

BLENDED INTENSIVE PROGRAM: ERASMUS+

SEED LAB #2

SUSTAINABLE ENTREPRENEURSHIP & ENTREPRENEURIAL MINDSET DEVELOPMENT

The EED LAB is a dynamic 3-ECTS experiential learning program combining virtual and in-person formats to develop students' entrepreneurial mindset, sustainable business skills, and innovation capacity. In partnership with Makerspace and Startup Carinthia, the program connects participants to the regional startup ecosystem while fostering a global, conscious, and sustainability-driven entrepreneurial community.

Interested in joining with your students? Please contact Eithne Knappitsch e.knappitsch@cuas.at

Organizing Partners:

FH-Prof. Dr. Eithne
Knappitsch, Carinthia
university of Applied Sciences

Dr. Anna Zinenko, Universitat
Autònoma de Barcelona
(FUABformació Escola de
Turisme i Direcció Hotelera),
Spain

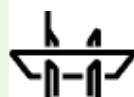
Global Case Study Challenge



Global Case
Study Challenge



Turisme i Direcció
Hotelera
Escola FUAB **Formació**



**MAKERSPACE
CARINTHIA**



**startup
carinthia**



Overview

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ECTS: 3

02

Language: ENG

03

Coordinating University Partners

FH-Prof. Dr. Eithne Knappitsch, Carinthia university of Applied Sciences, Austria

Dr. Anna Zinenko, Universitat Autònoma de Barcelona (FUABformació Escola de Turisme i Direcció Hotelera), Spain

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Cooperation Partners

Global Case Study Challenge

Start-up Carinthia

Makerspace Carinthia

Slowenischer Wirtschaftsverband Kärnten

Austrian Chamber of Commerce

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About the program

Join our dynamic **SEED LAB** (Sustainable Entrepreneurship & Entrepreneur Mindset Development) program, a compact **experiential learning program** (3 ECTS), equipping students with the competencies they need to understand and develop sustainable business ideas. **Master the art of innovating, developing sustainable business models, enhancing your entrepreneurial abilities, and pitching compelling new ideas.**

Experience the **unique blend of virtual and in-person immersive learning** in our Blended Intensive Program (BIP) to foster entrepreneurial mindset, digital communication, and sustainability skills.

In partnership with **Makerspace Carinthia** and **Startup Carinthia**, we're empowering the Alps-Adriatic startup ecosystem, linking you to a vibrant network of startups, support, and invaluable know-how.

Embrace the future with SEED LAB, fostering a **sustainable entrepreneurial culture** that addresses environmental concerns, considers the demands of conscious customers, boosts circular economy, and guarantees long-term success. **Let's create a global, conscious, and sustainable entrepreneurial community together!**

Contact partners:

Eithne Knappitsch e.Knappitsch@fh-kaernten.at or

Anna Zinenko Anna.Zinenko@uab.cat

Overview

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Why Join SEED LAB on Sustainable Entrepreneurship?

Sustainable entrepreneurship intertwines environmental and social concerns with business, promoting ventures that balance profit with planet preservation and social welfare. As we confront pressing issues like climate change, resource exhaustion, demographic shifts and biodiversity loss, businesses adopting social and sustainable practices can actively counter these threats with eco-friendly operations, renewable energy solutions, and socially-oriented and sustainable offerings. Today's consumers favor businesses demonstrating sustainability commitments, aligning with their own values. By practicing sustainable entrepreneurship, businesses can build trust, enhance brand reputation, and attract a growing segment of environmentally conscious consumers.

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Main aims and learning outcomes

- **Building foundational knowledge:** The program aims to provide participants with a comprehensive understanding of **sustainable** entrepreneurship.
- **Fostering team collaboration:** Entrepreneurship often involves working in teams, and the program aims to enhance participants' ability to work effectively together, share ideas, and leverage collective strengths.
- **Developing digital skills and learning to work remotely.** Participants will attend online sessions and have remote team buildings before the onsite part of the program.
- **Cultivating Ideation and creativity:** The program emphasizes the importance of generating innovative and **sustainable** business ideas.
- **Developing business modeling skills:** Participants will learn how to develop and refine business models and they will gain insights into **sustainable** business practices.
- **Promoting prototyping and design thinking:** The program focuses on the practical aspect of entrepreneurship by introducing participants to prototyping and design thinking methodologies
- **Addressing the fear of failure:** Entrepreneurship involves inherent risks and challenges. The program aims to address participants' fear of failure by providing a dedicated workshop to explore this topic.
- **Enhancing pitching and presentation skills:** Pitch training and preparation sessions are included to equip participants with effective communication and presentation skills
- **Last but not least,** at the end of the program participants will acquire a **sustainable** and entrepreneurial mindset while gaining a bundle of essential skills to thrive in their personal life and professional career.

