



Green Skills 360 – Digital & Sustainable Entrepreneurship

Motto: *Innovate, Digitize, Sustain*

Ulm, 2025

About the Training

Why This Training Matters

Sustainability and digitalization are no longer optional—they are shaping the way businesses grow, compete, and thrive in the 21st century. For entrepreneurs, educators, and green industry professionals, the challenge is clear: how to integrate sustainable principles with cutting-edge digital tools to build resilient, future-proof ventures.

This intensive 5-day training in June 2025 in Ulm, Germany will equip you with the skills to design profitable, sustainable business models powered by AI, IoT (Internet of Things), and circular economy practices. You will not just learn about sustainability—you will *apply it* to real business scenarios, designing actionable strategies that merge profit with purpose.

Objectives

By the end of this course, you will be able to:

- Apply AI and IoT to develop green, efficient, and competitive business solutions.
- Implement circular economy principles to minimize waste and maximize value.
- Create sustainable business models that balance economic growth with environmental responsibility.
- Leverage digital transformation tools to strengthen sustainability impact and reach.

What You'll Learn

We go far beyond theory—expect hands-on immersion in:

- **Sustainable Business & Digital Innovation** – building profitable models that respect the planet.
- **AI & IoT for Green Businesses** – how smart technologies can optimize resources and reduce environmental footprints.

- **Circular Economy in Practice** – designing processes where waste becomes opportunity.
- **Sustainable Marketing & Digital Branding** – positioning your green business for global impact.
- **Green Action Plan Development** – your personal roadmap for sustainable growth.

You will work directly with AI-powered analytics, IoT case studies, and green marketing tools, leaving the training with ready-to-use strategies tailored to your own professional context.

Target Audience

- **Entrepreneurs & startups** ready to integrate sustainability and digital transformation into their operations.
- **Business educators** preparing the next generation of sustainable leaders.
- **Professionals in green industries** aiming to expand their innovation toolkit.

No prior AI knowledge required—just a willingness to innovate and drive change.

Training Format & Methodology

- **Interactive Workshops** – deep dives into real business challenges.
 - **Case Studies** – examples of successful sustainable and digital transformations.
 - **Simulations & Role Play** – practice decision-making in sustainability scenarios.
 - **Hands-On Labs** – apply AI and IoT tools to real-world business problems.
- Peer Exchange & Networking** – connect with sustainability-minded professionals.

Agenda

Day 1: Sustainable Business & Digital Innovation – *Case Study & Group Discussion*

Day 2: AI & IoT for Green Businesses – *Practical Implementation*

Day 3: Circular Economy in Practice – *Simulation & Role Play*

Day 4: Sustainable Marketing & Digital Branding – *Interactive Strategy Lab*

Day 5: Final Project & Certification – *Presentation & Feedback Session*

Expected Outcomes

By completing the training, you will:

- Have a personalized Green Business Toolkit integrating AI, IoT, and circular economy practices.
- Be able to design sustainable strategies that deliver measurable environmental and business benefits.
- Understand how to use digital tools to amplify sustainability goals.
- Earn a Certificate of Completion that enhances your professional profile and credibility.

Why Join Now

Global markets are shifting towards sustainable innovation—and those equipped to lead will set the standard. This training will future-proof your business, expand your professional network, and empower you to deliver lasting positive impact.

Practical Details

- **Duration:** 5 full training days (09:00–17:00)
- **Participants:** Maximum 25 for high-quality, interactive learning
- **Location:** Ulm, Germany
- **Date:** 04 – 08.06.2025
- **Language:** German (support materials provided)
- **Organizer:** InnovEdu Nexus Institut

 Voices from the Field

"This training opened my eyes to how sustainability and technology can work hand in hand—not as distant ideals, but as immediate, practical solutions for today's challenges."

– Annika, Project Coordinator, InnovEdu

COURSE YOUR GREEN SKILLS TODAY

Join us in June to learn how digital tools and sustainable practices can transform your approach to entrepreneurship.

 **More Information**

Website: www.innovedu.de

Contact: innovedu.de@gmail.com