



Tell me and I forget, teach me and I may remember, involve me and I learn.  
— Benjamin Franklin

# Innovation for Sustainability – IfS

## Intercultural Summer School and Company Tour

### Neckar Valley, Germany, 2019

Company visits in key industries, lectures on sustainability and methodology, three German towns, two amazing weeks, one great summer school tour.

Our global challenges such as climate change, social inequality, or scarcity of commodities require local, bold, and fast yet thoughtful action. The Sustainable Development Goals (SDGs) from 2015 also call for innovative answers from companies. Coming out ahead will provide opportunities for businesses: this is **Innovation for Sustainability**.

Join IfS. We create an active and inspiring learning environment in English language by traveling to companies and policy entities that take responsibility through innovation. Meet business representatives, make contacts, and feel the spirit of innovation. Get together with students from Mexico, the USA, and Germany in Germany's southwest. Its picturesque Neckar Valley is a region of famous innovators, home to globally active companies, and the first German federal state with a green government.

**Get out of your comfort zone!**  
Combine fun with learning, exploring one of the most globalized European regions.



We will start at Nürtingen-Geislingen University, in the heart of Baden-Württemberg and move on to Stuttgart, the state's capital. A weekend trip to world-known Heidelberg will offer additional opportunities for insights and great leisure time.

## Week 1

### Fri Sep/6 Arrival

- Pickup at Stuttgart Airport
- Shuttle to hotel in Nürtingen
- Informal get-together and welcome dinner

### Sat Sep/7 – Sun Sep/8 Kick-off in Nürtingen

- Introductory Lecture / Foundations of Sustainability
- Guided city tour / team building (e.g. forest rope garden and BBQ)
- Detailed information on the tour program, Film Night
- Formulation of research questions and research kickoff
- Official reception and dinner

### Mon Sep/9 – Thu Sep/13 Company Visits and Lectures

- Visits to companies in different key industries
- Group research in our MLab (see [www.hfwu.de/MLab](http://www.hfwu.de/MLab))
- Academic lectures and group coaching by experts of our Center for Sustainable Development (see [www.hfwu.de/ZNE](http://www.hfwu.de/ZNE))
- Sightseeing in Neckar Valley or the castles of the Swabian Alb around Nürtingen

*Visits to companies in key industries: In 2018 we visited Daimler eDrive Integration, Zinco green roofs, Festool power tools, Savings Bank KSK Göppingen, the European Parliament in Strasbourg, chocolate maker Ritter Sport, BASF, Vineyard Lissner in Strasbourg, a Nature Trail in the Black Forest, the Innovation Hub Mercedes Thinktank, the World Heritage site Weissenhof Siedlung ...*



## Week 2

### Fri Sep/13 - Sun Sep/15 Weekend in Heidelberg

- Visit of Germany's largest Science Center (Experimenta) in Heilbronn, picturesque town of Heidelberg, beer garden, visit of the famous Heidelberg castle, World's largest passive house urbanization „Bahnstadt“, etc.
- Late afternoon departure to Stuttgart on Sunday
- Check-in at Stuttgart Hotel

### Mon Sep/16 - Thu Sep/19 Company Visits and Lectures

- Stuttgart guided city tour, Segway tour
- Academic lectures, group work sessions
- Visits to companies in Stuttgart and vicinity (to learn which companies we visited last last year, see below).
- Sightseeing in and around Stuttgart (museum of Daimler or Porsche)

### Fri Sep/20 Closing Day

- Poster Presentations at our „Sustainability Conference“
- Farewell Dinner and Award Night

### Sat Sep/21 Farewell

- Departure for Stuttgart Airport
- Good-bye



*Further information at our website!*

**Lectures and Research:** You will get background knowledge with lectures in foundations of sustainability and innovation management. You will undertake real research in intercultural groups which will be coached by experienced staff. Assignments comprise a non-graded individual kick off presentation and a graded research poster that will be prepared and finally presented by each group in our final Sustainability Conference.



Students from different cultural and academic backgrounds convene in IfS and engage creatively with current social, economic and environmental challenges in heterogeneous research teams. Four years of experience show that this intercultural setting provides students with opportunities to acquire pivotal extracurricular skills for their future practical business careers. The gap between theory and practical business is bridged by actively involving companies and trainers into the summer school. An intensive exchange of experiences in an international environment is guaranteed as the group consists of members of different cultural backgrounds and nationalities.

**This offer is for** students with an academic background in Business, Management or Economics. It contains a draft agenda and may be subject to change. A final version and more detailed information about the program will be posted on [www.hfwu.de/ifs](http://www.hfwu.de/ifs). 3 credits / 8 ECTS can be awarded to a participant after successful completion of the summer school including its assignments, depending on the requirements of your home university.

**Fees for IfS** (not including travel fees to Germany):

- For **NGU students** who do not need lodging, the fee is **€ 520**.
- For **students from partner universities**, the fee is (not including travel fees to Germany) **€ 1,700**.
- **Tuition fee: € 600**. For students from NGU and our partner universities this fee can be waived.

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*„Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.”* World Commission on Environment and Development (1987) Our Common Future, Oxford University Press, New York