

Workshop “Climate Collage” Summer Semester 2022

Name of the course	Climate Collage – the Big Picture of the Causes and Consequences of Climate Change” and its Implications for Business Strategy and Innovation
Name of the lecturer	Susan Penrose
Description of the course	<p>The Climate Collage is an introduction to how the climate works and the consequences of its disruption. Created by the French association “La Fresque du Climat”, it aims to make one million people aware of the challenges of the climate.</p> <p>This one-day workshop is run in two sessions. The first is dedicated to building a picture of the climate crisis as outlined by the latest IPCC report and includes a debrief, where we share our opinions and feelings. This is an important precursor to the second session, in which we focus on solutions and the implications for business strategy and corporate management. Students will consider how climate issues are currently affecting consumer and employee attitudes and behaviours and how these are likely to change in the future.</p> <p>Having established the strategic context students will consider initiatives and entrepreneurial ventures which are helping to address critical environmental problems and will have a chance to brainstorm their own eco-innovations.</p> <p>The Climate Collage can be attended as a stand-alone workshop, but is particularly beneficial when combined with the International Marketing and Strategic Innovation course. The focus of the latter 33-hour course will be on how companies can win by innovating smartly and integrating their strategies with social and environmental challenges, creating lasting value and strong brands that will build sustainable competitive advantage.</p>
Dates	Sat. 2 nd April, 9am – 16.15
Kind of exam	When combined with the International Marketing and Strategic Innovation course the final assessment will be a Group Project and supporting Marketing Plan
Prerequisites required	
Recommended reading	Provided during the workshop
Working language	English
Available seats	6-8 per Workshop