



# Business Strategies for a Low Carbon Economy

## Joint Executive Education Program, ESMT and Stanford GSB, Berlin, May 21-25, 2012

	Climate Change – The Challenge		Anticipating the Challenge	Adapting to the Challenge	
	Day 1	Day 2	Day 3	Day 4	Day 5
Arrival	Session 1: <b>Carbon Emissions: Where Do We Stand?</b> <i>Session Leaders:</i> Burger and Reichelstein	Session 5: <b>Competition and Regulation Simulation</b> <i>Session Leader:</i> Burger	Session 9: <b>Clean Technology Commercialization</b> <i>Session Leader:</i> Reicher	Session 13: <b>Stakeholders as a Driving Force: From Inside-out to Outside-in Case Study</b> <i>Session Leader:</i> Bhattacharya	Session 17: <b>Leading Change: The Ambidextrous Organization</b> <i>Session Leader:</i> O'Reilly
	Session 2: <b>The 2° C Target from a Scientific Perspective</b> <i>Session Leader:</i> Huettl	Session 6: <b>Carbon Regulations in Europe and the U.S.</b> <i>Session Leaders:</i> Reicher and Zapfel	Session 10: <b>Smart Industry Policy: The Case of Advanced Vehicles and E-Mobility</b> <i>Session Leader:</i> Roeller	Session 14: <b>Key Success Factors for Sustainable Innovation</b> <i>Session Leader:</i> NN Siemens	Session 18: <b>Leading Organizational Change Case Study</b> <i>Session Leader:</i> O'Reilly
	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
	Session 3: <b>Perspectives on Climate Change Group work</b> <i>Session Leader:</i> Burger	Session 7: <b>Cost Competitiveness of Alternative Energy Sources</b> <i>Session Leader:</i> Reichelstein	Session 11: <b>Organizational Renewal: The Challenge of Change</b> <i>Session Leader:</i> O'Reilly	Session 15: <b>New Business Models: Innovation Through the Smart Grid</b> <i>Session Leader:</i> Chebbo	Session 19: <b>Presentations of Group Projects</b>
	Session 4: <b>The Path to an Emission-Free Economy</b> <i>Session Leader:</i> Duveau	Session 8: <b>The Rise of Photovoltaic Solar Power Case Study</b> <i>Session Leader:</i> Reichelstein	Session 12: Project Work in Groups: <b>"Ideas for Competing in a Low Carbon Economy"</b> <i>Session Leaders:</i> Burger and Reicher	Session 16: a) <b>Optimization of Existing Activities: Tour of Daimler Facility</b> b) <b>Enabling a Renewable Energy System: Company Visit Younicos</b>	Session 20: <b>Award Ceremony</b>
Welcome Dinner	Network Dinner	Session with Members of German Parliament	Buffet Dinner	Gala Dinner	Departure