



CASE

Competencies for a sustainable
socio-economic development



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Erasmus+ Programme-Key Action 2 (KA2)-Cooperation and the exchange
of good practices: **Knowledge Alliances**





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Project objectives

- To **develop innovative ways of teaching, learning and research** for tackling the recent challenges of a sustainable socio-economic development
- To **exchange new and innovative knowledge and strengthen the information-flow** between academic community and private companies in regard to inter- and transdisciplinarity, service-learning and sustainable education
- To **develop a new European Master Program on “Sustainability-driven Entrepreneurship, Policies and Innovation”** and provide the necessary knowledge for its transfer and implementation at other European universities through an open access modular structure.





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Partnership Cooperation

Nr.	WP	Meetings	Scope	Participation	Time	Location
1	WP 2	Kick Off Meeting	Overview formal procedures and framework; Starting WP1/WP2/WP7&8/WP9	CASE Consortium	23.01.15	WU Vienna
2	WP 2	Kick Off Meeting	Coordinators' meeting	Havelka	04.03.15	Brussels
3	WP 2	Steering Committee meeting	Administrative issues, progress reporting, strategic issues,	CASE Consortium	03.07.15	Gothenburg Ekocentrum
4	WP2	Thematic Cluster Meeting	Progress and experience sharing	Biberhofer & Brunner	26-27.01.2016	Brussels
5	WP 2	Steering Committee meeting	Reporting and strategic planning	CASE Consortium	16-17.03.2016	Brno
6	WP 3	Preparation Workshop	Focus on content of the Joint	internal and external	02.06.15	WU Vienna
7	WP 3	Preparation Workshop	Master: systematic collection and analysis of innovative knowledge generation.	internal and external	03.06.15	WU Vienna
8	WP 3	Multistakeholder Workshop 1&2		internal and external	20.10.15	Wiener Stadtwerke Holding
9	WP 4	Preparation Workshop	Focus on didactical and methodological integration	CASE Consortium and external partners	27-28.07.2015	Uni Vechta
10	WP 4	Multistakeholder Workshop			12-13.01.2016	Uni Vechta
11	WP 5	Preparation Workshop	Regional cooperations	CASE Consortium	19.10.15	BOKU Vienna
12	WP7/8	Workshop	Reflection and evaluation	CASE Consortium	15-17.03.2016	Brno
13	WP 9	Good Life for All Congress guteslebenfueralle.org/	Workshop Topic: Knowledge alliances & cooperations for sustainable urban development	800 participants @ Congress; 40 workshop participants	20.-22.02.2015	WU Vienna
14	WP 9	World Environmental Education Congress weec2015.org/	Workshop title: Sustainable Entrepreneurial Education	30 participants & CASE team	29.06.-02.07.2015	Gothenburg University
15	WP 9	Think more about congress thinkmoreabout.com/de/	Terra Institute are initiators and main organisers	700 participants @ congress & Elsen, Bernhardt, Reifer	21-23.05.2015	Brixen
16	WP 9	Copernicus Alliance Conference	Paper Presentation	Biberhofer	24.11.15	Madrid
17	WP 9	6. Leuphana Conference on Entrepreneurship (LCE2016)	Paper Presentation: Results needs analysis	Biberhofer and Rammel	14-16.01.2016	Leuphana University Lüneburg
18	WP 9	European University-Business Forum	Workshop participation	CASE Team Vienna	25-26.2.2016	Vienna

Success factors: participative/interactive planning and performance approach, heterogenous participants, real-life check



