



ERASMUS+ PROGRAMME 2014-2020
Mobility of Individuals – Mobility of VET learners

Green Management – Starting a sustainable business

Description and Goals

Keyword “Sustainability” – everybody has heard it before and we are aware that modern businesses need to be sustainable but what does it really mean? Is it just a buzzword used for marketing purposes or can we expect business strategies that fit in today’s economy, society and environment and actually make a difference? And what are similarities and differences between European countries when it comes to sustainable businesses?

To explore these questions with the help of best practice examples in Germany is the purpose of this training programme, covering definitions and main concepts – from environmental aspects over social responsibility to political and non-governmental support – of “Sustainability” and “Green Management”. In a project work the learners will go through the process of starting their own sustainable businesses in small teams, simulating the most important steps entrepreneurs have to go through and becoming managers of their own sustainable business. They will discover what challenges a sustainable business needs to overcome and how to differentiate from competitors with a distinct and future-oriented business strategy.

In addition to the technical content of the programme the learners will get the chance to improve their language and soft skills and experience Dresden through cultural visits and other free time activities.

Target group

VET Learners of public or private schools training in the field of “business studies” who would like to expand their skill set by discovering relevant aspects and approaches of training in that field in Germany as well as German culture.

The intensity and complexity of the Units can be varied according to the previous knowledge and qualification of the participants.

Learning outcomes

Professional Competences

Unit 1: Basics of Entrepreneurship

- Defining entrepreneurship and its relevance for the labour market
- Analysing skills and prerequisites for entrepreneurial thinking
- *Three week programme:*
 - Self-Assessing the individual skills and competences regarding entrepreneurship
 - Drawing up a market analysis

Unit 2: Green Economy and Sustainability in Germany

- Giving an overview of aspects of a “green economy”: resources, water

General Information

Place

WBS TRAINING AG
Dresden (other places on request and availability)

Duration

2 weeks (3 weeks), lessons from Monday – Friday
9.00 – 14.30 (longer hours are possible on request)

Number of participants

14-20

Training Language

English or German (level A2 required)

Contact

For further information on the training programme and for support with the project application, please feel free to contact:

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management, waste management, traffic, energy management, and renewable energies, preserving nature and biodiversity

- Naming trends and developments in the area of "green economy" in Germany
- Describing sustainability as a competitive factor for employers
- *Three week programme:*
 - Describing the cooperation between the economic sector and politics in the area of "green economy" in Germany
 - Explaining strategies for a sustainable business in the context of globalization

Unit 3: Starting a sustainable business

- Developing and describing a business idea and the form of business
- Drawing up a business plan including an adequate strategy for sustainability
- Drawing up a SWOT analysis
- Describing products and/or services
- Planning financial, human and other resources
- Emphasizing the importance of sustainability for the company
- *Three week programme:*
 - Structuring the company and assigning responsibilities
 - Planning marketing activities

Personal Competences

Unit 4: Giving a presentation on a professional topic

- Researching information on the internet using filters, comparing sources and filing it in folders on the hard drive
- Defining the issues of a complex professional task and their solutions
- Preparing a presentation about the project work in MS PowerPoint
- Presenting the work results in English/ German using adequate terminology

Unit 5: Working in a team confidently and self-responsibly

- Setting work priorities and applying effective time management
- Sharing information with the team
- Listening to other team members' ideas and phrasing feedback adequately
- Assuming the own role and taking responsibility for own activities

Methods

The practical training course uses a learner-centred approach. After an introductory lecture by the trainer, the learners will mainly work in pairs or groups to fulfil various tasks assigned to them by the trainer and their work group members in order to simulate real work situations.

An essential element of the training is the project work, which the learners will carry out in groups, and which requires and improves skills such as autonomous work planning and team work. During the lessons the trainer as well as the learners will use different tools of visualization such as PowerPoint, pinboard, whiteboard and flipchart.

Project Funding

The costs for this training programme can be fully or partially (depending on the number of participants) covered by project funding from the Erasmus+ programme (Key Action 1: Mobility). Please contact your National Agency for information on funding details.



The learners will also experience some units through guided tours and study visits which will be prepared and debriefed in order to direct the focus onto the learning objective.

