



# Green Entrepreneurship and Eco-Innovation

Research and teaching of the Professorship of Innovation Management and Sustainability centres on green 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 Centres.

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

- Methodology and tools for the development of sustainable business models
- Implementation of measures for information, training and consulting of green entrepreneurs and start-ups
- Find more at: [www.startup4climate.de](http://www.startup4climate.de)

## 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](http://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
- Green Entrepreneurship
- Corporate Strategies for Adaptation to Climate Change

### Teaching

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

## Selected Publications

Scheider, T. & Fichter K. (2014): Unternehmerische Klimaanpassung: Empirische Befunde einer Unternehmensbefragung.

Fichter, K. & Clausen J. (2013). Erfolg und Scheitern "grüner" Innovationen. Marburg: Metropolis

Fichter, K. & Hintemann, R. (2014). Beyond Energy: The Quantities of Materials Present in Data Centers. Journal of Industrial Ecology