



# Project Results

Brixen, 18th May 2017

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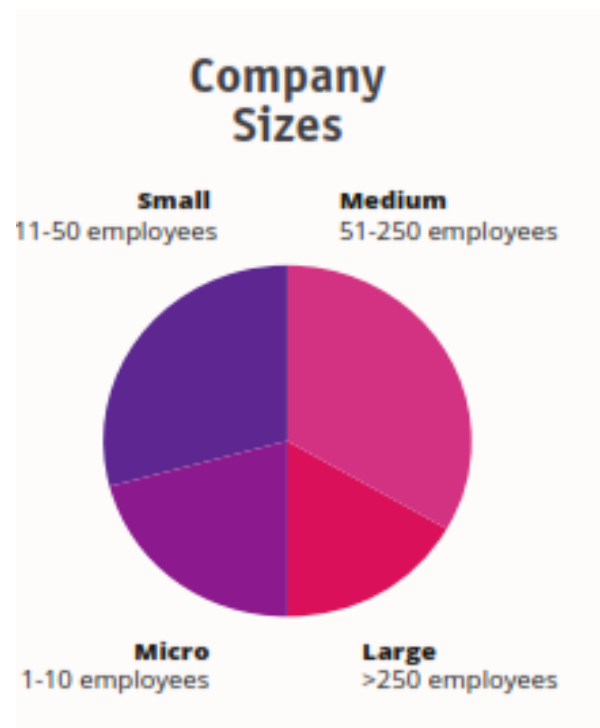
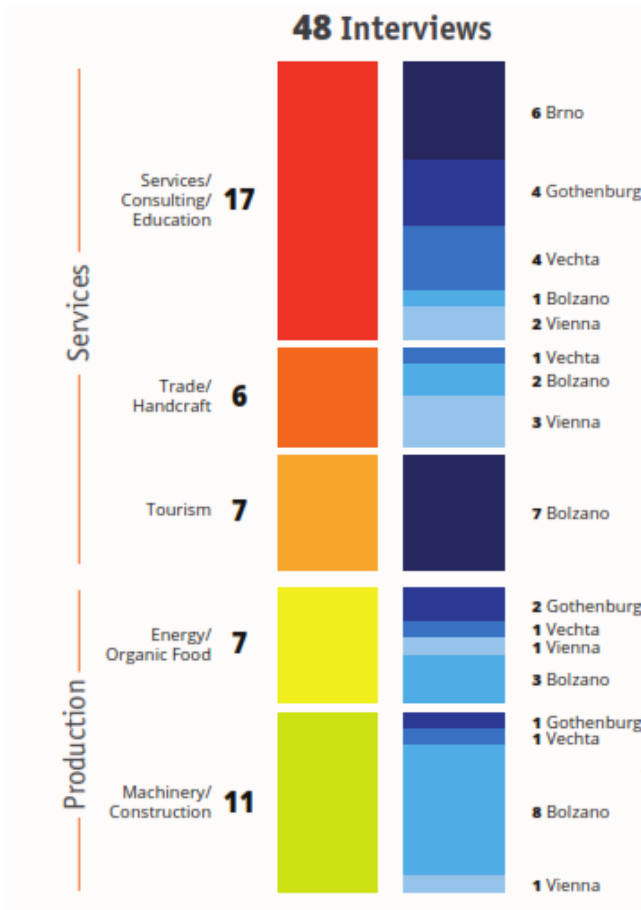


