DAY 1: "SUSTAINAVATE" (how to innovate in a sustainable way?)

Teaching team: Christine Avenarius

University : TH Wildau

Course element : Sustainability Management

CLIL pilot type: Intensive Programme

CLIL assignments:

- o To understand the sustainability components of a technical project

- o To use the terminology of sustainable activities in companies

- o To investigate about competitors' practices

- o To become familiar with the basic concept of green communication to promote a product

- o To express efficiently the sustainability aspects of the technical projects

- o To be able to organise the key elements in a Padlet in preparation for the International Tech Fair

Language: English

Introduction of the CLIL implementation

- o **Sequence: Meeting point 1**

- o What is a sustainable activity in a company?

- o What kind of process is implemented to promote "green products"?

  - o How to promote green energy?

  - o How to foster sustainable behaviour in professional events?

  - o What about greenwashing?

  - o Customers behaviour

- o **Concept and Task > Language:**

  - o To find solutions to improve the green aspects of each chosen project and be able to promote them during the group's presentation at the Tech Fair.

- o To make a glossary in the application Quizlet: topics sustainability / green marketing

- o To create a Powerpoint presentation with the key elements of the sustainability part to be used during the final presentation (3 slides)

- o **Guided multimedia input:** Quizlet / Padlet / Powerpoint

- o **Interactions:**

  - o Technical projects students will interact with Business student teams

  - o Interactions deciding the explanation of the sustainable context for the project

  - o Interactions creating the 3 slides

- o **Outcomes :**

  - o To know and present the specific components of a sustainable product/service in a slideshow.

  - o To communicate about a commercial development of a sustainable product/service from an organisation in an oral presentation (Tech Fair)

- o **Feedback:**

- o At the end of the workshop, international business teams and French technical teams meet to validate the outcomes for the Tech Fair.

DAY 2: PRODUCT INTERNATIONALISATION and EVENT MARKETING

Teaching team: Stephan Plat + Kirsi Marja Toivainen

University: HAN University of Applied Sciences + Karelia University of Applied Sciences

Course: Product Internationalisation

CLIL pilot type: Intensive Programme

CLIL assignments:

- o To detail an internationalisation plan for an hypothetical company/event regarding the 4 technical projects of UJM students.

- o To use the terminology of internationalisation activities in companies

- o To investigate about the market (business) or opportunities (event)

- o To become familiar with the basic concept of internationalisation to promote a product

- o To include a basic entry strategy and risk analysis

- o To be able to organise the key elements in a document for the International Tech Fair

Language: English

Introduction of the CLIL implementation

- **Sequence: Meeting point 2**
    - What is internationalisation in a company?
    - What kind of process is implemented to internationalise a product/event ?
    - How to suit local expectations about a technical product/event ?
    - What about the advantages and disadvantages of internationalisation?
- **Concept and Task > Language:**
    - To target a foreign market to improve a business or event for each technical product and be able to promote them during the group's presentation at the Tech Fair.
    - To make a glossary in the application Quizlet
    - To create a document in an application like Miro...
- **Guided multimedia input:** Quizlet / Miro...
- **Interactions:**
    - Technical projects students will interact with Business student teams
    - Interactions deciding the explanation of the internationalisation context for the project
    - Interactions in Miro application...
- **Outcomes:**
    - To know and present the specific components of internationalisation for technical products
    - To communicate about a commercial development (business or events) of an international product from an organisation in an oral presentation (Tech Fair)
- **Feedback:**
    - At the end of the workshop, international business teams and French technical teams meet to validate the outcomes for the Tech Fair.

EVENT MARKETING

Teaching team: Varpumaria Jeskanen + Ilse de Wit

University: Karelia University of Applied Sciences + HAN University of Applied Sciences

Course element : Event marketing design – Prepare the Tech Fair

CLIL pilot type: Intensive programme

CLIL assignments:

- To prepare the written and iconographical elements for the Tech Fair

- To be able to make a poster with applications like Canvas

- To be able to write a blog post on the CLIL website

- To express efficiently the promotion of the technical products to professional clients

- To use correctly the technical terminology in order to convince the potential clients B2B (teachers and companies members)

Language: English

Introduction of the CLIL implementation

- **Sequence: Meeting point 3**

    - What is marketing design?

    - How to make a poster?

    - How to write a blog post?

    - What are Tech Fair specificities throughout written communication in English?

    - How to express by visual elements the promotion of technical products?

    - How to make a specific benchmark?

- **Concept and Task > Language:**

    - To analyse a market benchmark and be able to promote the technical products during the groups presentation at the Tech Fair (17th October)

    - To make a poster presentation in the application Canvas

    - To create a draft of a future blog post (with pictures) about the IP activities for each group / project

- **Guided multimedia input:**

    - Canva / Office 365 / Wordpress (blog)

    - Visualisations with examples and explanations of the objectives, team coaching in 1-to-1 meetings with content and language teachers.

