



GREEN POWER ACADEMY ANNOUNCES A NEW TRAINING PRODUCT:

RENEWABLE ENERGY MINI-MBA

Our Premium 5-day Business School for Renewable Energy:

Technology, Markets, Commercialisation, Planning, Finance, Strategy

LONDON - 11 July 2011: Green Power Conferences today announced the launch of its Green Power Academy mini-MBA on Renewable Energy, taking place at the Green Power Training Academy in London on 14 - 18 November 2011. Led by Green Power's in-house Training Director and supplemented by carefully selected, expert guest speakers, the five day course is delivered through a mix of presentation, discussion, multimedia, illustrative calculation and business planning group work.

The Green Power Academy mini-MBA will cover the following topics:

- The varied science and technology behind renewable energy and how this dictates the commercial boundaries on its potential, cost structure and market positioning
- Market impacts, opportunities and challenges for Solar, Wind, Geothermal, Biomass and Ocean energy
- The business of renewable energy, including: cash flow planning, business case factors and sensitivities; risk evaluation and financing; political and regulatory impacts
- Internal/external and micro/macro-economic factors in increasing renewables within the energy mix
- Renewable energy strategies at different levels: firms, countries and regions

Specifically designed for this course and unique to Green Power Academy, participants will also be introduced to the **Business Planning Exercise** throughout the week: attendees will be working in small teams, writing a business plan and strategy to incorporate renewable sources within a competitive, realistic energy market simulation.

Further information about the course can be found online at: www.greenpoweracademy.com/minimba

- ends -

For press accreditation please contact:

Julien Payet
Marketing Executive
Greenpower Conferences & Training Academy
E: julien.payet@greenpowerconferences.com

About Green Power Academy:

Green Power Academy is the training and education subsidiary of Green Thinking (Services) Ltd. The Academy runs around 75 courses a year, worldwide, both for open booking and as private, "in-house" sessions for major corporations. In addition its training business, Green Thinking runs international business conferences and exhibitions through Green Power Conferences.

Established in 2003 to focus exclusively on the renewable energy, climate change and sustainability sector, our group has now welcomed over 13,000 delegates from 138 countries and built a global database of 500,000+ contacts.

For more information about Green Power Academy visit: www.greenpoweracademy.com

For more information about Green Power Conferences visit: www.greenpowerconferences.com

About the Course Director:

Dr John Massey is Green Power Academy's founder, Training Director, in-house renewables expert and lead trainer. Combining a strong academic science background with over fifteen years commercial experience of industry research, analysis and training across a variety of "new technology " industries (including conventional and renewable energy, telecoms and IT), Dr Massey is expert in demystifying the terminology and workings of new technologies, and presenting their commercial and business context.