

## 1st GIZ Summer Academy on Sustainable Entrepreneurship 2014

Organized jointly by the GIZ Programme Private Sector Development South Caucasus (PSD SC) and the GIZ Country Office Bavaria

September 7 – 13, 2014

### 1.1 Tentative Program (13.08.2014)

<b>Monday 08.09.2014: Tailor made input on sustainable entrepreneurship and value chain development</b>		
<b>Time</b>	<b>Topic</b>	<b>Resource Persons and Experts</b>
09.-09.30	<b>Welcoming Address</b>	Mrs. Marita Riedel (Private Sector Development South Caucasus Programme Director)
	<b>Introduction to GIZ Bavaria</b>	Mrs. Doris Beck (GIZ State Office Bavaria, Senior Project Manager)
09.30-10.15	<b>Introduction of participants and program</b>	Mrs. Susanne Arlinghaus (Facilitator)
	Coffee/ Tea break	
10.45-12.00	<b>Introduction to the topics Sustainable Entrepreneurship and Value Chain Management</b> <ul style="list-style-type: none"> <li>• Introduction and overview</li> <li>• Dialogue</li> </ul>	LMU Entrepreneurship Center Ludwig-Maximilians-Universität Munich Dr. Dominik B. Domnik
12.00-13.00	<b>Certification systems for sustainability – the ISO norms</b> <ul style="list-style-type: none"> <li>• ISO 9000/14000 and/or 26000</li> <li>• Audits and certificates</li> <li>• Challenges and Advantages</li> <li>• How does certification actually influence the sustainability of an enterprise</li> </ul>	Dr. Herfried Kohl Vice President Certification of Management Systems TUV Rheinland Group
13.00	Lunch	
14.00-15.00	<b>Responsible Business Conduct (RBC) – OECD guidelines</b> <ul style="list-style-type: none"> <li>• Role of RBC</li> <li>• OECD Guidelines</li> <li>• Adaptation for SME</li> </ul>	OECD, Paris Mrs. Mari-lou Dupont



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15.00	<b>Practical implementation of Sustainable Entrepreneurship – PREMA as a tool - workshop</b> <ul style="list-style-type: none"> <li>How can Sustainable Entrepreneurship be “translated” into practical application for a company or an institution promoting the topic?</li> </ul>	PREMANET Mr. Alfons Ims
16.30	<b>Conclusions for the participants</b>	Which were new insights for us today? What do we want to apply? What do we want to continue working on?
18.30	Dinner	
19:00 – 20:00	<b>Marketplace – Exhibitions of all participating organizations and exchange</b>	

<b>Tuesday 09.09.2014: Sector specific approaches and German best practice examples</b>		
<b>Time</b>	<b>Topic</b>	<b>Guiding Questions</b>
09.00-10.30	<b>Private sector promotion for sustainable entrepreneurship – a federal point of view</b> <ul style="list-style-type: none"> <li>Instruments of private sector support</li> <li>Business promotion for the Tourism sector</li> </ul>	Ministry of Economy, Stuttgart Mr. Stefan Mogler
10.30-10.45	Coffee-Tea Break	
10.45-12.00	<b>Sustainable Tourism - an international overview</b> <ul style="list-style-type: none"> <li>Success Factors</li> <li>Potential areas for transfer of experiences to SC</li> </ul>	GIZ Sector Sustainable Tourism Mr. Klaus Lengefeld
12.00-13.00	<b>Sectoral Workshops –</b> <ol style="list-style-type: none"> <li><b>Organisation, certification and the niche of QVEVRI in the wine sector</b></li> <li><b>Sustainable regional tourism - a German example and in SC</b></li> </ol> <p>Sustainable Tourism in SC</p> <ul style="list-style-type: none"> <li>SWOT Analysis</li> <li>Yield- and demand management</li> </ul> <p>Tourism Marketing in the German Region Uckermark (Winner of the Award Sustainable Tourism)</p>	Studiosus Reisen München GmbH (Travel Agency with Sustainable Tourism Engagement) Edwin Doldi Regional Manager for South Caucasus  TMU Tourismus Marketing Ms. Leonie Umbach Uckermark GmbH



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	<ul style="list-style-type: none"> <li>• What make the tourism in the region sustainable?</li> <li>• What is the target group?</li> <li>• Which are specific sustainable offers in the region?</li> <li>• How was the concept developed?</li> <li>• What are results?</li> </ul> <p>Association of organic wine – ECOVIN</p> <ul style="list-style-type: none"> <li>• Organic wine production: definition and practice in Germany</li> <li>• Scope of the organic market and marketing</li> <li>• Institutional organization of the ECOVIN association</li> <li>• Regional links to SC</li> </ul> <p>QVEVRI wine – a sustainable niche?</p> <ul style="list-style-type: none"> <li>• Services for wine producers in the region Franconia / Bavaria from the Government</li> </ul>	<p>ECOVIN Mr. Paulin Köpfer, Baden</p> <p>Bezirk Unterfranken (Institution of the District Government) Mr. Stefan Kraus Consultant for wine production, storage and marketing)</p>
13.00	Lunch	
14.00	<b>Ongoing Workshops after Lunch</b>	
16.30	<b>Exchange and conclusions for the participants</b>	Which were new insights for us today? What do we want to apply? What do we want to continue working on?
18.30	Dinner	

<b>Wednesday 10.09.2014: Business innovation for all phases of entrepreneurship</b>		
<b>Time</b>	<b>Topic</b>	<b>Guiding Questions</b>
09.00	<p><b>Workshops – Start-ups and innovative business models As well as Sustainable supply chain development</b></p> <p>Short presentation to the following workshops</p> <p>WG 1: Start-ups and innovative business models How do I innovate and develop my business model?</p> <ul style="list-style-type: none"> <li>• From the idea to the business case</li> </ul>	<p>LMU Entrepreneurship Center Ms. Julia Klinger</p>



