

## ORGANISATIONS



# StartLife

FOSTERING ENTREPRENEURSHIP

StartLife is an organisation that supports new businesses throughout the setting-up process; from awareness and the development of business competencies to individual coaching trajectories, market/business development, operational management and finding financial support.



Green Office Wageningen works towards a more sustainable mind-set and practice at the Wageningen UR. We bring the change from inside, by involving students and employees in sustainability. We believe that the best results can be achieved if students and employees work together and apply obtained knowledge to create a sustainable campus environment. Green Office creates awareness, inspires, initiates and supports different projects aimed at making Wageningen UR a more sustainable institution. We are linking, learning and innovating for a more sustainable Wageningen UR.



Wageningen Environmental Platform (WEP) is a student organization, a platform for students with a pro-active stance towards sustainability in their direct surroundings. WEP organizes activities, discussions, workshops and promotes local initiatives. WEP offers support to students who come up with ideas of their own, and aims to connect students and sustainability-related initiatives within the community of Wageningen.

## CONTACT INFORMATION

If you have any questions, please contact Rianne Steenbergen of Green Office Wageningen.

Email: [greenoffice@wur.nl](mailto:greenoffice@wur.nl)



# ENTREPRENEURSHIP FOR SUSTAINABILITY

Innovative programme in which you'll receive professional support to set up your sustainability initiative

Do you want to find out how social entrepreneurship can support our journey towards a sustainable future?

Do you want to learn how to create, develop and realise your sustainable ideas?

Do you want to have actual impact on the campus and beyond?

**Get on board this tailor-made programme!**

**With workshops, coaching, feedback sessions and a pitching event (8 in total)**

**From 2<sup>nd</sup> of March until June 2015**

Subscribe now, limited places available  
Check [www.greenofficewageningen.nl](http://www.greenofficewageningen.nl)



## INTRODUCTION

The aim of the programme Entrepreneurship for Sustainability is to inspire and support students to set up their own sustainability initiative that will have direct positive impact on the campus and beyond. The programme consists of plenary meetings, workshops, coaching and feedback sessions in which you'll receive professional support to create and test an idea and develop your idea into a project or business plan. At the pitching event you'll present your plan, receive a certificate and perhaps even win a prize for the best plan and pitch. Afterwards, you may get the opportunity to receive support from StartLife, Green Office and WEP to actually realise your idea!

You're encouraged to start locally, which means that you have to develop an idea which is related to the campus or your study or working environment. This is very broad; you could think of campus development, biodiversity on the campus, student housing, transport, food and so on. Use your creativity! Afterwards, you can scale up your initiative beyond Wageningen.

## LEARNING OUTCOMES

This programme gives you the opportunity to:

- Learn how social entrepreneurship can support our journey towards a more sustainable society
- Learn how to create, develop and test your ideas
- Apply tools and business models
- Learn how to perform a successful pitch
- Gain hands-on experience in setting up a sustainability initiative
- Contribute to your professional development in the field of sustainability
- Increase your network in the field of sustainability

## PROGRAMME OUTLINE

The exact content of the workshops will be adapted to the needs of the participants. There will be 8 meetings in total, which will generally take place on Mondays at 20.00 in the StartHub (Building 119).

Session	Topic	Week: date
1	<b>Open discussion evening Social Entrepreneurship</b> What does (social) entrepreneurship actually mean? How can (social) entrepreneurship contribute to a sustainable future?	Week 27 2/3/15 8 to 10 pm
2	<b>Creativity workshop</b> Generation of ideas on how to enhance sustainability in study environment. We will focus on creating napkin sketches of ideas and provide tools and methods on talking to customers/target groups. Homework: talk to people and figure out if your ideas has legs.	Week 29 16/3/2015 8 to 10 pm
3	<b>Workshop 'How to realise ideas?'</b> Introduction to innovative business models that focus on creating social and environmental value. Homework: develop your idea and business plan.	Week 30 24/3/2015 5.30 to 10 pm Incl. dinner
4	<b>Coaching and feedback session</b> Discuss idea and business model.	Week 31 30/03/2015
5	<b>Coaching and feedback session</b> Going into depth and modifying plan.	Week 34 20/4/2015
6	<b>Workshop: Pitching and Mobilizing people &amp; resources</b>	Week 37 11/5/2015
7	<b>Coaching and feedback session</b> Pitching and mobilizing	Week 39 18/5/2015
8	<b>Pitching event</b>	Week 40 1/06/2015
9	<b>Support to realise idea (optional)</b>	After week 40

## SUBSCRIPTION AND PAYMENT

- You can subscribe via <https://eventbrite.nl/event/15740717911/>
- Subscription is open until 12th of March 2015.
- Costs for participation in the programme are €20.
- Maximum number of participants for the programme is 25. If more students subscribe to the programme facilitators will select students on the basis of the filled-in subscription forms. If you're not selected, your fee will be refunded.
- If you fully participate, you'll get an official certificate in the end. This means that you have to attend 7 out of 8 meetings and participate actively during the meetings.
- Participants can develop their ideas individually or form groups.

## COACHES AND FACILITATORS



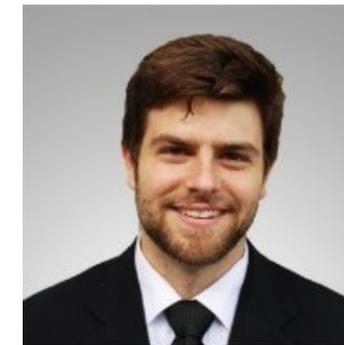
**Bart Doorneweert (ECS WUR & LEI)**

Bart Doorneweert is involved in a host of projects concerning sustainable development in agricultural production. He works together with agri-entrepreneurs and businesses to develop new business models.



**Thomas Lans (ECS WUR)**

Thomas Lans is assistant professor at Wageningen University. He is co-founder of Quente. Quente specialises in fostering learning in and for entrepreneurship within educational and business environments.



**Alexander Joyce**

Alexandre Joyce works as an advisor in sustainable development for the Institute for product development (IPD). He helps innovation teams take environmental concerns into account during the design phase and integrate sustainability in their product development process.



**Stefano Pascucci (MST WUR)**

Stefano is an agricultural and new institutional economist. His research interests are related to the economics and organization of agribusiness, with a specific focus on innovation and sustainability.



**Gitte Schober**

Gitte Schober works for StartLife and has over 15 years experience in supporting entrepreneurs in the field of strategy, innovation and HR. Her interest lies in the development of entrepreneurship within the Food Valley.