

# ProAction Edition 2021: Climate Action

Program Presentation



**UNLEASH**  
*our common*  
**FUTURE**



# Program overview

## ProAction 2021 Edition: Climate Action

The [ProAction Edition 2021](#) offers an experiential learning process. From direct experience in the real world, the program is based on an “out of traditional classroom” methodology involving a challenge owner. Students have the opportunity to initiate lifelong learning through the development and application of academic knowledge and skills in new settings.

During the impact journey students will explore diverse perspectives to understand the challenges posed by the challenge owner\*, explore new opportunities to address these challenges, and prototype promising ideas.

One of the Sustainable Development Goals will be pioneered each year. In 2021 SDG 13 Climate Action has been chosen the primary goal and students will have the possibility to look at it from the perspective of transforming cities, advancing green growth, or safeguarding our oceans.

**Dates:** 21 June 2021 – 2 July 2021

**Location:** Carcavelos Campus, Rua da Holanda, no. 1, 2775-405 Carcavelos, Portugal

**Student Tuition fee:** Reduced fee of €3000 for students enrolled at Nova SBE partner schools until 31 March 2021 (€3200 for students from non-partner schools); from 1 April 2021 onwards €3400 (€3600 for non-partners).

# Attribution of Credits (ECTS)

ProAction 2021 Edition: Climate Action

**Number of credits (ECTS) equivalent to 6 (25h of work per credit (ECTS)) consisting of:**

- **Preparation work (2):** reading, pitch preparation, journal (written or video format)
- **Working hours (2,5):** classes, networking events, study visits, workshops
- **Self-assessment (1,5) – skills for the future:** reflective journal (written or video format)





