



Funded by  
the European Union



# Enhancing Innovation and Entrepreneurship: Strategies for Green Transition and Organisational Resilience for Academic Staff



UNIVERSITY OF ALICANTE  
ALICANTE | SPAIN



UNIVERSITÄT DES SAARLANDES  
SAARBRÜCKEN | GERMANY



UNIVERSITY OF PRIMORSKA  
KOPER | SLOVENIA



MARIUPOL STATE UNIVERSITY  
KYIV | UKRAINE



META GROUP  
ROMA | ITALY



CESIE  
PALERMO | ITALY



THE ASSOCIATION OF  
BALKAN ECO INNOVATIONS  
NOVI SAD | SERBIA



UIT THE ARCTIC UNIVERSITY  
OF NORWAY  
TROMSØ | NORWAY



FUNDACIÓN PARQUE CIENTÍFICO DE ALICANTE  
DE LA COMUNITAT VALENCIANA  
ALICANTE | SPAIN

## Table of contents

<b>1. Enhancing Innovation and Entrepreneurship: Strategies for Green Transition and Organisational Resilience for Academic Staff .....</b>	<b>2</b>
1.1. Innovation Ecosystem Stakeholders and Processes .....	2
1.2. Teaming Up for Green: Team Management and Conflict Resolution .....	3
1.3. Sustainable Behaviour Guideline for Conferences and Meetings .....	4
1.4. Green and Digital Transition for Organizational Resilience .....	6
<b>2. Duration &amp; delivery format .....</b>	<b>7</b>
<b>3. Calendar .....</b>	<b>7</b>
3.1.1. October .....	7
3.1.2. November .....	7
<b>4. How to apply .....</b>	<b>7</b>

## 1. Enhancing Innovation and Entrepreneurship: Strategies for Green Transition and Organisational Resilience for Academic Staff

This programme helps **academic staff** gain practical skills to support innovation, sustainability, and resilience in their university, academic and research work. Participants will learn how to understand and engage with innovation ecosystems, work effectively in interdisciplinary teams, plan and run eco-friendly meetings, conferences, events, and use digital and green strategies to improve research practices.

### Course objectives:

- Understand what an innovation ecosystem is, differentiate it from an entrepreneurial ecosystem, and identify the key actors, institutions, and processes that drive innovation.
- Develop leadership, team management, communication and conflict resolution skills for interdisciplinary and intercultural collaboration, particularly in sustainability-focused projects.
- Plan and lead sustainable academic events, meetings, and projects using eco-friendly practices.
- Foster collaboration, stakeholder engagement, and continuous improvement to support inclusive, responsible, and adaptable approaches in academic and organizational settings.

### 1.1. Innovation Ecosystem Stakeholders and Processes

Delivered by: University of Primorska (Slovenia)

Trainer: Simona Kustec

Duration: 2,5 contact hours

### Contents:

- Define what an "innovation ecosystem" is and differentiate it from an entrepreneurial ecosystem.

- Identify the key components (actors, institutions, linkages) of a thriving innovation ecosystem.
- Understand the processes that facilitate the generation, development, and commercialization of innovations.
- Recognize their potential role in supporting or contributing to an innovation ecosystem within a university or organizational context.

### **Learning outcomes, new skills, and competences:**

- Understand the structure and dynamics of innovation ecosystems.
- Analyse the roles and interdependencies of various stakeholders within innovation networks.
- Apply learned strategies to support innovation initiatives in academic, policy, or business contexts.
- Reflect on practical actions that can strengthen the research and teaching university's impact on innovation at local, regional, and international levels.

### **Course activities:**

- **Interactive Lecture:** Presentation and discussion on key theoretical concepts and real-world case studies.
- **Scenario-Based Discussion:** Role-play or scenario planning to simulate innovation challenges and opportunities.
- **Reflection Session:** Participants reflect on how the learning applies to the wider social impact of their work outcomes and outputs.

## **1.2. Teaming Up for Green: Team Management and Conflict Resolution**

Delivered by: University of Saarland (Germany)

Trainer: KOMIT – Competence Centre for People, Innovation & Technology

Duration: 2,5 contact hours

### **Contents:**

- Team management in interdisciplinary and intercultural settings.
- Conflict management for sustainable collaboration.
- Communication and leadership in transformation processes.

- Practical exercises: Conflict scenarios from the green transition.

