

For the first time, students from Technische Hochschule Wildau have taken part in a Blended Intensive Programme funded by the Erasmus+ programme of the European Union. A group of 15 students from the bachelor study programmes Business Administration and European Business Management had to chance to participate in the project 'The Business Arena: Sustainable Entrepreneurship and Ethical Leadership', set up by TH Wildau and its partner universities Vives University of Applied Sciences in Kortrijk, Belgium and INSEEC BBA in Bordeaux, France.

"Over the last months, our students have participated in a series of online lectures on sustainability, sustainable entrepreneurship and greenwashing", said Simon Devos-Chernova, who leads the project on behalf of TH Wildau. "From 12 till 16 February, the group then travelled to Belgium to work with Belgian and French students on sustainable business ideas, and pitched these to lecturers from the project consortium".

Several teams developed very innovative ideas in the fields of textiles production, fashion, IT/gaming, retail, food production and real estate. In the end, a team working on a new concept to strengthen the sustainability of a children clothing brand won the friendly Business Arena competition. Two students from TH Wildau, Jil Pascale Gorgiel from the study programme European Business Management and Stipe Krstanovic (study programme Business Administration) contributed to the success of this team.

Next to the multicultural team work, the participants also had the chance to visit four leading Belgian companies: Barco (visualisation technology), beMatrix (event building), Sioen (technical textiles and apparel) and Renson (ventilation and sun shelter) and discuss these organisations' efforts to become more sustainable.

At the end of the week, the participants got an even stronger immersion into Belgian culture during a visit to the UNESCO World Heritage City Bruges, where the students tasted sustainable Belgian chocolates and had a tour and festive goodbye dinner at Brewery Halve Maan.

The participants from Wildau look back at this intensive week very positively and unanimously thanked Vives University of Applied Sciences for the outstanding organisation. The Wildau team looks forward to hosting Belgian and French students in Wildau next year for round two of 'The Business Arena'.