

# University of Cologne



**Doing Business in Germany**  
**Energy Economics**  
**1 – 12 March 2021**

Today's ideas. Tomorrow's impact.

# Cologne

- 4th largest city in Germany with 1 million inhabitants
- Home to 4th largest trade fair in the world, focus on film & TV production



Photo: Dietrich Landt / Köln.de / dpa / dpa / dpa



# The University of Cologne

## Who are we?

- Founded in 1388
- Largest German university

## Accreditations

- Founding member of CEMS
- Top 3: Business Administration  
(Wirtschaftswoche ranking 2018)
- Top 4: Economics  
(Wirtschaftswoche ranking 2018)
- Top 5: Research Management Faculties in Germany  
(Handelsblatt rankings 2000 – 2017)



# DBi programme

## What can you expect?

- Up-to-date academic insights
- First-hand interaction with key players in Germany's Automotive & Mobility sectors
- Expand global network
- Overview of current topics with top researchers, firms and institutions



# DBi programme

## Do I need to know anything about Energy Economics to participate?

No, this programme is designed for newcomers to the field to learn and be just as successful as those who have previous knowledge.

## I have a background in Energy Economics, how will this experience benefit me?

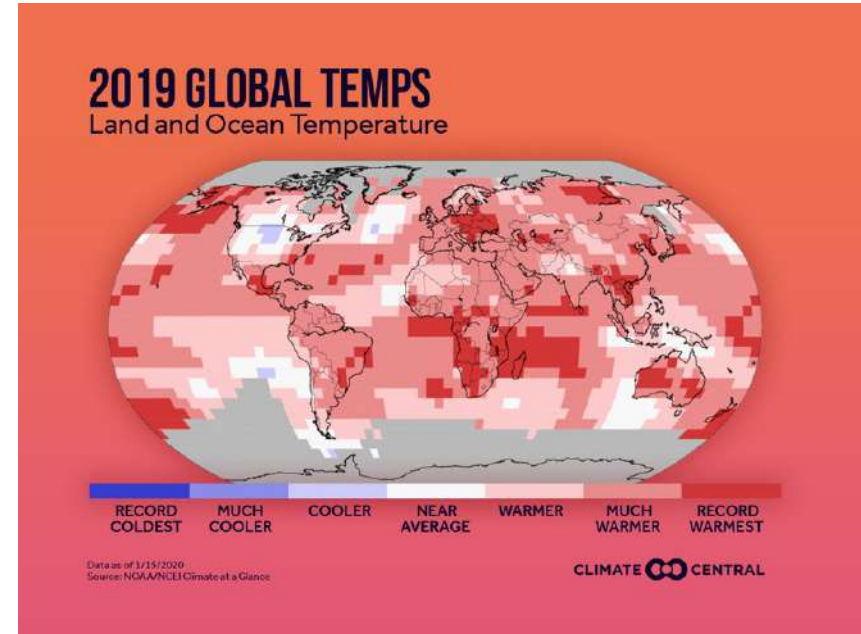
You will be able to get exclusive face time and 1:1 opportunities with key players in the field. As well as an in-depth look at how this sector looks in Germany and the EU.



# DBi programme

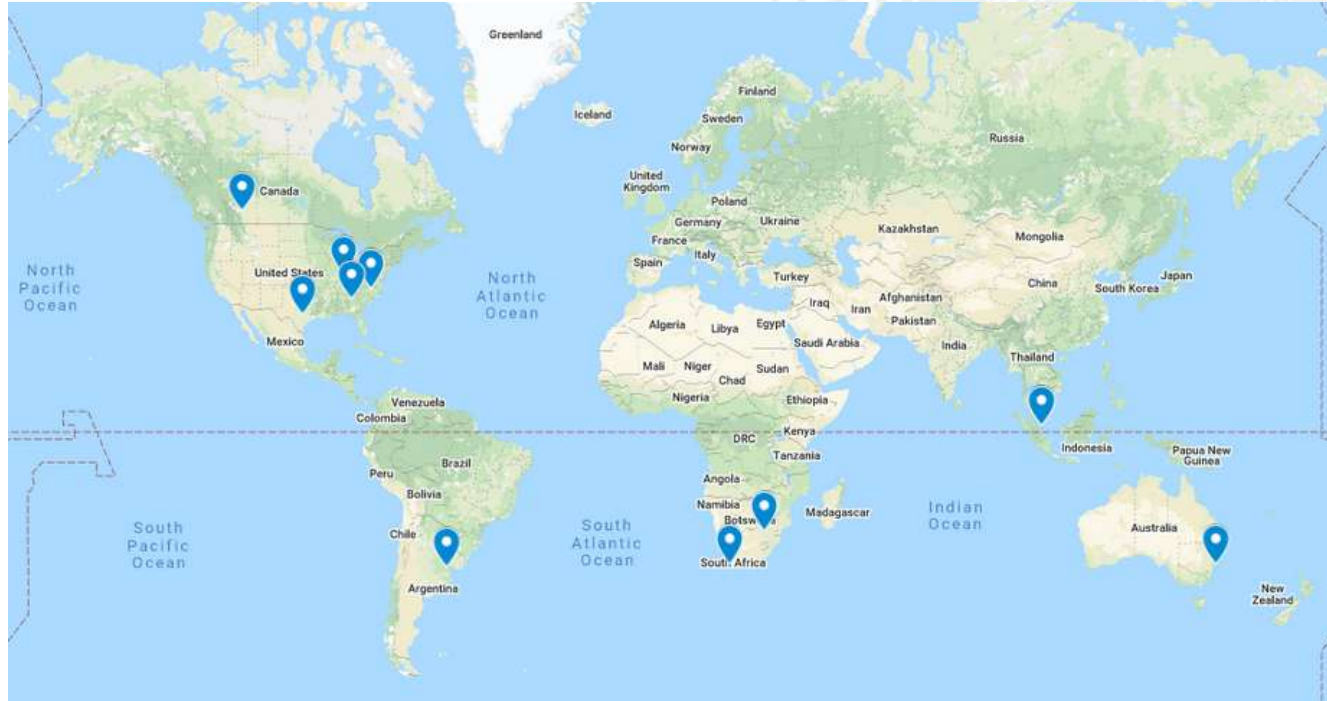
## Why is this topic relevant?

