



2016 Study Tour Program Innovation for Sustainability

5 or more company visits to firms in key industries

4 lectures on sustainability and methodology

3 German towns

2 amazing weeks

1 unique **study tour**

*Challenges such as demographic change, social inequality, scarcity of commodities combined with global warming require clever solutions. Firms that will come out ahead give answers already today – they succeed in **Innovation for Sustainability**.*

Meet students from Mexico, the USA and Germany to learn about and prepare for these future challenges. Meet representatives of firms in key industries, such as automobiles, construction, new energies, and health as well as regional policy makers. Our study tour will start at NGU, Nürtingen-Geislingen University, in the heart of Baden-Württemberg. Germany's southwest is a region of famous innovators, home to globally active companies on the cutting edge and at the same time the first German federal state with a green government. We will also stay in Stuttgart, the state's capital; a trip to Heidelberg and Strasbourg, France will offer additional opportunities for great study and leisure time.

Combine fun with learning and be part of an international group exploring one of the most globalized European regions.

STUDY TOUR PROGRAM

September 9-24, 2016



Week 1

Fri 9/9 Arrival

- Reception at Stuttgart Airport
- Shuttle to hotel in Nürtingen
- Informal get-together
- Welcome dinner

Sat 9/10 – Sun 9/11 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
- Official reception and dinner

Mon 9/12 – Thu 9/16 Company Visits and Lectures

- Getting insights into companies of different key industries
- (e.g. Bosch, STOROpack, Tübingen French Quarter, teilAuto)
- Academic lectures, group work sessions, group coaching
- Sightseeing in and around Nürtingen

Visits to firms in key industries: We will travel to firms in different industries, such as automobiles, construction, new energies, and health as well as regional policy entities. Meet the business representatives, make contacts, and feel the spirit of innovation. Experience sustainability in action.



Week 2

Fri 9/16 - Sun 9/18 Weekend in Heidelberg

- Weekend activities in Heidelberg (e.g. picturesque town and Castle) and visit to European Parliament, Strasbourg)
- Late afternoon departure for Stuttgart
- Check-in at Stuttgart Hotel

Mon 9/19 - Thu 9/22 Company visits and lectures

- Stuttgart guided city tour on Segways
- Academic lectures, group work sessions
- Visits to companies in Stuttgart and vicinity (e.g. Daimler AG, Stuttgart 21 Railway Project, ministry of Finance)
- Sightseeing in and around Stuttgart

Fri 9/23 Closing Day

- Intermediate Group Presentations
- Farewell Dinner and Award Night

Sat 9/24 Farewell

- Departure for Stuttgart Airport
- Good-bye

Lectures and diary assignments: Prepare for the visits. Work closely together with our academic staff. Learn about the possibilities and constraints. Elaborate a valuable joint product of applied science in the group work sessions. Find out, how markets work, what the rules in the economies are and which solutions to sociological and geological constraints exist.

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IfS

Innovation for Sustainability



This offer is targeted at 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. 2-3 credits can be awarded to a participant after successful completion of the study tour including its assignments, depending on the requirements of your home university.

Costs for the study tour (not including travel fees to Germany) will amount to € 1,550. For details see our website. For NGU students who do not need lodging the fee is € 490.

Please send you email application with approval of your university to: isabella.friege@hfwu.de by May 27th, 2016. You will be informed about the success of your application in due time, after which we will ask for a downpayment of € 200 to secure the booking.

Your final payment will be due on June 30th, 2016. If you have any further questions please contact the IfS-Tour coordinators:

Isabella Friege (Project Manager)
email: isabella.friege@hfwu.de
phone: +49 (0) 1752319900

Prof. Dr. Christian Arndt (Academic Coordinator)
Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen (HfWU/NGU)
Neckarsteige 6-10
D – 72622 Nürtingen
Germany
email: christian.arndt@hfwu.de

„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