



Project “Green Hexagon”

Ideation Workshop: Creating Sustainable Business Ideas: Unleashing the Power of SDGs

Speaker: DI (FH) Michael Bauer-Leeb, MBA MSc

Date / Time: 24. October 2023, 17:00 – 20:00

Location: FHWN City Campus (Schlögelgasse 22-26, 2700 Wiener Neustadt), Seminar room SE 40

Event format: in person

Language: Primarily conducted in German, but English is an option if preferred

Target group: Everyone who has not found a clear idea or problem but wants to start his/her entrepreneurship journey

Content – What do you learn?

Wherever you look, businesses without a focus on sustainability issues begin to struggle in keeping up with a fast-changing economic, social, and natural environment. Just think about climate change and its ramifications on important organizational success criteria like finding the right talents amongst environmentally conscious GenZs (“Hello climate quitters”), broken supply chains due to extreme weather, or getting external funding that is mandatorily linked to your company’s ESG rating. On the other hand, as management guru Peter Drucker once said, every problem is an entrepreneurial opportunity.

In this workshop we’re taking up on Drucker’s notion and combine sustainability and business to create ideas with a purpose. You’ll be doing it “right” from the start instead of having a need to revisit your idea scanning and adapting for sustainability issues at a later stage. As the field of sustainability is a large and complex one, we’ll be using the SDGs (the UN’s Sustainable Development Goals) as a guiding framework.

You will

- learn about the SDGs as a framework for businesses;
- understand the underlying structure of goals and targets;
- and use the SDGs as inspirational source for generating sustainable business ideas.

Methodology – How do you learn?

The workshop starts with an introductory exercise allowing you to mentally tune-in into the concept of sustainable entrepreneurship. Subsequently, the SDGs and how to use them in a business ideation context will be explained. Then it’s your turn to put the framework to good use and start generating ideas. Therefore, you will engage in individual and group work, reflecting and adapting your ideas through mutual discussion.

Agenda

17:00 – 17:20	Introduction and exercise
17:20 – 18:00	Getting to know the SDGs
18:00 – 18:15	Q&A
18:15 – 18:30	Break
18:30 – 19:45	Idea generation & presentation/discussion
19:45 – 20:00	Wrap-up

Competences – How does the workshop support you?

This workshop provides a practical tool and a way of application for the most pressing issue of the 21st century. Businesses following non-sustainable ideas and practices will have no chance to thrive and prosper on the long run due to an increasing demand for sustainable solutions on the market as well as ongoing legal



LOOK FROM A DIFFERENT ANGLE!

regulation in the field. You will encounter new angles to look upon issues and embark on different avenues resolving them with the means of truly sustainable business ideas.

Your preparation

- No preparation needed

Short biography of the speaker

I am an experienced self-employed management consultant, advising companies and organizations on integrating sustainability into their line of operations for more than 10 years. My expertise covers sustainability strategy, impact assessment, stakeholder engagement, and sustainability communication and reporting. On a different avenue I am happy to distribute my scientific and practical knowledge by teaching sustainability & business at various academic institutions.

My academic background combines technical and economic studies, and before I was running my own business I had the opportunity to gather work experience both in an Austrian SME focusing on eBusiness and energy markets as well as an international large corporation dealing with internet-based Voice and IT-solutions.

If you want to learn more about me and my line of work please visit www.weitsicht.solutions or get connected on <https://linkedin.com/in/michaelbauerleeb>.

Questions? hello@greenhexagon.eu