- **Interactions:**

    - Technical projects students will interact with Business student teams

    - Interactions by choosing the strategy of the written Tech Fair communication

    - Interactions creating the poster and the blog

- **Outcomes :**

    - To know and present the specific components of the technical projects in a marketing strategy B2B

o   To communicate in English with written elements about the commercial development of a technical project during an event such as a Tech Fair.

o   **Feedback:**

o   At the end of the workshop, international business teams and French technical teams meet to validate the outcomes for the Tech Fair.

DAY 3: DEVELOPING A WINNING PITCH

Teaching team: Muriel Fabrèges + Varpumaria Jeskanen

University: UJM – IUT de Saint-Etienne + Karelia University of Applied Sciences

Course element: Event communication pitch – Prepare the Tech Fair

CLIL pilot type: Intensive programme

CLIL assignments:

−   To prepare the oral and iconographical elements for the Tech Fair

−   To be able to make a pitch and design a stand

−   To express efficiently the promotion of the technical products to professional clients during a pitch and by the organisation of the event

−   To use correctly the technical terminology in order to convince the potential clients B2B (teachers and companies members)

Language: English

Introduction of the CLIL implementation

o   **Sequence: Meeting point 4**

o   What is a pitch and what are the oral evaluation criteria ?

o   How to make a pitch for the specific topics of the IP Tech Fair ?

o   How to make a presentation stand for a professional event ?

o   What are the Tech Fair specificities for oral communication in English ?

o   How to promote a technical product using oral elements ?

o   **Concept and Task > Language:**

o   To set up the Tech Fair stand and be able to promote the technical products during the group's presentation at the Tech Fair on Thursday.

o   To make a pitch presentation

o   To create 3 slides by group to present a skeleton of the Tech Fair organisation

−   **Guided multimedia input:**

- o   Canva, website, examples, videos, instructions in written and verbal format
- o   **Interactions:**
    - o   Technical projects students will interact with Business student teams
    - o   Interactions by choosing the strategy of oral Tech Fair communication
    - o   Interactions creating the pitch and the stand
- o   **Outcomes :**
    - o   To know and present the specific components of the technical projects in a marketing strategy B2B
    - o   To communicate in English with oral elements about a commercial development of the technical projects during an event such as a Tech Fair
    - o   To design and print promotional posters in a company specialized in this kind of products.
- o   **Feedback:**
    - o   At the end of the workshop, international business teams and French technical teams meet to validate the outcomes for the Tech Fair.

DAY 4: INTERNATIONAL CLIL4ALL TECH FAIR

Teaching team: John O'Donoghue, Simon Devos, Julien Strignano , Muriel Fabrèges, Antoine Pelicand, Varpumaria Jeskanen, Kirsi-Marja Toivainen, Stephan Plat, Ilse de Wit, Maartje Gijselhart-Keijsers, Víctor Pavón , Javier Ávila Cynthia Pimentel

University : All partner universities

Course element : International event organisation and participation

CLIL pilot type: Intensive Programme

CLIL assignments:

- o   To develop a strategy for the implementation of a technical project
- o   To speak in English during 15 minutes about the chosen strategy
- o   To estimate the sustainable impact of technical projects implementation
- o   To promote technical projects implementation by different kinds of advertising

Language: English

Introduction of the CLIL implementation

- o   **Sequence: International CLIL4ALL TECH FAIR**
    - o   Eight teams of business and engineering students present and promote their projects.

- - Presentation stands with video projection - to give the event a professional touch - Evaluation of their pitch by the jury (when visiting each stand).
  - Each team presents its project in 10 minutes, followed by 5 minutes of questioning by the jury (CLIL4ALL team + French professionals from the relevant sectors).
  - Graduated awards for all the teams (based on their ranking).
- **Concept and Task > Language:**
  - Demonstrate how the use of the English language can create synergy and transversality (/ interdisciplinarity) between the business and engineering teams.
  - Promote projects both in terms of sustainable development and internationalisation.
  - Speak English in front of a professional jury or potential customers/investors
  - Use one or more written presentation materials in English for promotional purposes
- **Guided multimedia input:** Powerpoint, Canva, posters and stand visualisitions & video materials
- **Interactions:**
  - Within teams, between the international students, in English
  - Between teams and the jury, in English
  - With the Tech Fair visitors, in English or in French
  - Focus groups (collective interviews in international teams) the next day to finalize the programme and collect feedbacks.
- **Outcomes:**
- Stand
- Poster on the stand
- Project pitch to introduce the presentation
- Slideshow of the project, including some recommendations about sustainability and internationalisation