Overview

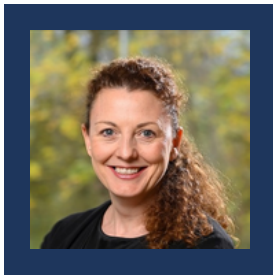
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Learning and Teaching Methods

Students learn about **sustainable** entrepreneurship and gain practical knowledge through interactive workshops and collaborating with other students in group projects. Students develop sustainable business ideas and enjoy one-to-one coaching sessions with successful entrepreneurs, business owners and consultants. The culmination is the pitching competition where participants' creativity, entrepreneurial mindset and pitching skills will be challenged.

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Program Designers



FH-Prof. Dr. Eithne Knappitsch is a university lecturer and corporate trainer living and working in southern Austria. With a focus on teamwork, leadership, and Diversity and Inclusion, Eithne strives to promote conscious personal and professional leadership in her training and teaching. As a professor of intercultural management and a TEDx curator, she brings an entrepreneurial mindset to all her endeavors and a dynamic and engaging approach to training. Eithne is a former President of SIETAR Austria and co-founder of the Global Case Study Challenge, a non-profit driving a future-oriented movement of global, conscious, and **sustainable** thinkers and leaders.



Dr. Anna Zinenko, a sustainability professional, university lecturer, and trainer based in Barcelona. With a holistic teaching philosophy, Anna constantly interconnects different subjects, teaching approaches, and cultures while embedding **sustainability** and its principles into her classes. Her research interests include sustainability strategy, corporate social responsibility instruments, and sustainability integration in diverse cultural frameworks. With a background in corporate **sustainability** and a passion for learning, Anna is here to guide you through the steps of establishing social and **sustainable** entrepreneurship projects. Anna is also Creative Operations lead at the Global Case Study Challenge.

Join Eithne and Anna, an award-winning learning design team, for this extraordinary entrepreneurial learning experience. They are both passionate about sustainability, entrepreneurial-thinking, and innovative, fun & meaningful learning experiences.

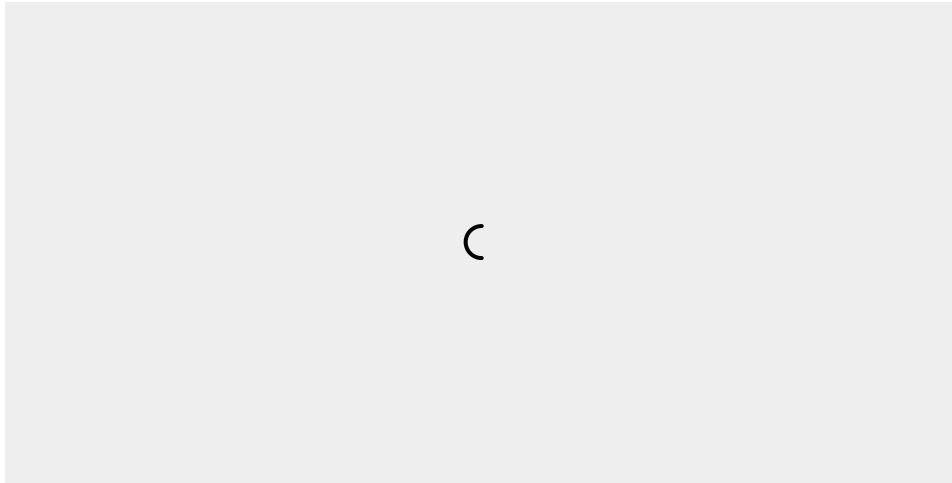
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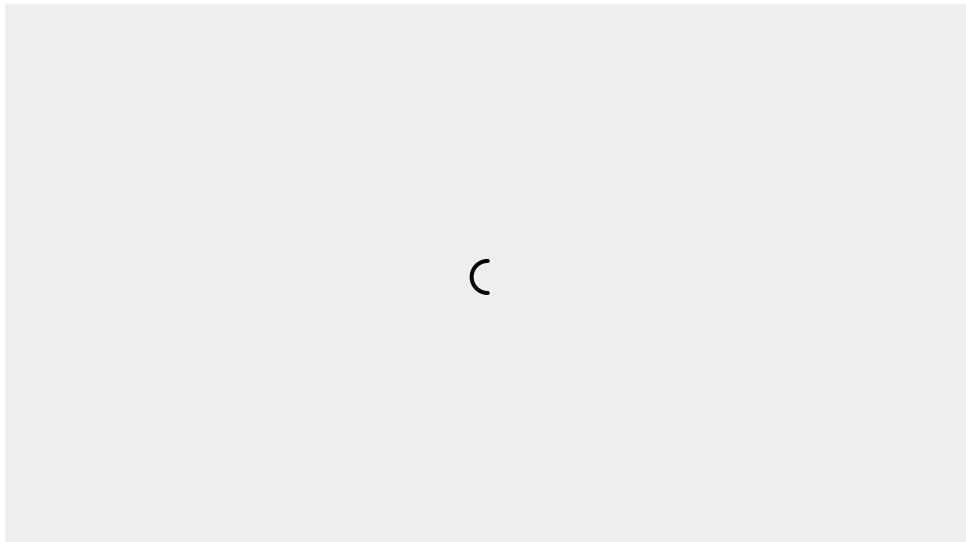
Anna Zinenko Anna.Zinenko@uab.cat

