburg.de](http://www.innovation.uni-oldenburg.de)

## Carl von Ossietzky University Oldenburg





MASTER COURSES

MASTERS CLUSTER ENVIRONMENT AND SUSTAINABILITY



## Special Program „Eco-Entrepreneurship“



- The specialization in Master’s course Sustainability Economics and Management (M.A.)
- The qualification scheme ‘Eco-Entrepreneurship’ is comprised of the modules
  - ➔ Innovation Management and Organizational Change,
  - ➔ Entrepreneurship, and
  - ➔ Eco-Venturing
- Eco-Venturing module: open for all master students
  - ➔ Development of sustainable business concepts for „green“ future markets
  - ➔ In close cooperation between start-ups/founders and students



# The concept of the Eco-Venturing course

**Work in advance of the project course: Scouting/screening:** searching for and evaluating suitable start-up and innovation concepts, contact with business partners/founders, selection according to economic and ecological criteria

**Kick-off event:** Presentation of start-up/business concepts by business partners, formation of student teams, provision of basic knowledge on start-up/project management and ecological evaluation, project planning by teams of students



|                                      |                                                  |                                                                                                                                                                               |
|--------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cooperation with<br>business partner | Support and coaching<br>by the team of lecturers | <b>Interim presentation:</b> Presentation of interim results (e.g. rough draft of business model, market analysis, ecological evaluation, etc.) by the team of students       |
|                                      |                                                  | <b>Final presentation:</b> Presentation of final results (e.g. business model, sections of a business plan, recommendations, next steps) in the presence of business partners |
|                                      |                                                  | <b>Final report:</b> Documentation of the origination of the business model, methodology, presentation of the results (including ecological evaluation)                       |



# Eco-Venturing Class 2009/2010





## A start-up based on a new sustainable energy crop

- IGNISCUM Basic®: a new permanent energy crop (short rotation crops).
- Cultivated form of a plant from the knotweed family (Fallopia)
- Many ecological advantages, not competing with food crops!
- High-yield, rapid above-ground biomass production, easy to care



Source: Piccoplant 2012



Source: Conpower Rohstoffe 2011

## Energy crops for a sustainable energy system: e.g. biomass for pellets or biogas



**Harvesting the dry biomass**



**IGNISCUM Basic®-Pellets**

Source: Conpower Rohstoffe 2011

# Green Start-up Projects in the Eco-Venturing course



**ENVI-TOX**



# The Eco-Venturing Teaching Team: Awarded with Hans Sauer Prize worth € 10.000



# More information



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### STARTING UP A BUSINESS THAT'S SUSTAINABLE!

DEVELOPMENT OF  
SUSTAINABLE BUSINESS CONCEPTS  
FOR "GREEN" FUTURE MARKETS

Eco-Venturing module at  
Carl von Ossietzky University Oldenburg,  
Germany