

TREENNOVA

From Nature to Business



02 – 05 December 2019 | Madrid, Spain

Help your community. Boost your idea.

TREENNOVA is an intensive 4-day course focused on forestry and environmental entrepreneurship, aimed to discover the potential opportunities that forest bioeconomy and natural capital may bring to your business idea. Throughout this course, our team of coaches and partners will showcase examples of successful business models based on creating value from intangible ecosystem services, while helping you to frame, develop and boost your own sustainable business project.

Program overview

Throughout this intensive 4-day course, you will be exposed to different sessions and activities based on a learning-by-doing methodology, with the aim of:

- Enhancing your abilities to develop and boost projects related to MEEBs
- Contributing to the economic valuation of MEEBs
- Contributing to the economic development of rural communities through the generation of new business models in the field of forestry, markets, and ecological services
- Developing and enhance your skills on innovation, creativity, curiosity, and entrepreneurship



Days 1 & 2. **TreeKNOWACTION**

A 2-day workshop in which our experts will introduce you to the potential of innovation and entrepreneurship applied to forestry, markets and ecosystem services.



Day 3. **ThinkKNOWACTION**

This your chance to get hands-on your idea and get the most of it. In this session, you will have the opportunity to learn and apply strategic management tools from top-tier professionals and frame your idea. It will be your chance to take your project to a new level and prepare your pitch with some of our greatest professionals in communication. The best one will receive a prize!



Day 4. **InspirACTION**

One full session intended to present your business idea, networking with other entrepreneurs, and inspire you through a talk session which will be focused on several innovation drivers for MEEB business (digital transformation, Internet of Things, or Industry 4.0, for instance.) Inspirational talk session will be open to the public and it will be broadcast online through streaming.

Hard facts

Location	College of Forestry Universidad Politécnica de Madrid Calle José Antonio Novais 10, 28040 Madrid
Dates	December 2–5, 2019
Course fee	150.00 EUR



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