- The Earth's average surface temperature has risen about 1.62 degrees °F (0.9 degrees °C) since late 19th century
- These trends led to the Paris Agreement & new CO2 goals (reduce greenhouse gas emissions by at least 40% by 2030)
- Businesses in all sectors are seeing 'green' investment as one that is also profitable





# DBi participating universities\*



\*Representative of 2021 but still subject to change



# DBi partners\*

## Energy providers / networks

- [RWE & Lignite Mine](#)
- [RheinEnergie](#)
- [Arge Netz](#)
- [Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railway](#)

## Start-ups

- [Athion](#)
- [Fresh Energy](#)

## Policy

- [Dena](#)
- [European Energy Exchange](#)
- [Zukunft Erdgas](#)
- [German Federal Ministry for Economic Affairs and Energy](#)

## Research

- [Institute of Energy Economics \(EWI\)](#)
- [E.ON Research Center](#)

\*Representative of 2021 but still subject to change



# Programme 2021\*

**When?** 1 – 12 March 2021

**Format:** Digital (via Zoom)

**Size:** 20 participant maximum

**Key topics:**

Energiewende, coal exit, green energy, digitalisation, renewable energy, climate change

**Topics of deeper discussion will include:**

- Effects of the Coal Exit Law on the German electricity market
- Hydrogen economy – outlook and challenges
- The future of mobility and the role of synthetic fuels
- dena study – an awakening to climate neutrality

\*Subject to change





# Programme 2021\*

## Grading

- 70 % final group presentation
- 25 % 1:1 check-ins
- 5 % participation in GoGreen Challenge

## Contact hours & ECTS

50 contact hours, 6 ECTS

## Cost

390 € (includes: company lectures, company networking opportunities and other administrative fees)

\*Subject to change

# GoGreen Challenge

- UN 17 Sustainable Development Goals
- Challenges & questions throughout the programme
- 5% of grade





# Programme 2021\*

- Course time will be split between in-depth lectures and interactive learning with guest lecturers from the Institute of Energy Economics (EWI) as well as one-on-one small group experiences with companies
- At the end of each week, students will come together and present what they learned to the group
- Students will also present on topics assigned by the EWI guest lecturers at the end of week 2

|     | 3.00 pm                   | 3.30 pm | 4.00 pm                  | 4.30 pm | 5.00 pm          | 5.30 pm | 6.00 pm   | 6.30 pm | 7.00 pm | 7.30 pm |
|-----|---------------------------|---------|--------------------------|---------|------------------|---------|---|---------|---------|---------|
| Sun |                           |         |                          |         |                  |         |   |         |         |         |
| Mon | Orientation               |         | DBi Germany Presentation |         | Break/Networking |         | EWI - Introduction to Energy Economics            |         |         |         |
| Tue | EWI: Presentation 1 & 2   |         |                          |         | Break/Networking |         | 1:1 for Group 1                                   |         |         |         |
|     |                           |         |                          |         |                  |         | 1:1 for Group 2                                   |         |         |         |
|     |                           |         |                          |         |                  |         | Group 3/Group 4: Preparation for Expert Interview |         |         |         |
| Wed | EWI: Presentation 3 & 4   |         |                          |         | Break/Networking |         | 1:1 for Group 3                                   |         |         |         |
|     |                           |         |                          |         |                  |         | 1:1 for Group 4                                   |         |         |         |
|     |                           |         |                          |         |                  |         | Group 1/Group 2: Preparation for Expert Interview |         |         |         |
| Thu | 1:1 for Group 1           |         |                          |         | Break/Networking |         | EWI: Expert Interviews                            |         |         |         |
|     | 1:1 for Group 2           |         |                          |         |                  |         |   |         |         |         |
| Fri | Presentation Preparation  |         |                          |         | Break/Networking |         | 1:1 Check-in & Share                              |         |         |         |
| Sat |                           |         |                          |         |                  |         |   |         |         |         |
| Sun |                           |         |                          |         |                  |         |   |         |         |         |
| Mon | Presentation from Partner |         |                          |         | Break/Networking |         | 1:1 for Group 3                                   |         |         |         |
|     |                           |         |                          |         |                  |         | 1:1 for Group 4                                   |         |         |         |
| Tue | 1:1 for Group 1           |         |                          |         | Break/Networking |         | Presentation from Partner                         |         |         |         |
|     | 1:1 for Group 2           |         |                          |         |                  |         |   |         |         |         |
| Wed | Presentation from Partner |         |                          |         | Break/Networking |         | 1:1 for Group 3                                   |         |         |         |
|     |                           |         |                          |         |                  |         | 1:1 for Group 4                                   |         |         |         |
| Thu | Presentation Preparation  |         |                          |         | Break            |         | 1:1 Check-in & Share                              |         |         |         |
| Fri | Final Presentations       |         |                          |         |                  |         | Debrief/Eval                                      |         |         |         |

Events for all students (mostly academic)

Event for individual groups (company visits)

Graded events

\*Exact topics and presenters will be announced at a later date



## How to apply

- Talk to your home university – application requirements and formalities differ
- Once selected, your home university will formally nominate you to our programme
- First contact from UoC: week of 1 February 2021
- Payment deadline: February 2021