



Universidade de Évora
Universidad de Extremadura
Università degli Studi di Parma
Otto-Von-Guericke-Universität Magdeburg
ATU - Atlantic Technological University
Wroclaw University of Environmental and Life Sciences
University of Gävle
Universitatea Din Oradea
Université D'Angers

Edital

Applications for Admission: Curso de formação em Entrepreneurship and Innovation
for Sustainability (Entrepreneurship and Innovation for Sustainability)
Academic Year 2025/2026

1. The program is promoted by

Universidade de Évora - Escola de Ciências Sociais
Universidad de Extremadura
Università degli Studi di Parma
Otto-Von-Guericke-Universität Magdeburg
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Wroclaw University of Environmental and Life Sciences
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2. Study program in Consortium

- a. **Type of Consortium:** International
- b. **Type of Consortium:** Diploma to be awarded only by one of the Partner Institutions
- c. **Type of Agreement:** Rotating (administrative-financial management under the responsibility of the edition host institution)
- d. **Coordinator Institution:** Universidade de Évora
- e. **Partner Institutions:**
 - Universidade de Évora
 - Universidad de Extremadura

- Università degli Studi di Parma
- Otto-Von-Guericke-Universität Magdeburg
- ATU - Atlantic Technological University
- Wrocław University of Environmental and Life Sciences
- University of Gävle
- Universitatea Din Oradea
- Université D'Angers

f. **Specific Regulation:** No

g. **Host Institution:** Universidade de Évora

h. **Applications place:**

i. **Executive Program Committee:**

Hernâni Zão Oliveira (Universidade de Évora) Cesaltina Pires (Universidade de Évora) Rui Quaresma (Universidade de Évora) Anna Backlund (University of Gävle) Anca Dodescu (Universitatea Din Oradea) Anna Laskowska (Wrocław University of Environmental and Life Sciences) Chloe Maillet (Université D'Angers) Daniel Milanese (Università degli Studi di Parma) Gerald Bohm (Otto-Von-Guericke-Universität Magdeburg) José María Gama Gama (Universidad de Extremadura) Kieran Ryan (ATU - Atlantic Technological University)

3. Program description

This Blended Intensive Programme aims to equip students and researchers with skills necessary to develop and implement sustainable entrepreneurial business models, improving knowledge about Industrial Property and Negotiation in the context of the new paradigm related to the Circular Economy. The programme consists of 8 modules that combine theoretical knowledge with a collaborative problem-solving simulation through a capstone project. The first seven online modules are completed with 1 intensive in-person workshop, providing a comprehensive understanding of sustainable entrepreneurship and innovation.

4. Objectives

1. Understand the Foundations of Sustainable Entrepreneurship
 - Define sustainable entrepreneurship and explain its role in balancing economic, environmental, and social objectives.
 - Analyze key principles and frameworks that support sustainability-driven business innovation.
2. Apply Design Thinking and Ideation Techniques
 - Use human-centered design processes to identify user needs, define problems, and generate creative, viable solutions.
 - Employ practical ideation tools to develop innovative ideas aligned with sustainability goals.
3. Develop and Evaluate Sustainable Business Models
 - Explore and compare various sustainable business frameworks, including circular economy and social entrepreneurship.
4. Navigate Legal and Regulatory Landscapes
 - Understand intellectual property protection, environmental regulations, and compliance standards.
 - Learn to manage legal risk while ensuring sustainable innovation and ethical governance.
5. Translate Business Models into Actionable Business Plans
 - Transform conceptual models into full business plans covering strategy, operations, finance, and market positioning.
 - Demonstrate the ability to clearly articulate a value proposition and execution roadmap.
6. Implement Sustainable Marketing and Sales Strategies
 - Design marketing strategies that integrate eco-conscious branding, transparency, and ethical practices.

- Develop sales techniques tailored to circular economy principles, emphasizing longevity, reuse, and resource efficiency.

7. Explore Leadership Styles for Sustainability

- Analyze leadership models (e.g., transformational, servant, ethical) and their impact on driving sustainability.

- Reflect on real-world case studies to identify traits of effective, visionary leadership.

8. Secure Funding for Sustainable Enterprises

- Identify and evaluate various funding sources, including grants, impact investors, and green financial instruments.

- Build financial literacy in budgeting, forecasting, and investor-ready financial planning for startups.

9. Master Strategic Decision-Making and Negotiation

- Learn structured approaches to decision analysis and the psychology of negotiation in business contexts.

- Engage in realistic simulations to enhance strategic thinking, risk assessment, and deal-making skills.

10. Prototype, Pitch, and Present Innovative Solutions

- Translate validated ideas into functional prototypes using iterative design and stakeholder feedback.

- Develop and deliver compelling pitches to investors and industry experts during a final demo week, showcasing the market viability and sustainability impact of the proposed solutions.

5. General conditions of access and admission

i Specific admission conditions

Open to students and researchers from partners from the EU GREEN Alliance.

6. Maximum number of admissions

- Maximum number of admissions: 40

7. Minimum number of students

Minimum number of students: 15

8. Tuition fee

- Tuition fee: 0,00 €

9. Organization / Duration

a. **Duration of the program:** 8 weeks

b. **Number of ECTS of the program:** 6

10. Learning Type

b-Learning

11. Schedule type

Mixed

12. Classes schedule (week days and schedule)

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13. Program Dates

- Program Start Date: November 24, 2025
- Program End Date: November 28, 2025

14. Application Dates

- Applications Start Date: -
- Applications End Date: -
- Announcement of Results (until): November 21, 2025
- Enrollments Start Date: November 28, 2025
- Enrollments End Date: December 5, 2025

November 27, 2025

The Rector

Hermínia Vasconcelos Vilar