



# 2018 Study Tour Program Innovation for Sustainability

more than **5** company visits in key industries

**4** lectures on sustainability and methodology

**3** European towns in Germany and France,

**2** amazing weeks

**1** unique **summer school**

Our global challenges such as climate change, social inequality, or scarcity of commodities require local, bold, and fast yet thoughtful action. The overwhelming need for solutions calls for innovative answers from companies and provides opportunities for businesses. Companies that will come out ahead give answers already today and succeed in **Innovation for Sustainability**.

Join IfS and meet representatives of firms in key industries, such as automobiles, renewable energies, and finance, as well as regional policy makers. Meet students from Mexico, the USA and Germany to prepare for taking responsibility. Enjoy an inspiring and intercultural learning environment in English language. 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 then move on to Stuttgart, the state's capital. A weekend trip to Strasbourg, France, home to the European parliament, will offer additional opportunities for insights and great leisure time.

**Get out of your comfort zone and engage in research for sustainable development. Combine fun with learning, exploring one of the most globalized European regions.**

# STUDY TOUR PROGRAM (preliminary as of March 2018)

September 7-22, 2018



## Week 1

### Fri Sep/7 Arrival

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

### Sat Sep/8 – Sun Sep/9 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
- Formulation of research questions and research kickoff
- Official reception and dinner

### Mon Sep/10 – Thu Sep/14 Company Visits and Lectures

- Visits to companies in different key industries (e.g. Bosch, STOROpack, Tübingen French Quarter, teilAuto)
- 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 around Nürtingen

*Visits to firms in key industries: We create an active and inspiring learning environment by traveling to companies and policy entities that take responsibility through innovation. Meet business representatives, make contacts, and feel the spirit of innovation. Move in an ecosystem for sustainable development.*



## Week 2

### **Fri Sep/14 - Sun Sep/16 Weekend in Strasbourg**

- Weekend activities in Strasbourg with a picturesque town, French Savoir Vivre and a visit to the European Parliament)
- Late afternoon departure to Stuttgart on Sunday
- Check-in at Stuttgart Hotel

### **Mon Sep/17 - Thu Sep/20 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, ministry of Finance, and Germany's largest non-profit savings bank)
- Sightseeing in and around Stuttgart

### **Fri Sep/21 Closing Day**

- Group Presentations at „Scientific Conference“
- Farewell Dinner and Award Night

### **Sat Sep/22 Farewell**

- Departure for Stuttgart Airport
- Good-bye

**Lectures, guidance and assignments:** Experts will convey background knowledge in lectures – you will do real research in intercultural groups which will be guided and coached by experienced staff. Each day, we will record an interview, in one of which you may share your impression and learnings of the day. Assignments comprise a non-graded individual kick off presentation and a graded research poster that will be prepared and finally presented by each group. We will share our results on our digital platform and let others learn from our insight, as well.





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 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](http://www.hfwu.de/ifs). 6 ECTS can be awarded to a participant after successful completion of the study tour including its assignments, depending on the requirements of your home university.

Fees for the study tour (not including travel fees to Germany) amount to €1,600. For details see our website. For NGU students who do not need lodging the fee is €510.

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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

