

12 - 17 MAY 2024

GREEN BUSINESS CHALLENGE

ENERGY EDITION

Join the Green revolution!

Apply now
thegreenbusinesschallenge.nl



Play: [Video Recap Green Business Challenge 2023](#)

Real challenges. Real impact. An unforgettable experience.

We are excited to launch the fourth Green Business Challenge! Applications are now open for ambitious students from all over the world, with different backgrounds, from economics, tech and marketing to (spatial) design, governance, energy law and psychology, who want to be part of the Energy edition.

An action-packed impact event

Do you want to dive head-first into the complexity of the energy transition, get your hands dirty on real challenges and go on an epic road trip in the North? All while gaining new skills, great friendships and exciting career opportunities along the way?

Join us from 12th until 17th May 2024!

Time to power up

THE ENERGY EDITION



Are you

- interested in the green economy and energy transition;
- a creative, outside-of-the-box thinker;
- ready for a challenge and mean business when it comes to building a sustainable future?

And, do you want to

- work on real cases, for real clients;
- meet new people from all over the world;
- showcase your talent to potential employers;
- go on an epic road trip from 12-17 May 2024?!

Sign up & claim your spot!

thegreenbusinesschallenge.nl/join

Any questions? We're happy to help!

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Up for the Challenge? Apply now >>



In collaboration with New Energy Academy - part of New Energy Coalition - we are putting the spotlight on the energy transition, the green economy, and the social-technical-economical issues involved. What problems are governments, companies, and communities facing in shifting to renewable energy? How can organisations fuel the acceleration, develop green business models for solar-powered products or come up with solutions for energy storage?

Ready. Set. Challenge

From Staatsbosbeheer and Marne Mosterd to EnergyHub050 and Veenstra & Stroeve. The cases and organisations always vary, but are 100% real! And need your entrepreneurial mindset and sharp eye. Want to know what kind of challenges you can expect? [Check out previous editions >](#)

[More information >](#)

Why sign up?

Expect a synergizing week buzzing with fresh ideas, mind-blowing insights, inspiring events, workshops, and social gatherings. All while getting to know some of the most amazing people who share your passion for sustainability, business and innovation.

It's the real deal.

No more fictional projects. Together with more than 25 students from across the globe, you'll get the chance to work in teams on business cases that really matter. It's a unique opportunity to show off your skills and work on a challenge faced by one of the organisations that have signed up for the Green Business Challenge.

Power up your resume & network.

It's a great way to gain international experience and grow your network in the Northern Netherlands. Being part of the Green Business Challenge also shows that you are a go-getter, team player and mean business when it comes to a sustainable future. Who doesn't want that on their resume? Bonus: you'll receive a certificate to prove it!

And, it's FREE!

You will eat, sleep, and breathe Green Business Challenge for one week. Ho(s)tels, transport, workshops, food, fun, and the support of experts are all taken care of so you and your team can focus on the task ahead. You'll only need to arrange (and pay for) transport to and from Groningen on the first and last day.



Work hard. Play hard.

A 6-day road trip with great people in the Northern Netherlands

You won't be stuck in a boring meeting room! You and your team will be travelling - with your own (electric) car - to a new location every day. Start your week by meeting with your case owner, doing market research, pushing your thinking to new heights during the workshops, and gaining behind-the-scenes access.

The icing on the cake is the final pitch event on Friday, the 17th of May, where your idea(s) will take flight live on stage.



Co-created with

New Energy Academy

We are proud to be teaming up with [New Energy Academy](#), who also underlines the need for both skilled professionals and excellent researchers with a broad understanding of the recent challenges. New Energy Academy is the place where you can broaden your knowledge and acquire the information you need!

Drivers of Change

New Energy Academy is part of [New Energy Coalition](#), that aims to bring together researchers, entrepreneurs and policymakers to boost innovation, achieve breakthroughs and help change people's mindset and behaviour regarding the energy transition. New Energy Academy offers programmes designed for everyone with an interest in energy, from all levels. Do you have an interest in spatial questions? Technical challenges? Or about the social issues of the transition? Check out their Energy Learning Activities!

GBC Energy 2024 is also powered by

The Provinces of Groningen, Friesland & Drenthe
Wubbo Ockels School for Energy & Climate
TAEM.io and many more.



A concept by BBENG

What started in 2021 with the idea to join forces to boost the green economy, has transformed into a once-in-a-lifetime experience, many collaborations and newfound friendships.

Almost 100 students from 20 different countries have successfully tackled 20 challenges and presented solutions ranging from sustainable packaging, ways to (better) use residual flows, improve circular chains, develop bio-based building materials and contribute to sustainable innovation methods.

Join the Green Revolution!



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