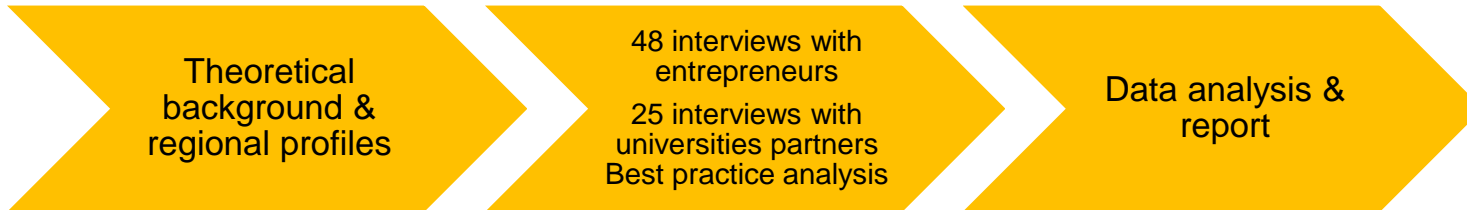


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WP1: Needs analysis

- **Research Design**



- **Main Questions:** *What competencies are needed for sustainability-driven entrepreneurship?
How to gain these competencies in the context of higher education programs?*

Results

- **Understanding** mind sets & motivations of entrepreneurs and university partners
- **Implementation** of sustainability in entrepreneurial context
- **Key competencies** for sustainability-driven entrepreneurs such as system-thinking, anticipatory, normative, strategic or interpersonal competence
- **Thematic fields** of the master program
- **Inter- and transdisciplinary** learning and teaching formats (methods)
- **Building up multistakeholder network and cooperation** with sustainability-driven enterprises and universities

Dissemination: Full report (internal), executive summary (external), paper (academic), blog posts, media coverage





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Module Development

Sustainability-Driven Entrepreneurship, Policies and Innovation Joint Master Program