With the support of the  
Erasmus+ Programme  
of the European Union

# Milestones



# Needs Analysis



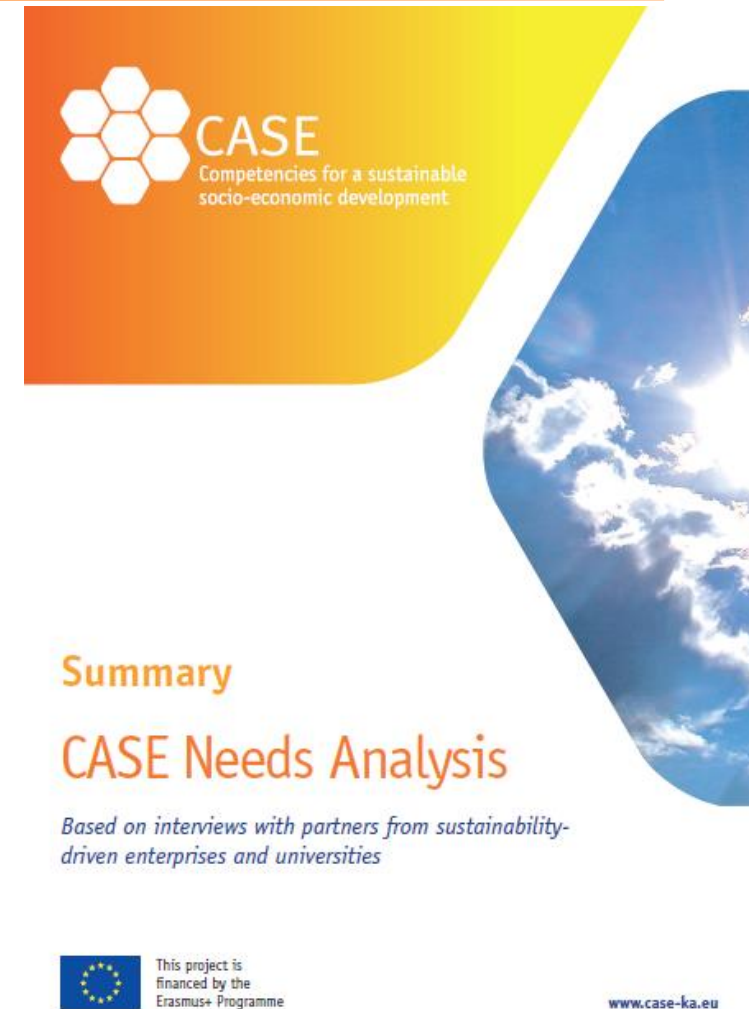
## *Understanding competencies*

- 48 interviews with enterprises from different sectors and sizes
- 25 interviews with university-partners from different disciplines

