

Sustainable Entrepreneurship and Eco-Innovation

Research and teaching of the Professorship of Innovation Management and Sustainability centers on sustainable entrepreneurship and eco-innovation. The main focus of current research are the following projects:



The worldwide first national start-up initiative for the Green Economy

The start-up initiative “StartUp4Climate” focuses on the consistent alignment of start-up support systems in Germany with climate protection and sustainability goals. It creates a targeted focus on start-up activities which can both open up new economic opportunities and create the basis for a new, long-term approach to reducing greenhouse gas emissions. StatUp4Climate is a joint project. Prof. Fichter and his team are collaborating with the Borderstep Institute for Innovation and Sustainability, Berlin, and the ADT German Association of Innovation, Technology and Business Incubation Centers.

The main activities of Prof. Fichter and his team are:

- Methodology and tools for the development of sustainable business models with the Sustainable Business Canvas
- Implementation of measures for information, training and consulting of green entrepreneurs and start-ups
- Find more at: www.startup4climate.de | www.start-green.net/tools



Network Innovation & Start-up for Mitigation and Climate Adaptation

NIK is a regional network conducted by the University of Oldenburg. It has got long-term experience in both: research and consultancy in the field of climate adaptation and protection, innovation and entrepreneurship. NIK helps regional enterprises and start-ups to develop new solutions for climate change adaptation. Learn more at: www.n-i-k.net

Master module „Eco-venturing“

- Students work with entrepreneurs to develop green ventures
- Hands-on experience
- Every winter semester



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Research

- Eco-Innovation & Green Economy
- Sustainable Entrepreneurship
- Corporate Strategies for Adaptation to Climate Change

Teaching

- Innovation Management
- Sustainable Entrepreneurship
- Eco Venturing
- Extra Occupational: MBA Innovation Management

Selected Publications

- Bergset, L. & Fichter, K. (2015). Green start-ups – a new typology for sustainable entrepreneurship and innovation research. *Journal of Innovation Management*, 3 (3), 118-144.
- Fichter, K. und Tiemann, I. (2015). Das Konzept „Sustainable Business Canvas“ zur Unterstützung nachhaltigkeitsorientierter Geschäftsmodellentwicklung, Oldenburg und Berlin.
- Fichter, K. & Clausen J. (2013). Erfolg und Scheitern "grüner" Innovationen. Marburg: Metropolis