



Alternative Sustainable Business Model

HOW WE WORK

Train **leaders** for tomorrow

- The theme : Alternative Sustainable Business model : from a linear throw away model to a circular one
- This intensive five-day programme explores how to create a startup that actually solves one of the local and regional challenges we are facing as a society : waste , clean mobility, biodiversity, water, wine/vineyards, the blue economy; all integrating a technology, such as solar panels, green hydrogen, AI and Cybersecurity.
- The key : Economic Social Governance (ESG) and the Triple Bottom Line : People , Planet, Profit
- Led by Ellen Wasylina, entrepreneur , President and founder of the Trocadéro Forum Institute (TFI) she will share her vast experience as a former director of Environment of a French city, a professor in Parisian business schools, an author , speaker and podcast producer of Mediterranean Sustainability Partners, now heard in 130 countries in English and French

WHAT WE DO

30h, 5 Days

- Day 1 : CSR/ESG Investment : mitigating Risk while creating Value
- Day 2 : Creating a startup that addresses the local and regional challenge of our region : a New Business model is needed. Create a Value Proposition & Business model
- Day 3 : Retail strategies & Digital strategies
- Day 4 : Build your website
- Day 5 : present your startup in front of a jury of local business leaders

Format

This course is available in a Residential weekend format or in a 5-day week format in Nice, France
Languages : English, French

