

Thriving People, Thriving Businesses, Thriving Planet

Mannheim ESG Impact Conference & Erasmus+ Project Result Presentation | 18.9.2026, 9:00 – 11:30

Altes Volksbad – creative business, Mittelstraße 42, 68169 Mannheim, www.altes-volksbad.next-mannheim.de;

Online participation possible; Supported by Erasmus+ Project

ESG Business Model Innovation – ESG - Burden or Opportunity?

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| 8:30 – 9:00 | Arrival and Registration |
| 9:00 – 9:10 | Welcome and Introduction, Next Mannheim Frank Jungmann, Tom Woschitz |
| 9:10 – 9:25 | Social Economy as a Strategic Field of Economic Development Matthias Henel
<i>How Mannheim integrates social innovation and impact-oriented entrepreneurship into its economic strategy</i> |
| 9:25 – 10:00 | In-depth Session: ESG Business Model Innovation Method and Tools Dr. Markus Ressler (Ressolutions), Frank Jungmann (Starkmacher Impact), Dr. Tibor Hejj (PMC), Jean-Marc Ziadé (Mariënkroon)

<i>The international Erasmus+ project team presents their jointly developed ESG business model innovation method for differentiation, growth and business start-up:</i> <ul style="list-style-type: none"> • ESG Fundamentals • 3D Business Model Approach • ESG Ideation – The Mariënkroon Method • ESG Strategy Tools with Focus on Circular Economy |
| 10:00 – 10:15 | Business Model Innovation Case, AGÁTA Rösterei & Café, Mannheim Elisabetta Rossi, Lorentsa Panova

<i>Presentation of the ESG business model innovation method applied in practice, in the context of the International Marketing Project with EoC firms at the Vienna University of Economics and Business</i> |
| 10:15 – 10:30 | Morning Break |
| 10:30 – 11:00 | Panel Discussion – Challenges, Risks and Opportunities of ESG and the Sustainability Megatrend <ul style="list-style-type: none"> • Moderator: Frank Jungmann • Panel participants: Elisabetta Rossi, Matthias Henel, Giovanni Garofaro, Markus Ressler |
| 11:00 – 11:30 | Presentation of ESG Handbook and Resources & Closing Remarks Frank Jungmann |

