



IV. Blue Economy Summer School in Pécs – BESS 2015

Blue Economy Summer School gives you the chance to learn a new way of thinking in the mind of the current and the later generation of business professionals that offers permanent solution for the present economic, social and environmental crisis. "The Blue Economy" permits to respond to the basic needs of all with what we have. As such, it stands for a new way of designing business: using the resources available in cascading systems, where the waste of one product becomes the input to create a new cash flow.

The Blue Economy Summer School offers the chance to meet and learn personally from Gunter Pauli, the creator of the concept. Pauli has analysed and learned from the faults of the former and current models and set up some revolutionary ideas, which he published in 2009 as a report of the Club of Rome. The 100 models of innovations promise 100 million jobs in 10 years.

Meet the creator of the concept in Pécs and become a BE expert yourself.

Program – your way to become a Blue Economy Expert

Academic program

BESS has created a diverse academic program, covering different perspectives of Blue Economy. The academic program prepares and certifies participants to become a BE expert after completing a successful examination at the end of the program.

By participating on BESS 2015 you can learn:

- The phenomenon of the Blue Economy concept
- Current examples and solutions of Blue Economy
- Blue Economy methodology and projects, methods to work out BE models
- System thinking
- Regional development models.

At the end of the program participants can take the final examination which upon successful completion authorises them to act as a Blue Economy Expert.

ECTS credit

At the final workshop of BESS2015 students will hold presentations about their Blue Economy project and so gain 6 ECTS.

Extra curricular activities

A wide range of off-class social programs will be offered during the summer school most of which despite being diverse and amusing are linked to the concept of Blue Economy. These programs provide an excellent opportunity for the participants to get better acquainted not only with each other, but also with the city, the region, the culture and heritage of Pécs.

The city of Pécs

Pécs, Hungary's fifth largest city lies in the southern part of the country. The vicinity of the Adriatic, the winding streets of the historic centre, the teeming life of the early summer evenings all evoke the feeling of a Mediterranean region. At the same time, Pécs is a regional cultural and university centre. Traditions derived from its cultural heritage and from artistic innovation shape its present character. Pécs was a European Capital of Culture in 2010, and the related projects realized more long-term developments in both the city and the region.





The University of Pécs

Founded in 1367, the University of Pécs now comprises of nine University and two College Faculties including the former independent Medical University. With its ten faculties the University of Pécs plays a significant role in Hungarian higher education. The University offers a broad range of training and degree programs ensuring high-level knowledge-transfer and research. With its more than 29,000 students and nearly 2,000 teaching and research staff the impact of the University of Pécs extends well beyond the borders of the city. The Faculty of Business and Economics (FBE) was established in 1970 – and has since then become a leading centre of education and training of economists and business persons.



Dates

Registration and payment until 15th of June

Arrival, registration welcome 5th of July

Start of the program 6th of July

Costs and fees based on principles of ethical pricing

BESS is proud to apply the philosophy of ETHICAL PRICING. The tuition fee will be calculated according to the principles of ETHICAL PRICING individually for each participant. Tuition fees vary from 1090-2680 EUR depending on several factors amongst others time of application, sector of occupation and country of origin.

Scholarship

Scholarships are available in limited numbers. Details will be announced in May.

Contact

The official website of the Blue Economy Summer School
<http://bess.ktk.pte.hu>

Email us on: bess@ktk.pte.hu

Telephone:
+36-72-501-599 / 23160
(Ms Judit Trombitás - international coordinator)

The tuition fee includes:

- Academic program with Gunter Pauli and the international lecturer team,
- Off programs,
- Course materials,
- Welcome package,
- Full access to campus facilities (wifi, computer labs),
- Welcome and farewell party,
- Accommodation (in single rooms),
- Meals (3 times per day)

The fee does NOT include:

- travelling costs to and from Pécs,
- insurance
- visa (if needed)

