

# Professional-Skills-Kolloquium Entrepreneurship

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Foto: ForTomorrow GmbH

## From Physicist to Impact Entrepreneur

Ruth von Heusinger

### The Topic

In this talk, Ruth von Heusinger shares her journey of becoming an impact entrepreneur. It includes the story of how and why she founded ForTomorrow. ForTomorrow is a nonprofit start-up that uses the EU emissions trading system to accelerate a climate-neutral Europe. Ruth also discusses how founding a start-up has led her to further involvement in the area of sustainability and to unexpected developments, such as being featured in a primetime TV movie.

### The Speaker

Ruth, a graduate physicist, worked in the field of renewable energies and emissions trading at Statkraft and gained experience in the voluntary carbon market at atmosfair. However, she wanted to make it possible to offset carbon emissions with a direct effect in Europe. That's why she founded the non-profit organisation ForTomorrow in December 2019.

### Further Information

[www.fortomorrow.eu](http://www.fortomorrow.eu)