

Experience Report on the Blended Intensive Programme: "How to Build and Finance a Sustainable Business" in Florence



As part of my studies, I had the opportunity to participate in the Blended Intensive Programme "How to Build and Finance a Sustainable Business," which took place at the University of Florence, School of Economics and Management. The five-day program primarily targeted students with an economic background and brought together international participants from Cologne, Konstanz, and Paris. The daily schedule ran from around 9:00 AM to 7:00 PM and focused on learning about sustainable business ideas and how to build and finance a business from the ground up.

Through a combination of lectures and workshops, we explored various topics related to sustainable entrepreneurship, including challenges, opportunities, and real-world applications. The sessions were engaging and practical, providing us with a comprehensive understanding of the process of establishing a sustainable business. The program was well-organized, and catering was provided throughout the day, which helped keep us energized during the intensive sessions.

Beyond the academic experience, the city of Florence offered a rich cultural backdrop. After the lectures, we often explored the city, enjoying its historic architecture, vibrant streets, and, of course, the incredible Italian food. Dinners in local restaurants were a highlight, where we had the chance to bond with fellow participants while experiencing authentic Tuscan cuisine. This cultural exchange added another layer of value to the overall experience.

For accommodation, I arranged to stay at a hostel, which was perfectly sufficient for the duration of the program. Overall, the program was a fantastic opportunity to deepen my understanding of sustainable business practices while enjoying the cultural richness of Florence. I would highly recommend it to any student interested in entrepreneurship and sustainability.