Wintersemester 2019/20

Title of the course: PRODUCT ECO-INNOVATION AND ENVIRONMENTAL MANAGEMENT

Period: November 4th - November 7th 2019

Professor Gregor Radonjič
University of Maribor, Faculty of Economics and Business, Slovenia

Objectives of the course:

Nowadays it is almost impossible to run any long-termed industrial business ignoring environmental protection topics. Not just because of the regulation but also due to the costs and consumers and company’s image. Moreover, sustainability requirements and methodologies are growing in number and complexity. The question arises on how companies impact the environment, what options do they have to be more environmentally friendly, how to recognize the most influential activities and product life stages etc.

Participants will learn:

- what is behind the concept of eco-innovation and environmental management
- how to integrate eco-criteria into product development
- why it is so important to understand direct and indirect environmental impacts of industrial company
- how to implement environmental management into business strategy
- why it is not easy to recognize what a "green" product is supposed to be
- how to calculate carbon footprint as one of very trendy environmental indicators
- which are methodological and conceptual shortcomings of carbon footprinting

Description of the course:

Four meetings with students are planned. Within first and second meeting two lectures will be given to present and discuss theoretical background on the main topics of eco-innovation and environmental management practices. Both lectures will be backed with case studies from industry. At the third meeting, teams/groups will be formed and team work will begin. Topics for each project will be given and the students will start to work on their case studies. Also, topics and structure of the final presentation will be discussed together with the lecturer. Last meeting is dedicated to oral and slides presentation of the students. Each group will present their main findings and give comments and proposals for improvements.
SCHEDULE OF COURSE ACTIVITIES

1) Lecture 1: INTEGRATION OF ENVIRONMENTAL MANAGEMENT AND TECHNOLOGY MANAGEMENT

Content / Topics: Where are links and synergies between technology and environmental management; how companies impact the environment; environmental strategies of companies; role and requirements of environmental management (cases of ISO 14001 and EMAS); life cycle management concept

Duration: 2 hours
Date: Monday 04.11.2019 16-18 Uhr  W 112

2) Lecture 2: Topics: HOW TO UNDERSTAND THE CONCEPT OF "GREEN" PRODUCT ECO-INNOVATION

Content / Topics: Classification of eco-innovation; eco-criteria for products; tools and methods for environmental assessment of products, carbon footprint

Duration: 2 hours
Date: Tuesday 05.11.2019 18-20 Uhr  W 113

3) Seminary / Group work

Team work in a classroom with laptops and internet research guided by the lecturer; discussion with each group

Date: Wednesday 06.11.2019 18-20 Uhr  VG 0.15
Duration: 2 hours

4) Presentations of students projects/case studies

Date: Thursday 07.11.2019 18-20 Uhr  W 116
Duration: 2 hours

COURSE EVALUATION:

Individual participation (first half of the course): 20%
Team work participation (second half of the course): 30%
Oral presentation of project: 50%
TOTAL: 100%
Die verbindliche Anmeldung findet per E-Mail statt. Die Anmeldung ist zu richten an: sekretariat.dowling@ur.de

Die Anmeldung muss folgende Daten beinhalten:
- Name
- Matrikelnummer
- Studienfach
- Fachsemester
- Pflichtseminar oder Nicht-Pflichtseminar
- Bereits belegte Veranstaltungen des Lehrstuhangebots
- Ständige E-Mail-Adresse

**Anmeldezeitraum:**

Der Anmeldezeitraum ist vom **09.07.2019 bis 30.09.2019.**