Thematic Block 1

Sustainable socio-economic
development

Thematic Block 2

Sustainable and
social innovation

Thematic Block 3

Sustainability-
driven enterprises

Thematic Block 4

Sustainable
institutional
settings and
multistakeholder
networks

Module structure aiming at
acquisition of skills and competencies via

inter- and
transdisciplinary
methodological
framework

Self-directed
study in a
mentoring system
and supervised
self-reflection

university –
business
cooperations
and
project work

development
of new
sustainability
driven start
ups



CASE-Masters' programme on Sustainability-driven Entrepreneurship						
Target: Fostering competencies for sustainability-driven Entrepreneurs who support a sustainable socio-economic transformation in society						
Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship						
Semester 1	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship' / setting the frame for self-directed, collaborative, inter- and transdisciplinary learning (3 ECTS)					30
	<p>Module 1.1 Transformation and Sustainability</p> <ul style="list-style-type: none"> - Great transformations in history and today (lecture) - Transformation processes (case study analyses) - Global trends and challenges: sustainability as a science (seminar) (6 ECTS) 	<p>Module 1.2 Sustainable Economy</p> <ul style="list-style-type: none"> - alternative economic strategies - Role of responsible economy - relevant actors and markets; role of niches <p>(lectures, workshops) (8 ECTS)</p>	<p>Module 1.3 Interactions in multi-scales: globalization-regionalization</p> <ul style="list-style-type: none"> - Sustainable regional-, urban-, rural-, community development, value chains, regional cycles/cycle economies; implementation of sustainability - Challenges and innovative concepts of sustainable development (case study, group work, research projects) (4 ECTS) 		<p>Title tbd</p> <ul style="list-style-type: none"> - Vision and mission development - Find your own role model (Self-reflection on team role behavior, on values, hopes and fears concerning sustainability challenges) - Implementing a Mentoring System (student - peer - lecturer - business) (3 ECTS) 	
Semester 2	<p>2.1 Processes and Management of Innovation</p> <ul style="list-style-type: none"> - innovation: improvement vs. change - social-, eco-, and institutional innovation processes (lectures, workshops etc.) (3 ECTS) 	<p>2.2 Role models and pioneers - Regional Hot Spots</p> <ul style="list-style-type: none"> - innovation processes in two regional fields (energy, agriculture etc.) (seminars for case study analysis, including excursions, aspects of failure, report writing, group discussion etc.) (4 ECTS) - innovation/creativity workshops with regional actors that present their challenges in which solutions are worked out (4 ECTS) 	<p>2.3 Methods on innovation management</p> <ul style="list-style-type: none"> - open space, co-creation... - creativity techniques - Design-thinking (3 ECTS) 	<p>3.1 Pioneers of Sustainability (get to know both perspectives intra- and entrepreneurship)</p> <ul style="list-style-type: none"> - Sustainability-driven enterprises and start-ups, opportunities and challenges (input lecture and excursions) - Product and service development, Whole Life cycle assessment, Cradle-to-cradle, Production, Green logistics (lectures and workshops) - Development of sustainable business idea and model, Value Proposition (USP, Customer segments/target groups) (input lecture) (6 ECTS) 	<p>Title tbd</p> <ul style="list-style-type: none"> - revision of the first vision and mission development - Start to work with your own role model (internship for job shadowing, one big or several very small) - Mentoring (student - peer - lecturer - business) (4 ECTS) 	
			<p>Methodology and Tools</p> <ul style="list-style-type: none"> - Tutoring and coaching for project management, - teamwork/team building - basic presentation skills - apply research tools from sustainability sciences (3 ECTS) 			<p>Methodology and Tools</p> <ul style="list-style-type: none"> - Development of business idea and business model (workshop, project task/seminar) - market study - Coaching for developing (in a team) a viable idea for a sustainability-driven enterprise including a business model (6 ECTS)
Semester 3	<p>3.2 Sustainable Organisation and Management</p> <ul style="list-style-type: none"> - Legal forms and organisational forms such as hohle /sociocracy (Sustainable human resource management) (lectures and workshops) - Project, process & change management (lectures and workshops) - Leadership and governance (lectures and workshops) (3ECTS) 	<p>3.3 Finance</p> <ul style="list-style-type: none"> - Crowd funding, hybrid financial models, partnerships - accounting, controlling (3ECTS) 	<p>3.4 Impact</p> <ul style="list-style-type: none"> - Eco-social costs and benefits (project work) - Sustainability controlling and benchmarking - ethical and social marketing (CSR, sustainability reporting) (3 ECTS) 	<p>4.1. New institutional settings (lectures, workshops)</p> <ul style="list-style-type: none"> - Transforming institutional settings, innovative deliberative structures and participation processes, innovative spaces to facilitate interactions and relationships - Partnerships for new markets (public, knowledge...) - communication processes in society and enterprises (6 ECTS) 	<p>4.2 Multistakeholder networks</p> <p>Group work: Building up sustainability networks within and around the university (5 ECTS)</p>	
	<p>Option 1) 3.5a Regional Sustainability Challenge (Service-Learning project in teams) (4 ECTS)</p>			<p>Option 1) Methodology and Tools</p> <ul style="list-style-type: none"> - Coaching and tools for service learning project (1 ECTS) 		<p>Title tbd</p> <ul style="list-style-type: none"> - Mentoring (student - peer - lecturer - business) (2 ECTS)
	<p>Option 2) 3.5b Developing a Sustainable Business Plan for own business idea (4 ECTS)</p>			<p>Option 2) Methodology and Tools</p> <ul style="list-style-type: none"> - coaching and tools for business plan (1 ECTS) 		
<p>a week of fear and failure (3 ECTS)</p>			<p>experience of failure (outdoor education)</p>			
Semester 4	<p>Thesis (25 ECTS)</p> <ul style="list-style-type: none"> - Implementation and impact assessment of a sustainability-driven project (in an existing enterprise, as a start-up (prototype), as an NGO, within a network) (thesis writing) - research methods, impact assessment and self reflection (accompanying colloquium) 			<p>4.2 Multistakeholder networks</p> <ul style="list-style-type: none"> - Final conference on sustainability-driven entrepreneurship (tutorial and conference) (5 ECTS) 		
				<p>Final conference on sustainability-driven entrepreneurship (tutorial and conference) (5 ECTS)</p>		



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Next steps

- Continous **feedback-loops** with stakeholders for the Master program and its modules
- Developing a **shared model** for the future Master program and its implementation strategy
- Design development of **teacher seminars**
- **Cooperations** and service learning projects with entrepreneurs
- **Pilots/module testing** at universities in the regions
- “Role model“: Sustainability Challenge Vienna
- Knowledge **platform** development

Thank you for your attention!!!



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