



## II. Blue Economy Summer School in Pécs – BESS 2013

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.

Meet the creator of the concept, Gunter Pauli in Pécs! 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. The Blue Economy Summer School offers the chance to meet and learn from Gunter Pauli personally.

### Program

#### Academic program

BESS has created a diverse academic program, covering different perspectives of Blue Economy. The main focus will be on Blue Economy methodology and regional development in the industrialized world. By participating on BESS 2013 you can learn:

- The phenomena of the Blue Economy concept
- Current examples and solutions of Blue Economy
- Blue Economy methodology and projects
- System thinking
- Regional development in the industrialized world.

#### This year's special

At the end of the program The Blue Innovations Showcase and Marketplace will be organized and will provide an excellent opportunity for the participants to get acquainted with technology owners and users. Through this venue owners/sellers/ buyers of sustainable design, product or service are able to compete and transact within sustainability's international community of practice.

For more information and the schedule please visit:  
<http://bess.ktk.pte.hu>

### 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.

#### ECTS credit

At the final workshop of BESS2013 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 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

Early bird registration and payment 15th of April

Registration and payment until 14th of June

Arrival, registration 7th of July

Start of the program 8th of July

### Contact

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

Email us on: [bess@ktk.pte.hu](mailto:bess@ktk.pte.hu)

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

### Costs and fees

Early bird fee (until 15th April) 1450 €

Fee (until 14th June) 1650 €

### The tuition fee includes:

- Academic program with Günter 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)