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12:30	<ul style="list-style-type: none"> <li>Key issues for a sustainable innovation process</li> </ul> <p>WG 2: Framework conditions for sustainable supply chain development</p> <ul style="list-style-type: none"> <li>Methodology and analyses of SSC</li> <li>Framework conditions</li> <li>Tailor made solutions and development of options within SSC</li> </ul> <p><b>Exchange and conclusions for the participants</b></p>	<p>International Value Links Association Mr. Wolfgang Wiegel</p> <p>Which were new insights for us today? What do we want to apply? What do we want to continue working on?</p>
13.00	Lunch	
13.45	<p><b>Departure to Weihenstephan</b> <b>Visit of the City Centre and Dome</b> <b>Guided Tour at the Brewery Weihenstephan</b> (oldest brewery in the world!)</p>	
18:00	Dinner at the restaurant Bräustüberl, Weihenstephan	
20:00	Departure to Feldafing	

<b>Thursday 11.09.2014: Stakeholder coordination for promoting Sustainable Entrepreneurship and Value Chain Management</b>		
<b>Time</b>	<b>Topic</b>	<b>Guiding Questions</b>
09.00-10:00	<p><b>Private Sector and climate change adaptation in South Caucasus – challenges and opportunities</b></p>	<p>Josef Seitz Director International Expert for Environment, Economy und Sustainable Development</p>
10:00-10:30	<p><b>German Business Associations</b></p> <ul style="list-style-type: none"> <li>Services for their members</li> <li>Framework conditions within the EU</li> <li>Public-Private-Partnership Programs</li> </ul>	<p>Chamber of Commerce Nürnberg Ms. Almuth Dörre (EZ-Scout and CSR-Manager)</p>
11:00-11:30	<p>Wine and tourism in Bavaria – concepts for links between sectors</p>	<p>Bavarian Ministry of Agriculture Mr. Wheeler, Wine Department</p>
11:30	<p><b>Workshops</b> <b>1 Capacity Building and Certification in tourism</b> <b>2 Capacity Building and international cooperation in the wine sector</b> <b>3 Import / Export: Services from the chamber</b></p> <p>Elevator pitches leading to the workshops:</p>	



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	<p>Jade University, Wilhelmshaven</p> <ul style="list-style-type: none"> <li>• Innovation and entrepreneurship in sustainable tourism</li> <li>• Capacity Building in the tourism sector</li> </ul> <p>Tour Cert/ KATE – EcoCertification in Tourism</p> <ul style="list-style-type: none"> <li>• Development of the Certification Mechanism of Tour Operators (as opposed to single hotels) and their value chain</li> <li>• Practical checklist (web-based) for local actors (e.g. hotels, guides) to work on their performance to be TourCert committed</li> <li>• Regional example of Multi-Stakeholder-Approach for regional approach to sustainable tourism in “Nachhaltigkeits-Check Baden Württemberg”</li> </ul>	<p>Gila Altmann TEMPUS Projectmanager Jade University University of Applied Sciences Wilhelmshaven/Oldenburg/Elsfleth</p> <p>Florian Tögel KATE/ TourCert</p>
	<p>Wine Campus Neustadt</p> <ul style="list-style-type: none"> <li>• Sustainable enology and wine making</li> <li>• Organisational and political frame</li> <li>• Dual system as a capacity building approach</li> <li>• (International) marketing</li> <li>• International cooperation and introduction of training in SC</li> </ul> <p>The Bavarian Georgian cooperation in wine production</p>	<p>Wilhelma Metzeler Dr. Binder (DLR Rheinland Pfalz)</p> <p>Bavarian Ministry of Agriculture Mr. Wheeler, Wine Department</p>
	<p>German Business Associations</p> <p>Capacity Building Measures Successfactors for PPP and other financing</p>	<p>Chamber of Commerce Nürnberg Ms. Almuth Dörre (EZ-Scout and CSR-Manager)</p>
13.00	Lunch	
14:00	<b>Continuation of the workshops</b>	
15:30	<p><b>Exchange, conclusions from the Summer Academy – preparation of presentations</b></p> <p>Which are the lessons learnt for us? What can we apply in SC? Which could be next practical steps? Which would be our idea of cooperation with GIZ?</p>	<p>Susanne Arlinghaus and other facilitators in parallel groups</p>



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	Preparation of presentations for Friday	
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<b>Friday 12.09.2014: Conclusions for SC and GIZ cooperation</b>		
<b>Time</b>	<b>Topic</b>	<b>Guiding Questions</b>
09.00	<b>Presentation and exchange of results and conclusions</b>	
11.00	<b>Introduction to Human Capacity Development, needs analysis and first sketch of concept</b> <ul style="list-style-type: none"> <li>• What could be a contribution from GIZ HCD perspective?</li> </ul>	Doris Beck
		Marita Riedel
11.30	<b>Evaluation of Summer Academy</b>	Susanne Arlinghaus Doris Beck
12.00	Lunch	
13.00	<b>Cultural Excursion Boat Trip to the "Rose Island" Guided Tour at the Island</b>	Boat Trip to the "Rose Island" Guided Tour at the Island (World Heritage)
17.00	<b>Final dinner and Farewell</b>	By Mrs. Marita Riedell  Hotel Lidl, Tutzing, Directly near Lake Starnberger See

	<b>Saturday 13.09.2014 – Individual Departures</b>	
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