

# Sustainable Entrepreneurship and Eco-Innovation

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

## Master Module „Eco-Venturing“

- Students work with entrepreneurs to develop sustainable business concepts for green future markets
- Hands-on experience with chance of further business contact
- Team-teaching and coaching with Endowed Chair of Entrepreneurship
- Every winter semester
- Award-Winning Course (Hans Sauer Prize, in the Competition for the promotion of Environmental Innovations)

## ScaleUp4Sustainability Student-Business-Collaboration in Green Venturing (Erasmus+ project)

- Transnational Cooperation between the University of Oldenburg, the University of Linköping (Sweden), the Avans University (Netherlands) and several business partners to improve student-business collaboration in green venturing
- Evaluation of outputs and outcomes of existing approaches of green venturing in these partner countries will lead to newly developed approaches and tools of teaching and learning sustainable entrepreneurship
- We will facilitate and boost the transnational exchange of knowledge and experiences with university-business collaboration in green venturing and disseminate good practices and knowledge in university-related green venturing across Europe
- Students could directly participate via Eco-Venturing and be part of a European Knowledge Alliance.
- Sustainability 4all will start on 1st november 2018 and will be financed 3 years.



## Network Innovation & Start-up for Mitigation and Climate Adaptation

- Regional network conducted by the University of Oldenburg
- Long-term experience research and consultancy in the field of climate adaptation and protection, innovation and entrepreneurship.
- Current activities: Design and development of educational modules to integrate climate adaptation into the management disciplines.
- Projects are „Klima-LO: Climate adaptation management within Learning Organisations“ and „Klima Wa?: Development of training modules for municipalities on the use of GIS-based instruments for adaptation to climate change“
- Learn more at [www.n-i-k.net](http://www.n-i-k.net)



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### Research

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

### Teaching

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

## Selected Publications

Breuer, H.; Fichter, K.; Lüdeke-Freund, F. & Tiemann, I. (2018). Sustainability-oriented Business Model Development: Principles, Criteria, and Tools. in: International Journal of Entrepreneurial Venturing. Vol. 10, No. 2, 2018

Tiemann, I; Fichter, K. & Geier, J. (2018). University support systems for sustainable entrepreneurship: insights from explorative case studies. in: International Journal of Entrepreneurial Venturing. Vol. 10, No. 2, 2018.

N. Bank, K. Fichter & M. Klofsten (2017): Sustainability-profiled incubators and securing the inflow of tenants - the case of Green Garage Berlin. in: Journal of Cleaner Production, 157 (2017), 76-83.