Other methods used in the training course will be:

- brainstorming and mind mapping
- interviews with classmates or clients/customers – field study
- observing and describing
- group discussions
- presentation and demonstration

Assessment and Certification

In order to obtain reliable statements on whether all learning outcomes have successfully been achieved, a final assessment will be carried out. For this purpose, during the second week of their practical training, the learners will be assigned a practice-oriented task. This task will resemble a typical project work of the training field according to working life requirements. For the performance of this task, the learners will have to use their newly acquired knowledge, skills and competences. The participants will work in groups of 3 to 5 learners to complete their project work and will be supervised by their trainer. The actual assessment will take place on the last training day: The learners will give a presentation about their work, justifying the working progress and results.

To assess the work results, the trainer will work with standardised assessment sheets, which cover assessment criteria such as:

- Effective teamwork
- Correctness of work results
- Structure of the presentation as well as the quality and creativity of visualization

Upon successful completion of the mobility, the learners will receive a certificate by WBS TRAINING, supplemented by the description of learning outcomes according to the European Credit System for Vocational Education and Training (ECVET) principles. ECVET facilitates the transfer and recognition of learning outcomes acquired in another country and supports transparency of qualifications. WBS TRAINING also supports the sending organization in issuing the Europass mobility.

Cultural Programme

Dresden offers a wide variety of cultural, free time and physical activities. With plenty of museums, such as the famous *Historic Green Vault*, the *Old Masters Picture Gallery*, the *Technical Museum*, or the *German Museum of Hygiene*, everyone's taste can be met. Parks and gardens with the option to relax, to work out or to play a ball game, picturesque viewpoints, and many other places of interest just wait to be discovered. Not to forget the city Dresden itself: More than 800 years old, the city looks back to a long and exciting history. The lively *New Town* as well as the *Old Town* with its historical buildings – mostly reconstructed and renewed after the World War II – and the river *Elbe* are definitely worth seeing!

We will provide you an overview about all the things in and around Dresden and help you to decide, what to do. Depending on entrance fees, extra costs for transport, and/or different costs for services, additional expenses may arise.

Accommodation and Subsistence

Accommodation, subsistence, public transport tickets and cultural programme can be organised according to your wishes.

Please see financial offer for further details of the included services.

Programme proposal

“Green Management – Starting a sustainable business”

Date	Programme
Sunday, Day 1	Arrival in Dresden
Monday, Day 2	<p>9:00 – 9:30 Introduction</p> <ul style="list-style-type: none"> - Presentation of the host organisation - Clarification of organisational issues - Introduction of the project and the tasks for the following weeks - Introduction to the Training Course - Meeting your trainer <p>09:30 – 14:30 Training: Basics of Entrepreneurship</p> <ul style="list-style-type: none"> - Introduction to the topic "Entrepreneurship": significance for the labour market and necessary skills for a successful entrepreneur - Basic aspects and concepts of "green economy" I: resources, energy management, nature and biodiversity <p>Afternoon: Guided tour in the old town of Dresden</p> <ul style="list-style-type: none"> - Experiencing historic buildings and sights as well as further possibilities for free time activities
Tuesday, Day 3	<p>9:00 – 11:00 Training: Green Economy and Sustainability in Germany</p> <ul style="list-style-type: none"> - Describing basic aspects and concepts of "green economy" II: water management, traffic and infrastructure, waste management and renewable energies <p>11:30 – 14:30 Stadtentwässerung (Urban drainage) Dresden</p> <ul style="list-style-type: none"> - Describing environmental and resource Protection: wastewater disposal and treatment as an example for sustainability
Wednesday, Day 4	<p>9:00 – 14:30 Training: Green Economy and Sustainability in Germany and Europe</p> <ul style="list-style-type: none"> - Naming developments and trends, legislation, promotion and funding of "green" companies - Describing the relevance of "green economy" for the European labour market
Thursday, Day 5	<p>9:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Naming different types of legal entities and forms of businesses in Germany - Describing main tasks and responsibilities in a sustainable company
Friday, Day 6	<p>9:00 – 14:30 Workshop with the NGO „Arche Nova“: „Me & Globalization“</p> <ul style="list-style-type: none"> - Describing textile manufacturing chains: Challenges of a sustainable business in the era of globalization <p>Afternoon: Dresden Technical Collections</p> <ul style="list-style-type: none"> - Discovering mathematics and scientific processes in two hands-on exhibitions - Exploring some of the most famous inventions and machines produced during GDR: cameras, household appliances, radios