# Concept & Program



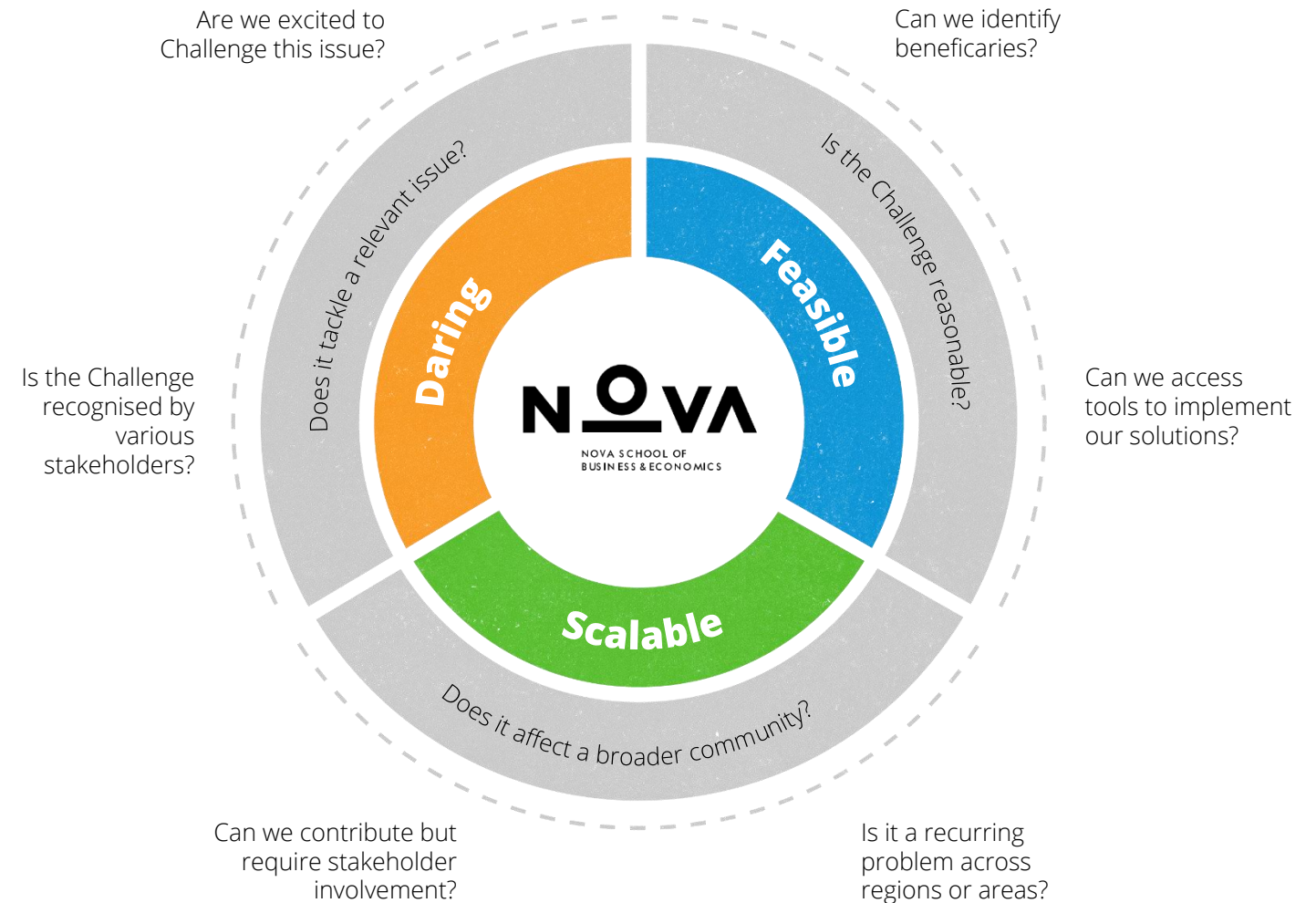
# Concept

STARTS WITH A REAL CHANGE

**Challenges that are framed well from the beginning are more likely to result in impactful solutions.**

A good Challenge is:

- **Daring:** not easily solvable; must have the potential to positively impact the lives of the broader community.
- **Feasible:** the team has access to beneficiaries, supporters, and partners. Together with these stakeholders, students create an implementable solution to the Challenge they have tackled.
- **Scalable:** widespread applicability (not limited to a single community).



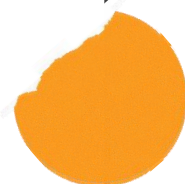
# Concept

BE PART OF THE IDEAS REVOLUTION

**Finding solutions to the Challenges will require creative and innovative approaches from the participants who are aware and reactive to the needs of the global society.**

A Challenge is guided by the following principles:

- Is defined and steered by the vision and mission of a business, city, region, or NGO, and fits into the framework of the Global Goals. This year, the program focuses on Goal 13 “Climate Action” and is linked to the following themes: transforming cities, green economy, and blue economy.
- The Challenge description is one to two pages long. It must (i) frame the context, (ii) explain the problem, (iii) pose the Challenge.



Cities and metropolitan areas are powerhouses of economic growth, contributing to about 60% of global GDP. However, they also account for approximately 70% of global carbon emissions and consume over 68% of resources. [Company TBD] takes on the Challenge to transform cities.

**Transforming Cities**

*challenge*



How do we assure economic growth and development, while simultaneously ensuring the preservation of natural assets on which our well-being relies? [Company TBD] takes on the Challenge to advance green growth.

**Advancing Green Growth**

*challenge*



Oceans drive global systems that make the Earth habitable for humankind. Careful management of this essential global resource is a key feature of a sustainable future. [Company TBD] takes on the challenge to safeguard our Oceans.

**Safeguarding Our Oceans**

*challenge*

**SUSTAINABLE  
DEVELOPMENT  
GOALS**

# Program

## AN IMPACT JOURNEY

The ProAction Summer School offers an experiential learning process. From direct experience in the real world, the program is based on an “out of traditional classroom” methodology involving a challenge owner. Students have the opportunity to initiate lifelong learning through the development and application of academic knowledge and skills in new settings.



### Day 1

**Setting the Scene:**  
Welcome event, meet the challenge owner and get to know the challenge colleagues.



### Day 2

**Exploring the Challenge:**  
Understand the challenge, identify new perspectives and overcome “thinking as usual”.



### Day 3

**Leveraging Knowledge:** Ask powerful questions to broaden your perspectives.



### Day 4

**Exploring Opportunities:**  
Explore possible ideas and capture emerging ideas.



### Day 5

**Zoom out:** Discover frameworks and future transformations.



### Day 6

**Experience transformation:**  
Witness an example of a sustainable business creation.

# Program

## AN IMPACT JOURNEY

During the impact journey students will explore diverse perspectives to understand the challenges posed by the challenge owner, explore new opportunities to address these challenges, and prototype promising ideas.



**Day 7**

**Cultural Immersion:** Learn about the transformation of Lisbon and get a hands-on experience.



**Day 8**

**From Local to Global:** Get to know the role and contribution of Nova SBE and social businesses to the achievement of the SDGs.



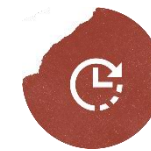
**Day 9**

**Ideathon:** Generate forward-looking ideas using innovative methods.



**Day 10**

**Pioneering Work in Progress:** Look beyond your own area and explore synergies.



**Day 11**

**Shaping the Future:** Narrow down ideas and create concrete roadmaps for implementation.



**Day 12**

**Change Pitch:** Pave the way forward.



# ProAction Edition 2021





**Thank You.**  
*thank you.*

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