### **Learning outcomes, new skills, and competences:**

- Gain practical tools for managing diverse teams in sustainability-focused projects
- Develop skills for identifying and resolving conflict in green transition contexts
- Enhance communication and leadership abilities during transformative processes

### **Course activities:**

- Interactive lecture on team dynamics, green transformation and green leadership
- Role-playing exercises for conflict resolution scenarios
- Group reflection and feedback on intercultural collaboration

## **1.3. Sustainable Behaviour Guideline for Conferences and Meetings**

Delivered by: University of Alicante (Spain)

Trainer: Antonio Jesús Antón Baeza

Duration: 2,5 contact hours

### **Contents:**

- The 5 Rs: rethink, refuse, reduce, reuse, recycle: This module presents the 5 Rs not as isolated actions but as an integrated decision-making framework for academic planning. Participants will critically assess their department's current practices and explore how to lead sustainable transitions through procurement, logistics, and communication choices.
- Responsible travel: Participants will analyse the environmental costs of academic mobility and how to shift to low-impact alternatives. This includes evaluating institutional travel policies, understanding carbon budgets, and promoting hybrid or remote attendance as a default strategy. Real-world university case studies will illustrate challenges and successful implementation.

- Venues with sustainable certification: Focus will be placed on selecting venues that demonstrate commitment to environmental standards. Participants will learn to identify certifications such as ISO 14001, EMAS, or LEED, and how to incorporate these into their decision criteria. A venue assessment checklist will be introduced to guide future planning.
- Sustainable catering: This session explores the ecological footprint of catering in academic events. Emphasis will be placed on ethical sourcing, waste reduction, reusable packaging, and the adoption of plant-based, seasonal menus. Participants will draft sustainable catering guidelines adaptable to their unit's needs.
- Creating your own sustainable project: Participants will design a project to implement sustainability in their academic environment. This may include a departmental green policy, a sustainability protocol for research dissemination, or an action plan for organizing climate-neutral conferences. Peer exchange will be used to improve proposals and align them with institutional strategies.

### **Learning outcomes, new skills, and competences:**

- Understand and apply sustainability principles in academic event planning.
- Recognize the environmental and social impacts of travel, catering, and resource use in meetings and conferences.
- Evaluate venues and suppliers for sustainability certifications and criteria.
- Applying the 5 Rs model to institutional planning and leadership responsibilities.
- Analysing logistics and event impacts from a sustainability perspective.
- Leading sustainability transitions in departmental or research group contexts.
- Creating and communicating sustainable behaviour guidelines tailored to academic needs.
- Competence to lead sustainable practices in university departments, projects, and research groups.

- Ability to evaluate, propose, and implement institutional improvements related to environmental responsibility.
- Capacity to act as a facilitator and promoter of cultural change regarding sustainability in the academic environment.
- Strategic planning and coordination of sustainable logistics and event design.

#### 1.4. Green and Digital Transition for Organizational Resilience

Delivered by: Mariupol State University (Ukraine)

Trainer: Valeriia Podunai

Duration: 2,5 contact hours

##### **Contents:**

- Resilience in economics and management during societal transformation.
- External environment and uncertainty as conceptual frameworks of uncertainty.
- Digital transformation as a driver and risk for resilience.
- Green transition as the key to organizational resilience.

##### **Learning outcomes, new skills, and competences:**

- Upon completion of the topic, participants will understand the essence and significance of organizational resilience in the context of modern social and digital transformations.
- Participants will acquire practical skills in identifying risks, optimizing administrative processes using digital tools, and effectively adapting to change
- Participants will develop competences in proactive change management, increasing personal and team effectiveness, and applying digital technologies to ensure sustainable functioning of organization.

##### **Course activities:**

- Case study «Transformations and challenges for your country»
- Group discussion «Digital solutions for resilience».



## 2. Duration & delivery format

The training consists of **10 contact hours** in total, divided in 4 modules of 2.5 hours each. **Online** (synchronous, but with possibility of following it asynchronous – recorded videos).

## 3. Calendar

### 3.1.1. October

- **27/10/2025** - Innovation Ecosystem Stakeholders and Processes (University of Primorska): 9.00–11.30
- **28/10/2025** - Teaming Up for Green: Team Management and Conflict Resolution (University of Saarland): 11.00–13.30

### 3.1.2. November

- **10/11/2025** - Sustainable Behaviour Guideline for Conferences and Meetings (University of Alicante): 11.00–13.30
- **24/11/2025**: Green and Digital Transition for Organizational Resilience (Mariupol State University): 11.00–13.30

## 4. How to apply

Academic staff will be able to submit their applications via an online form available through Microsoft Forms at the following link:

<https://forms.office.com/e/VVHLVXymMG>.

Upon successful submission, applicants will receive a confirmation email