Date	Programme
	<ul style="list-style-type: none"> and television sets, scientific equipment, etc. - Enjoying the view over Dresden from the 48-meter-tall Ernemann Tower
Saturday, Day 7	Weekend at the disposal of the group, we will be happy to suggest cultural and other free time activities and to help organise a suitable programme.
Sunday, Day 8	
Monday, Day 9	<p>9:00 – 12:30 Training: Social Sustainability</p> <ul style="list-style-type: none"> - Wrap-up of the workshop - Defining Social Sustainability and its main characteristics - Giving examples of socially sustainable business policies <p>13:00 – 14:30 WBS TRAINING AG: example for a sustainable company</p> <ul style="list-style-type: none"> - Social activities as a characteristic of sustainable management, - Social Sustainability in HR: Personnel recruiting and developing
Tuesday, Day 10	<p>09:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Introducing the project work and assigning responsibilities - Working on a business idea for a "green" company - Starting a "green" company, presenting the business idea
Wednesday, Day 11	<p>9:00 – 11:30 Lokale Agenda21: Sustainable businesses in a network</p> <ul style="list-style-type: none"> - Describing necessary and possible interaction between businesses, politics, research institutions, culture and environmental organizations for more sustainability in a city <p>12:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Analysing the market the business is going to be active in - Gathering information on possible clients, competitors and supporters - Describing the market relevant characteristics of the company <p>Afternoon Panometer Dresden</p> <ul style="list-style-type: none"> - Revisiting the 18th century in a 360° panorama picture: architecture, political and everyday life in Dresden in the period 1695-1760
Thursday, Day 12	<p>9:00 – 12:45 Training: Green Economy and Sustainability in Germany and Europe</p> <ul style="list-style-type: none"> - Comparing examples of sustainability in Germany and the home country <p>13:15 – 15:30 Dresdner Verkehrsbetriebe (Public Transport of Dresden)</p> <ul style="list-style-type: none"> - Best practice example: Economic, social and ecological sustainability – business policy of one of the largest employers in the Dresden region
Friday, Day 13	<p>9:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Structuring the company and assigning responsibilities - Analysing strengths, weaknesses, opportunities and threats of the company and presenting the results (SWOT analysis)
Saturday, Day 14	Weekend at the disposal of the group, we will be happy to suggest cultural and other free time activities and to help organise a suitable programme.



Date	Programme
Sunday, Day 15	
Monday, Day 16	<p>9:00 – 12:00 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Writing a business plan including a financial plan - Outlining the sustainability strategy of the business <p>12:30 – 15:00 Transparent Volkswagen Factory in Dresden*</p> <ul style="list-style-type: none"> - A car factory in the city centre - architecture and logistics in harmony with the environment - business model "Transparent Factory" - Exploring the latest developments in electric mobility and digitization of the vehicle
Tuesday, Day 17	<p>09:00 – 11:00 Dresden start-up companies: Green City Solutions</p> <ul style="list-style-type: none"> - From the business idea to the start-up: Young entrepreneurs share their experiences <p>12:30 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Planning financial, human and other resources - Describing the target group(s) of the business activities <p>Afternoon: Dresden State Art Collections (Staatliche Kunstsammlung Dresden)</p> <ul style="list-style-type: none"> - Exploring world famous paintings and art collections in one of the foremost museums of the world - Discover a total of 14 museums with an exceptionally wide thematic diversity
Wednesday, Day 18	<p>09:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Describing the product/service of the company - Preparing an outline for the public relations management and advertising strategy
Thursday, Day 19	<p>09:00 – 14:30 Training: Starting a sustainable business</p> <ul style="list-style-type: none"> - Group work on the project: preparing the final presentation - Working with different presentation techniques
Friday, Day 20	<p>9:00 – 12:00 Training: Wrap-up</p> <ul style="list-style-type: none"> - Reflexion of the learning outcomes and preparation of the final presentations <p>13:00 – 14:30 Final presentations:</p> <ul style="list-style-type: none"> - Presenting the results of the project work: the sustainable business idea and business plan elaborating on its relevance <p>Handing out certificates Project evaluation</p>
Saturday, Day 21	Departure

Training programme/Description of practical training units
Suggestions for Cultural Programme/Free time activities
Study visit