

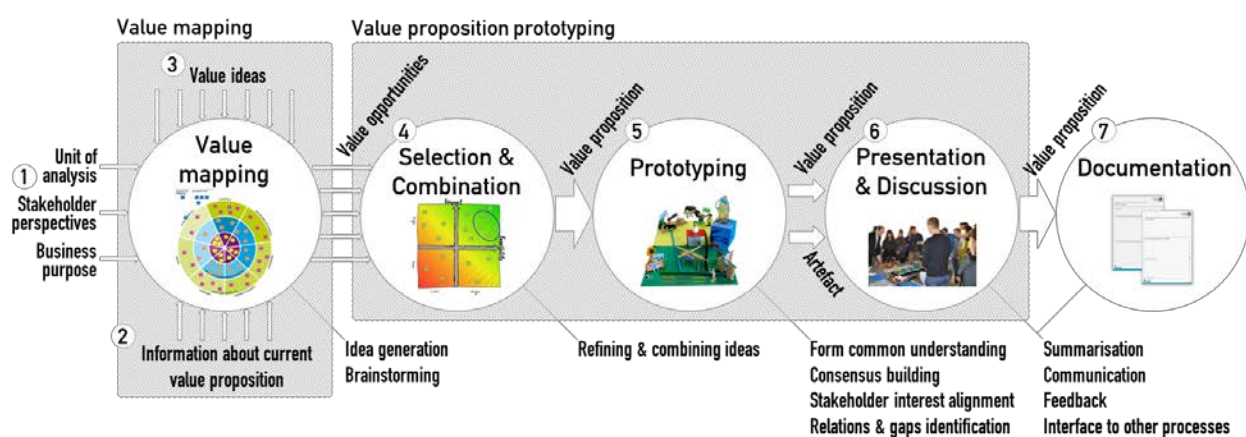
## 3<sup>rd</sup> Hamburg Workshop on Sustainability-Oriented Business Models

### “Value Ideation Workshop”

#### Sustainable business model innovation through design thinking

On December 18<sup>th</sup>, 2015, the *University of Hamburg* and its *Faculty of Business, Economics & Social Sciences* host a hands-on workshop on “Sustainable Value Ideation”. It will be facilitated by Martin Geißdörfer of the Department of Product Innovation Management at Delft University of Technology in the Netherlands. It was developed in collaboration with Dr. Nancy Bocken, Associate Professor at TU Delft and Senior Research Associate at University of Cambridge, and was based on collaborative research at both universities. It is the third in a workshop series dedicated to sustainability-oriented business models presented by the University of Hamburg. The first workshop in December 2014 introduced the “Flourishing Business Canvas” and the second in May this year illustrated “Design of More Sustainable Business Models”.

Sustainable business model innovation is an emerging topic, but only few tools are currently available to assist companies in sustainable business modelling. This workshop by Martin Geißdörfer addresses this need and marries “design thinking” with “sustainable business model innovation” to improve the creative process of embedding sustainability into the value proposition of companies. It will enable participants to identify new opportunities to meet their sustainability ambitions by integrating additional value for additional stakeholders right at the core of their business. A journal article of the background research is currently under review but an earlier conference contribution on the workshop can be found [here](#).



We invite students and researchers from all fields of social and sustainability sciences as well as entrepreneurs and managers concerned about the integration of economic, social, and environmental sustainability into their organizations.

## **Workshop Schedule, December 18<sup>th</sup>, 2015**

13:00 – 13:30	Background
13:30 – 13:45	Workshop explanation
13:45 – 14:45	Value mapping
14:45 – 15:00	Coffee break
15:00 – 15:30	Prioritisation
15:30 – 16:15	Prototyping
16:15 – 16:30	Elevator pitches
16:30 – 16:45	Feedback forms
16:45 – 17:00	Action plan

**Participants are invited to register for free.**

**Registration is required since this event is limited to 25 participants only.**

*Facilitator: Martin Geißdörfer, MSc, Delft University of Technology*

*Date: 18th December 2015, 13:00-17:00*

*Location: University of Hamburg, Von-Melle-Park 6, Room t.b.a., 20146 Hamburg, Germany*

*Registration: Free registration and participation – limited to 25 participants (e-mail below)*

*Organiser: Dr. Florian Lüdeke-Freund, University of Hamburg, Faculty of Business, Economics & Social Sciences, [florian.luedeke-freund@wiso.uni-hamburg.de](mailto:florian.luedeke-freund@wiso.uni-hamburg.de)*