

## Green Enterprising and University Innovation for a Sustainable Future

International conference October 13-14, 2012 at Lomonosov Moscow State University  
organised with Stockholm University, supported by the Swedish Institute  
*Conference venue: Shuvalovsky korpus, Auditorium 2, MGU*

### October 13

9:30-10:00 Registration

*Day 1 Topics: Knowledge Economy, Environmental Challenges and Green Enterprising; Individual and Corporate Responsibility; Crowdfunding*

10:00 Welcome by Dr. Sergei Egorov, Dep. Vice-Rector for Science and Research, Lomonosov Moscow State University (MGU) and Dr. Ingrid Stjernquist, Dep. Director, Department of Physical Geography and Quaternary Geology (INK), Stockholm University (SU)

Chair: Dr. Ingrid Stjernquist, INK, SU

10:30 Key- note speech: *Doing Good-Prospects and Challenges*, Professor Dr. Christel Fricke, Research Director, Center for the Study of Mind in Nature (CSNM), Department of Philosophy, Classics, History of Art and Ideas, University of Oslo, Norway

11:10 Coffee

11:30 *Green Enterprising and Innovation- Conceptual Analysis and Case Study Illustrations*, Mrs. Aljona Sandgren, Green Enterprising, Project Coordinator; INK, SU / Researcher, Business School, Åbo Akademi University and Mrs.Görel Husén Strömqvist, Project Coordinator, SU

12: 10 *Greening of Business- Case Studies from Russia*, Dr. Marina Kononenko, Senior Lecturer/Researcher, Russian State Hydro-Meteorological University, St Petersburg, Russia

12: 40 Lunch break

Chair: Professor Tatiana Shimko, MGU

14:00 *Development and Dissemination of Technology, Methodology and Nutraceutical for the World's Worst Environmental Disaster*, Dr Abdul Kader, CEO, Viola Vitalis, Sweden/Bangladesh

14:30 *Evolution of Green Business in Moldova-in Institutions, Projects and Personalities*, Dr Zorina Siscan, Associate Professor, Academy of Economic Studies, Moldova

15:00 Coffee

Chair: Mrs. Aljona Sandgren, SU

15:20 Workshop: *Crowdfunding as an Alternative Financial Support of University Innovation*, Mr. David Drake, Founder of The Soho Loft capital creation events (TSL); Chairman of LDJ Capital investments, NYC, USA/Associate, Globe Forum, Stockholm, Sweden

16:30-17:00 Champagne Reception co-sponsored by The Soho Loft

19: 00 Ballet performance

## October 14

9:30 *Registration and coffee*

*Day 2 Topics: University/Science innovation and entrepreneurship; Education matters, Systems analysis*

Chair: Dr. Peter Schlyter, Senior lecturer, Project Leader, INK, Stockholm University

10:00 Key-note speech: *Academic Research and Entrepreneurship for Sustainable Water Use*, Professor Valery Petrosyan, Founder/Rector of Moscow's Open Ecological University, Department of Chemistry, Moscow State University

10:40 *Russian innovative infrastructure - how not to kill the startup*, Dr. Mikhail Khomich, lecturer, entrepreneur, Director of the development of the Business-Incubator, Dr. Yury Mitin, Director of the Student –Incubator, Faculty of Economics, MGU

11: 10 Coffee

Chair: Dr Bruce Lambert, Localversity, Stockholm

11:30 *Entrepreneurship and Academia from a Gender Perspective*, Professor Nadezhda Siskan, ASEM, Moldova

12:00 *Green Management at Universities: Essential Financial Issues & Challenges*, Dr. Igor Kitaev, Senior Programme Specialist, IIEP (International Institute of Educational Planning), UNESCO, Paris

12: 30 Lunch-break

Chair: Mrs. Görel Husén Strömqvist, Stockholm University

13: 30 *Student Leadership and Industry Partnership at UC Berkeley: Two Catalysts for Energy Innovation during the Budget Crisis*, Dr. Bret Strogon, Postdoctoral researcher, University of California, Berkley, USA

14: 00 *A Practical Overview of Intellectual Property for Entrepreneurial Scholars: Patent, Trademark, Copyright & Internet Domain Name Management*, Dr. Bruce Henry Lambert, Localversity, Stockholm, Sweden

14:30 Coffee

Chair: Dr. Igor Kitaev, IIEP, UNESCO

15:00 *Systems Analysis in Theory and Practice- a Holistic Perspective*, Dr. Peter Schlyter, Dr Ingrid, Stjernquist, INK, SU

15:30 Modelling game with conference participants and students invited, Dr Peter Schlyter, Dr. Ingrid Stjernquist, INK, SU

16:30 *Learning for Sustainability: Environmental Awareness and Entrepreneurial Mindset*, Mrs Görel Husén Strömqvist, INK, SU, Mrs. Aljona Sandgren, INK, SU

17:00 Closing of the conference

Dinner