Previous editions

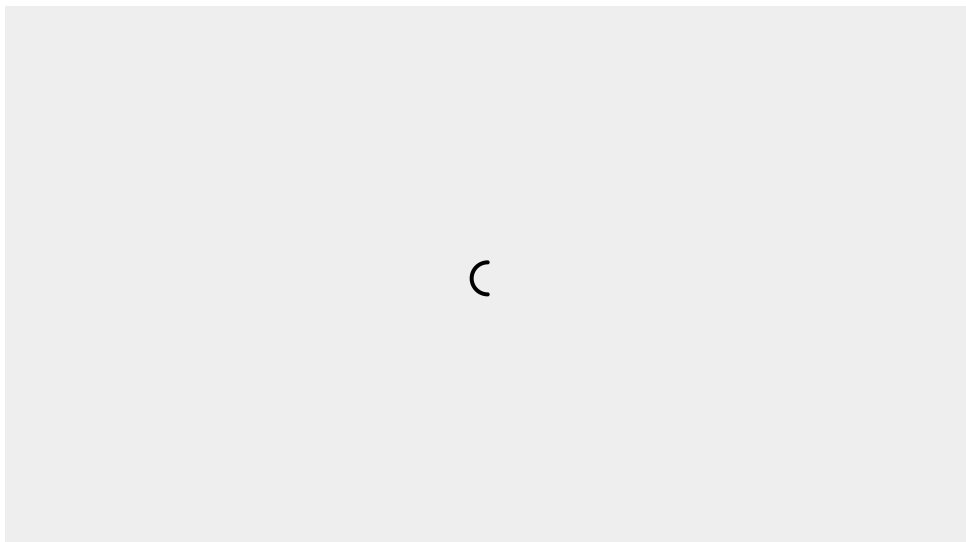
Video 1: https://youtu.be/Fys7wwZEYOI?si=jucQuNvjjAg77P_F



Video 2: https://youtu.be/-EvWLQ1C_T8



Video 3: <https://youtu.be/G7avqrQlzoU>



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SEED LAB: SUSTAINABLE ENTREPRENEURSHIP PROGRAM

PART 01 Virtual Sessions

- **Session 1 :**

Nov 10 - 18:30-21:00 (CET) Kick-off & Team-Building

- **Session 2:**

Nov 17 - 18:30-21:00 (CET) Sustainable Entrepreneurship & Sustainable Business Model Design

- **Session 3:**

Nov 24 - 18:30-21:00 (CET) Idea Generation & SDGs

PART 02 Onsite Makerspace Workshop

From innovative ideas to Marketable Sustainable Products

- **Dec 01, Mon (9:00-17:00)**
 - Team-building activity
 - A guided tour of the Makerspace
 - Workshop on Ideation
- **Dec 02, Tue (9:00-17:00)**
 - Prototyping and Design Thinking
 - Business idea group-work
- **Dec 03, Wed (9:00-17:00)**
 - Business Model Canvas
 - Business idea group-work and one-to-one coaching
- **Dec 04, Thu (10:00-20:00)**
 - Fear of Failure Workshop
 - Pitch training
- **Dec 05, Fri (9:00-17:00)**
 - Group work and pitch preparation
 - Pitching competition with a jury
- **Dec 06, Sat (9:00-13:00)**
 - Learning Transfer

PART 03 Reflection

- **Virtual session 4:**

Dec 15 - 18:30-20:00 (CET)

Location

9020 Klagenfurt

MAKERSPACE, LASTENSTRASSE 26

STUDENT ACCOMMODATION

Kolpinghaus Klagenfurt-Ost (nearest)

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<https://gaestehaus.kolping-klagenfurt.at/>

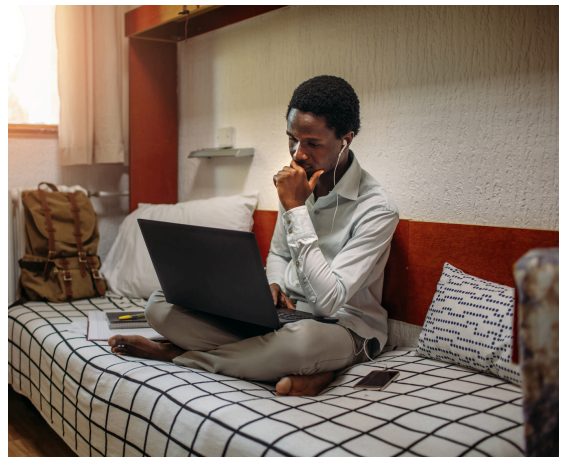
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<https://www.oejhv.at/jugendherbergen/kaernten/klagenfurt/>



HOTELS IN THE CITY



City Hotel Ratheiser

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<http://city-ratheiser.carinthiatophotels.com>

Ibis Klagenfurt

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