

## Green Enterprising and Innovation for a Sustainable Future: How can education contribute?

International Conference at Stockholm University,  
November 7 - 8, 2011

*Organized by the Department of Physical Geography and Quaternary Geology, Stockholm University  
with support from the Henrik Granholm foundation and the Swedish Institute*

### **Background**

The general *goal* of the conference is to elucidate the concept and practice of environmental entrepreneurship/green enterprising, including advanced or simple innovative solutions based on technology or novel thinking within the service sector or for life style changes. The importance of green enterprising will be highlighted, not only for meeting our common environmental and climate challenges today or in the future, but also as the fastest growing business sector and therefore crucial for sustainable economic growth.

We use the term *green enterprising* to denote different types of grass-roots initiatives (bottom-up) or (market-) solutions driven by environmental problems. Such initiatives in society need to be understood in a systems perspective, mapping the relative influence of several structural, attitudinal and behavioural factors in order to analyze opportunities and obstacles to successful environmental entrepreneurship.

The conference aims at offering a platform for broadening the perspective within educational programs in the environmental area, now offered in most countries, by integrating knowledge and understanding of entrepreneurship in general and entrepreneurially driven environmental solutions in particular. We would like, also, to share with a wider audience project experiences and results from our ongoing international project on the conference topic as well as further expand our network.

The *target group* for this conference is researchers/university teachers, students and doctoral students, representatives from business/industry, public agencies, policy-makers and others interested.

The *subthemes* covered during the two-day conference include: Entrepreneurship and environmental challenges - a holistic perspective; Individuals matter; Greening of business; University innovation; Education matters; Student panel discussion.

Conference presentations will be edited for publication.

### **Organizing committee:**

Dr. Peter Schlyter; Dr Ingrid Stjernquist; Mrs. Aljona Sandgren; Mrs. Görel Husén Strömquist  
Department of Physical Geography and Quaternary Geology, Stockholm University

### **Contacts and registration:**

Participation is free of charge, but preregistration is needed.

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### **Conference site:**

The Dept of Physical Geography and Quaternary Geology, Stockholm University, Geosciences building, 2<sup>nd</sup> floor, De Geer Hall, Svante Ahrrenius väg 12.

**NB:** The Conference reception Nov.7 is supported by the Stockholm City administration and will be held at the Stockholm City Hall.

# Conference Programme

## Monday, November 7

- 9:30 Registration and coffee, outside the De Geer Hall
- 10:00 Welcome by Director, **Professor Arjen Stroeven**, Department of Physical Geography and Quaternary Geology (INK), Stockholm University (SU)  
Introduction, **Dr. Peter Schlyter**, Senior Lecturer, INK

### Session 1: Entrepreneurship and environmental challenges - a holistic perspective

Chair: **Dr. Ingrid, Stjernquist**, Deputy Director, Senior Lecturer

- 10:15 **Key-note: Innovations the World Needs**, **Mrs. Barbara Evaeus**, Manager of Climate Communication, WWF (World Wide Fund for Nature)
- 10:40 *Systems Analysis-in Theory and Practice*, **Dr. Ingrid, Stjernquist**, Deputy Director, Senior Lecturer and **Dr. Peter Schlyter**, INK
- 11:10 Coffee break
- 11:20 *On Integrated Thinking in Environmental Studies*, **Prof. of Anthropology, Carole Crumley**, University of North Carolina, Chapel Hill (USA) and Researcher at the Stockholm Resilience Centre
- 11:50 *The Interdependent Relationship between Citizens, Business and Government and the Roles of Values and Knowledge*, **Dr. Cecilia Lundholm**, Director, Centre for Teaching & Learning in the Social Sciences, Department of Education; RCD - Research on Conceptual Development, Stockholm Resilience Centre, SU
- 12:30 Lunch break
- 14:00 *Innovation for Development*, **Mr. Johan Åkerblom**, Senior Adviser, Business for development, Department for Global Cooperation, Sida, Swedish International Development Cooperation Agency

