

## WHEN AND WHERE?

- ▶ September 11 – 24, 2022
- ▶ Nürtingen, greater Stuttgart area and other locations

## WHO CAN PARTICIPATE?

- ▶ Students from Bachelor's and Master's programs
- ▶ Students from Nuertingen-Geislingen University, University of Hohenheim and Ritsumeikan University

**NO FEES**

## WHAT DOES IT COST?

We do not charge fees for the summer school. All travel costs for the Japanese students plus travel costs for the field trips for the other students are paid for.

## HOW TO APPLY?

- ▶ **For students in Germany:** please send your application with motivation letter, CV and copy of your university certificates | grade excerpts until **April 27, 2022 via e-mail to: [carsten.herbes@hfwu.de](mailto:carsten.herbes@hfwu.de)** decision will be taken within three weeks.
- ▶ **For students in Japan:** please download the application form and instruction from the homepage of the Faculty of Business Administration at Ritsumeikan University, and submit the specified application documents. **The application period is open from April 11 – 27, 2022.** For inquiries please contact the Faculty Office (+81-(0)72-665-2090). Preparation before the summer school: online tutorials on energy economics and content analysis (a few days before the start of the summer school).



**APPLY NOW**

[www.bws-world.de](http://www.bws-world.de)

FURTHER INFORMATION ARE AVAILABLE AT:  
[www.bw-stipendium.de](http://www.bw-stipendium.de)

### Executive Team:

Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen  
Prof. Dr. Carsten Herbes | [carsten.herbes@hfwu.de](mailto:carsten.herbes@hfwu.de)  
Neckarsteige 6–10, 72622 Nürtingen, Germany



Ritsumeikan University  
Prof. Dr. Joerg Raupach-Sumiya | [raupach@fc.ritsumei.ac.jp](mailto:raupach@fc.ritsumei.ac.jp)  
2-150 Iwakuracho, Ibaraki City, Osaka Pref., 567-8570, Japan



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**NO FEES**

**BADEN-WÜRTTEMBERG-STIPENDIUM – BWS PLUS**

# GERMAN-JAPANESE SUMMER SCHOOL: SUSTAINABLE ENERGY FUTURES

**CREDITS**

In cooperation with



A Programme of



# SUSTAINABLE ENERGY FUTURES

## THE ENERGY TRANSITION – A HISTORICAL CHALLENGE

### GOALS OF THE SUMMER SCHOOL

#### YOU WILL ...

- ▶ better understand the importance of sustainable development
- ▶ be able to take an intercultural perspective, reflect on your own cultural background and understand other cultures
- ▶ understand different perspectives on renewable energy through meetings with companies, political and civil society actors as well as field trips
- ▶ be able to apply a research method from the social sciences
- ▶ be able to examine a question from the renewable energy context by jointly working on a small research project



### THE RESEARCH PROJECT: POSITIONING OF NEW PROVIDERS OF RENEWABLE ENERGY ONLINE

Renewable energy is one of the cornerstones in the fight against global warming. Both in Japan and Germany, new providers are offering products such as »green electricity« or »green gas« from renewable sources to consumers and businesses, challenging the established utilities. These new providers are startups, spin-offs from NGOs, citizen energy cooperatives or other community energy initiatives.

While established players (like municipal utilities or large power suppliers) can rely on well-elaborated revenue streams and marketing concepts, these remain unclear for the new players: How do they position themselves in the market? Which identities do they present in their online presence: local citizens' initiative, professional energy provider, green movement or other identities? This self-positioning is an important part of the strategies that the new providers harness to create their place in the market and it will influence their success.

During the summer school, we will analyse the websites of these organizations in Japan and Germany using qualitative content analysis as our empirical method. In our analysis, we will take a comparative perspective. We will also look at how the self-positioning is embedded in the markets, political and societal frameworks in the two countries.

### WILL I RECEIVE CREDITS (ECTS) FOR THE SUMMER SCHOOL?

At HfWU, the summer school will be credited with 6 ECTS (one module) in the study program »Betriebswirtschaft«, as an »Oberseminar« in »Volkswirtschaftslehre« and as an



elective in the master programs »Nachhaltige Agrar- und Ernährungswirtschaft«, »Sustainable Mobilities« and »International Management«.

At Ritsumeikan University, the summer school will be credited with 2 credit points (one module) in the study program »Business Administration«.

### THE PROGRAM

Preparation before the summer school: online tutorials on energy economics and content analysis (a few days before the start of the summer school).

- SEPTEMBER 11 – 12** Arrival in Germany, Sightseeing in the Stuttgart region
- SEPTEMBER 13 – 14** Introduction, team building and intercultural issues
- SEPTEMBER 15** Introduction to community energy and visits of projects and companies
- SEPTEMBER 16 – 17** Recap of empirical method and joint work on the research project
- SEPTEMBER 18 – 19** Free time and field trip to Strasbourg, Heidelberg or others
- SEPTEMBER 20 – 21** Joint work on the research project and field trips in the vicinity of Nuertingen
- SEPTEMBER 22** Presentation of results and transfer to Munich
- SEPTEMBER 23** Field trip in Munich
- SEPTEMBER 24** Return to Japan

- ▶ Enough free time to be spent on your own
- ▶ Joint cooking sessions and sports activities
- ▶ Cycling tours
- ▶ Hikes on the Swabian Alb
- ▶ Visiting Heidelberg, Strasbourg and Munich