



Spotlight



# Business Models for Climate Friendly Technologies and Innovation

Valencia, Spain | 24<sup>th</sup> - 25<sup>th</sup> January 2019 |

The **Climate Change Agenda** is a strategic asset for the new environment and its impact on business performance.

Intermediate and directive staff with technical background oriented to sustainability must understand new agents in the financial markets, such as investment funds and private equity companies and how they differ from traditional sources of finance.

This short course will introduce participants to the three essential elements of a successful project, firstly, identifying the climate-change related and other benefits of technological innovations; secondly, evaluating the economic and financial feasibility of a proposed project integrating the climate component; and finally, identifying new options for project financing with the climate perspective.

#Spotlight  
[learning.climate-kic.org](http://learning.climate-kic.org)

Climate-KIC is supported by the  
EIT, a body of the European Union





## What we offer?

Participants will gain skills in how to successfully design climate-friendly innovations, and identify suitable options for financing.

By taking the course, participants will:

- Understand the need for climate friendly innovations
- Learn methods to assess environmental and climate benefits
- Analyze legal, economic and environmental constraints and advantages to position the product or project in the market.
- Analyze the financial market players, and understand the role of private equity, investment funds, and collective investment schemes for climate change related projects

## Who can take part?

Individuals and groups working on sustainable and innovative projects, including: Intermediate and directive staff from:

- industry
- research institutes
- public agencies.

Participants will gain a basic understanding of how to analyze the benefits and economic feasibility of proposed new sustainable systems or technologies.

They will also learn how to approach financial markets, develop a business plan and identify companies and government agencies able to fund innovative climate-friendly projects.



## Thursday, January 24th

08:15	Registration.
08:45	Opening.
09:00	<b>Session #1</b> - EIT Climate-KIC.
10:00	Coffee Break.
10:30	<b>Session #2</b> - My business model.
11:30	<b>Session #3</b> - Understanding a business model.
13:00	Lunch & Discussion. Key Elements of my business model.
15:00	<b>Session #4</b> - Evaluating the costs and economic feasibility of innovative climate related technologies.
16:00	Coffee break & working session
17:30	<b>Session #5</b> - Wrap up session
18:00	Break
20:30	Dinner

## Friday, January 25th

09:00	<b>Session #6</b> – Analysis of alternative sources of financing for climate change technologies: long-run and short-run.
10:00	Coffee Break & working session
11:30	<b>Session #7</b> – The role of European private equity companies, investments funds, and societies of collective investment for the climate related projects: Advantages and disadvantages.
12:30	<b>Session #8</b> – Working session.
14:00	Lunch & Discussion.
16:00	<b>Session #9</b> - Final presentations, review and assessment of the course.
17:30	Closing

### Venue

The sessions of the course will take place in the **Center of Economic Engineering** located at the **Faculty of Business Administration and Management (Building 7J)**, at the campus of the Universitat Politècnica de València. The registration desk will be located in the third floor, **Aula INECO**.

[Interactive map](#)

# Spotlight

## Coaches & Experts



**Professor Edward S. Rubin**

Alumni Chair Professor of  
Environmental Engineering and  
Science at Carnegie Mellon University



**Prof. Natividad Guadalajara**

Director of the Research Center  
of Economic Engineering (INECO)



**Professor Elena de la Poza**

Associate Professor of  
Economics at the UPV



**Bsc. Miss Celsa Monrós**

Education Lead  
EIT Climate-KIC Spain



**Ms Pilar Guzmán MRICS**

Board Member -  
Treasurer @ WIRES



**Mr Pedro de Álava**

Venture capital and tech transfer  
funds manager

## Valencia

The course will be held in **Valencia**, on the eastern part of the Spanish Mediterranean coast. With a multicultural past, Valencia is the third largest city in Spain. Valencia embraces past culture and tradition combined with singular architecture, exciting gastronomy, nightlife, and beautiful white sand beaches.

## Partner organisations



EIT Climate-KIC is Europe's largest public-private innovation partnership, working together to address the challenge of climate change. It drives innovation in climate change through creative partnerships large and small, local and global, between the private, public and academic sectors.



The Universitat Politècnica de València (UPV) is a prestigious public institution of international renown. Therefore, it maintains its leading position on the main national and international rankings of higher education institutions around the world (ARWU, 2017). The UPV has campuses in the cities of Valencia, Alcoi and Gandia, with modern facilities and excellent services.

## Fees and registration

### Course fee: 800€

The fees cover food during the workshop (lunch, coffee breaks), workshop material and site visits.

Participation can be cancelled free of charge until four weeks before the course. Fees already paid will be reimbursed. 50% of course fees are payable in case of cancellation between four and one week before the course. Already paid fees will be reimbursed accordingly. Full fees apply after cancellation less than one week before the course.

Please note that spots are limited and applications will be assessed as they come in.

Please register by January 4th 2019 and make sure to be available to participate in a Webinar on January 10th and the course in Valencia on January 24th and 25th.

*For further information and online application [click here](#)*

*For further enquiries, please contact:  
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