

WHEN AND WHERE?

- ▶ February 27 – March 13, 2021
- ▶ Tokyo, greater Osaka area and other locations

WHO CAN PARTICIPATE?

- ▶ Students from Bachelor's and Master's programs
- ▶ Students from the two host universities and other universities in Baden-Württemberg and Japan

NO FEES

WHAT DOES IT COST?

We do not charge fees for the summer school. All travel costs for the German 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 **November 15, 2020 via e-mail to: carsten.herbes@hfwu.de**, decision will be taken within two 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 September 25 – October 8, 2020. For inquiries please contact the Faculty Office (+81-(0)72-665-2090). Preparation before the summer school: participation in online tutorials on content analysis (during winter term 2020/2021).



APPLY NOW

www.bws-world.de

FURTHER INFORMATION ARE AVAILABLE AT:

www.bw-stipendium.de

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THE BADEN-WÜRTTEMBERG STIFTUNG advocates a vital Baden-Württemberg with a high quality of life for all its residents. It helps pave the way for advanced technological progress, high quality education, and a responsible relationship with fellow human beings. The Baden-Württemberg Stiftung is one of the major foundations in Germany. It is the only foundation which exclusively and above party lines invests in the future of the state of Baden-Württemberg – and thus in the future of its citizens.

www.bwstiftung.de



Baden-Württemberg
STIPENDIUM

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 or 8 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)

FEBRUARY 27	Arrival in Japan, sightseeing in the Tokyo region
FEBRUARY 28	Introduction, team building and intercultural issues
MARCH 1 – 2	Introduction into community energy and visits of projects and actors in Tokyo
MARCH 3 – 5	Field trip to Fukushima and visits of projects, actors and the Fukushima Daiichi Nuclear power plant
MARCH 6 – 7	Free time and field trip to Tokyo, Osaka or Kyoto
MARCH 8 – 11	Joint work on the research project and field trips in the vicinity
MARCH 11	Presentation of results
MARCH 12	Field trip to Takarazuka
MARCH 13	Return to Germany

- ▶ Top-level visits
- ▶ Enough free time to be spent on your own
- ▶ Joint cooking and dinner sessions
- ▶ Street food tour and visit of a sake brewery
- ▶ Visiting Tokyo, Osaka, Kyoto and Fukushima