### Session 2: Individuals Matter

Chair: **Dr. Peter Schlyter**, INK

- 14:15 *Dealing with Climate Change at Several Levels - Insights from the Research of Elinor Ostrom*, **Dr. Ingela Ternström**, Ternstrom Consulting AB, formerly Researcher, Beijer Institute, Royal Swedish Academy of Sciences
- 14:45 *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**, SU
- 15:15 Coffee break
- 15:30 *Harvesting of Algae for Sustainability in the Baltic Sea Region*, **Dr. Fredrik Gröndahl**, Associate Professor, Industrial Ecology, Royal Institute of Technology (KTH)
- 16:00 *Bail out the World or Banks. Green Innovations is the Right Way to Recovery and Growth*, **Mr. Aapo Sääsäsk**, CEO, Scarab Development AB, Sweden
- 16:30 *Green Entrepreneurship in Moldova: Problems and Solutions*, **Dr. Zorina Siscan**, Associate Professor, Academy of Economic Studies, Moldova

**18:00 Reception at the Stockholm City Hall.** Participation with official invitations.

**NB** For invitations please contact Mrs. Aljona Sandgren

## Tuesday, November 8

9:30 **Key-note:** *Economy and Ecology. Technical Progress, Economic Change and Evolution of Economic Thought.* **Dr. Sophie Boutillier**, Director, Department of Economics and Management, Université du Littoral Côte d'Opale, RRI (Research and Innovation Network), France

### Session 3: Greening of Business

Chair: **Mrs. Aljona Sandgren**, *Green Enterprising*, Project Coordinator, SU

10:00 *Green Public Procurement*, **Mr. Tomas Chicote**; Policy Advisor, Swedish National Agency for Environmental Protection

10:20 *Firm's Trajectory and Knowledge Capital Accumulation in Green Activities*, **Dr. Blandine Laperche**, Director of Research, and **Dr. Dimitri Uzunidis**, Unit of Industry and Innovation, Université du Littoral Côte d'Opale, RRI (Research and Innovation Network), France

10:50 Coffee break

11:10 *Greening of Business-Presentation of Case Studies from Russia*, **Dr. Marina Kononenko**, Researcher, St. Petersburg State Hydro-Meteorological University, Russia

11:40 *Greening of Business-Presentation of Case Studies from Latvia*, **Dr. Juris Benders**, Senior Lecturer, Department for Environmental Management, University of Latvia, Riga

12:10 *Sweden's Support for Transnational Cooperation in the Baltic Sea Region, Russia and Eastern Partnership Countries*, **Mr. Robert Hall**, Sida (the Swedish International Development Cooperation Agency)

12:30 Lunch break

14:00 *Corporate Social Responsibility as a Management Idea*, **Dr. Mats Jutterström**, Researcher, SCORE (Stockholm Centre for Organizational Research), Stockholm University

### Session 4: University Innovation

Chair: **Professor Ivan Arkharov**, Vice-Rector, Bauman State Technical University, Moscow

14:30 *Low Carbon Transport Fuels*, **Professor Angelica Hull**, Royal Institute of Technology/CEO Swedish Biofuels

15:00 *From Great Thesis to Great Start-up*, **Mr. Hjalmar Nilsonne**, MSc student, Energy systems, Industrial Economics, the Royal Institute of Technology, Sweden, Winner of 2011 International Award for Cleantech Innovation

15:25 *Education through Research and Innovation: the Case of Lomonosov Moscow State University*, **Dr. Svetlana Mamakina**, Dep. Vice-Rector for Science and Research, MSU, Russia

15:40 *Soils as Geochemical Barriers against Toxic Waste*, **Professor Tatiana Shimko**, Lomonosov Moscow State University/Director of the Italian-Russian Centre for Ecological Research and Education at MSU, Russia

16:00 Coffee break

### Session 5: Education matters

Chair: **Mrs. Görel Husén Strömqvist**, Project Coordinator, INK/IIE, SU

16:15 *Introduction*, **Mrs. Görel Husén Strömqvist**, **Mrs. Aljona Sandgren**

16:30 *Learning for Sustainability*, **Dr. Frans Lenglet**, Director, the Swedish International Centre of Education for Sustainable Development

16:50 *Student Panel*: **Carl Österlin** (Moderator) **Sara Widås Johansson**, **Elissa Berrill**, INK, SU, **Mr. Jargalan Gerelsaikhan**, AIESEC/SU, **Mrs. Linda Norrman**, Sustainable Energies

18:00 Closing of the conference

**18:00 Reception and mingle for all participants in the Geo Sciences building**