# Needs Analysis

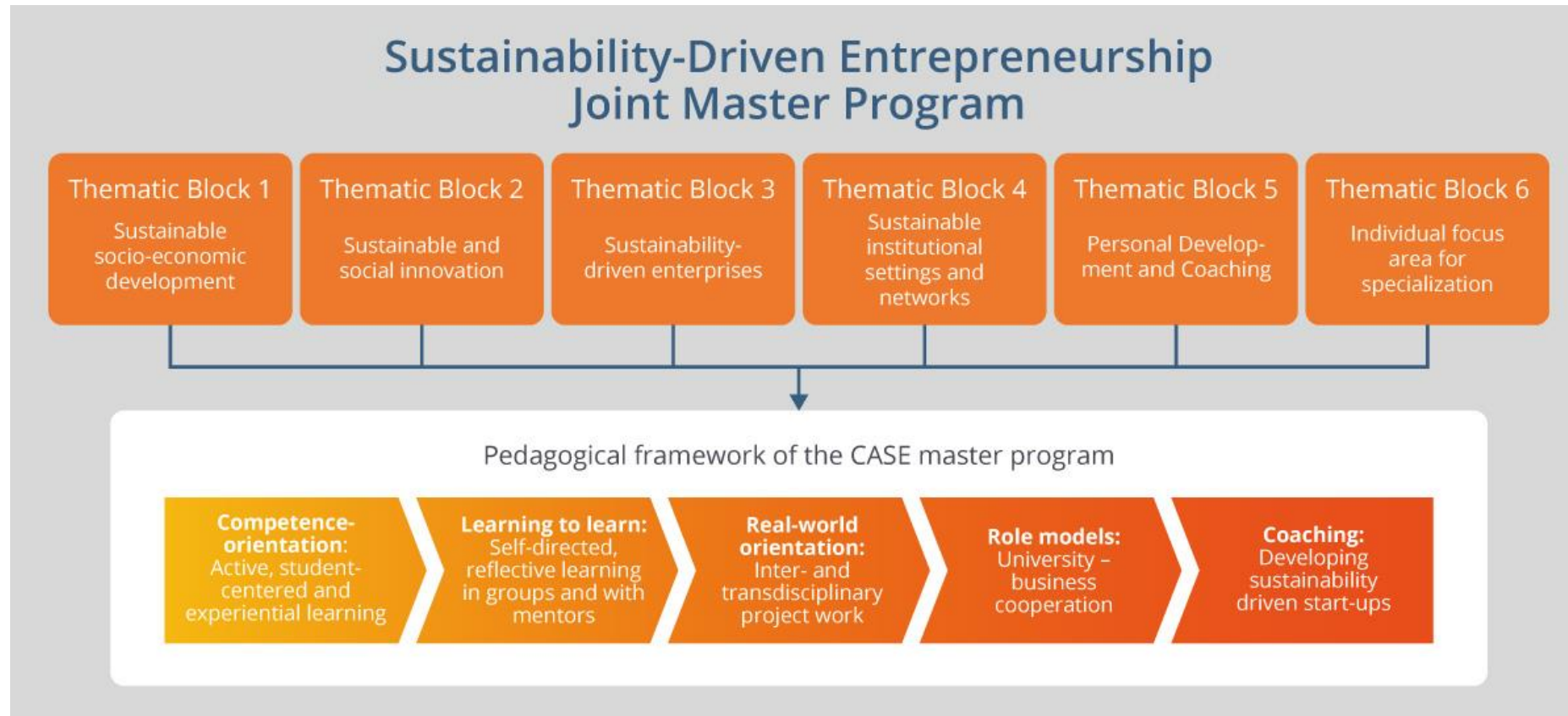


## Multi - Stakeholder workshops in Vienna and Vechta



# Master Curriculum

## *Innovative contents and methods*



# Master Curriculum

CASE-Master program on Sustainability-driven Entrepreneurship					
Target: Fostering competencies for sustainability-driven Entrepreneurship to support a sustainable socio-economic transformation in society					
Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship					
Bridging courses					ECTS
Semester 1	1.1 Transformation and Sustainability	1.2 Sustainable Economy	1.3 Interactions in multi-scales	5.1 Personal Development and coaching 1	30
	Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales		
	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers Methodology and Tools 1	Regional Sustainability Challenge - 1/2 Methodology and Tools		
Semester 2	3.1 Pioneers of Sustainability: Intra- and Entrepreneurship	3.2 Sustainable Organisation and Management	2.1 Processes and Management of Innovation	5.2 Personal Development and coaching 2	30
	Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management	Processes and Management of Innovation Methods on innovation management		
	Impact	Finance	2.2 Regional Sustainability Challenge 2/2		
Semester 3	4.1 New institutional settings and Multistakeholder networks	6.1 Elective Courses for specialization	6.2 Regional Hot Spots and thematic challenges	5.3 Personal Development and coaching 3	30
	New institutional settings and Multistakeholder networks	Elective Courses for specialization <i>OR</i> <i>Internship</i>	Regional Hot Spots and thematic challenges		
Semester 4	4.2 Multistakeholder conference	6.3 Internship	5.4 Master Thesis		30
	Multistakeholder conference	Internship <i>OR</i> <i>Elective Courses for specialization</i>	Master Thesis		

# Knowledge Platform

## *Sharing knowledge*

### Developing Sustainability-driven Entrepreneurship Education

Educating future entrepreneurs shall not only be based on acquiring knowledge but competencies.

That is why, apart from tools for cooperation, we also:



#### Competencies

identified a set of **competencies** students should achieve

[Learn more](#)



#### Higher education modules

piloted higher education **modules** to achieve the competences

[Learn more](#)



#### Master program

outlined an international joint master **program** "Sustainability-driven entrepreneurship"

[Learn more](#)



#### Philosophy

published the **philosophy** behind the development process together with other academic resources

[Learn more](#)

## How to cooperate?

With enthusiasm, knowledge, inspiration and tools we are happy to share with you.



### Inspiring good practices

Tested Cooperation Formats overview along with adaptation guidelines and practical examples

[View inspiring cooperation formats](#)



### Supportive Material and Tools

Applications, publications and templates to help your own project achieve excellence.

[View supportive tools](#)



# Cooperative Formats

## *Living partnerships*



### Service Learning

⚙️ Complex 🧑 Large

Learning through civil society engagement by collectively tackling practical challenges.

[Learn more](#)



### Sustainability Screening

⚙️ Medium 🧑 Medium

A case study allowing student groups to evaluate the sustainability performance of a company.

[Learn more](#)



### Participatory Research Project

⚙️ Medium 🧑 Medium

Students explore community-based research through a participatory project.

[Learn more](#)

# Cooperative Formats

Bolzano



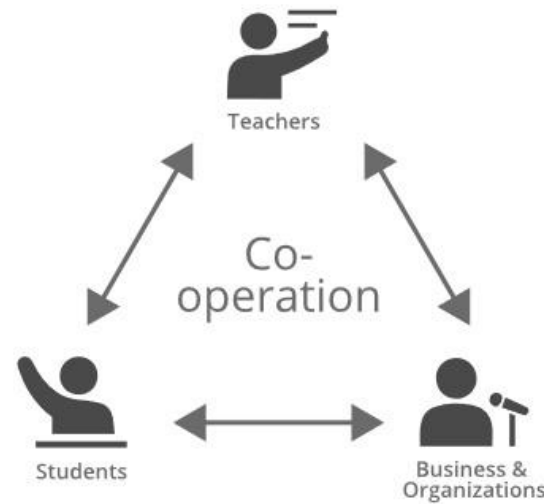
Gothenburg



Brno



Vienna



# Sustainability Performance Tool

## *Understand enterprises in a holistic way*

- Identify opportunities and challenges of sustainable acting
- Make visible the interplay of different business areas in enterprises
- Gain ideas for own start-up



## *Apply in different contexts*

- Teaching: in cooperation-projects with external partners
- Enterprises: for self-evaluation

# Sustainability Performance Tool

Übersicht **Analyse** Performance Testproject 1 Brixen | Test Company SME

Einleitung

**Mission & Vision**

Produkte & Dienstleistungen

Produktion & Beschaffung

Standort & Logistik

Stakeholder & Marketing

Governance & Organisationsentwicklung

MitarbeiterInnenentwicklung

Controlling & Reporting

## Mission & Vision

Die **Mission** beschreibt die grundsätzliche Ausrichtung und den Daseinszweck des Unternehmens:  
- Was ist die Kernaufgabe und wofür steht das Unternehmen in der Gesellschaft?  
Die **Vision** beschreibt das angestrebte Zukunftsbild.  
- Wie sollte sich die Zukunft des Unternehmens, aber auch der relevanten Umgebung (Gesellschaft, Region, Welt) durch die Tätigkeit des Unternehmens entwickeln?  
Dabei ist vor allem die Frage relevant, in wie weit Aspekte der Nachhaltigkeit auf dieser übergeordneten und strategischen Ebene verankert sind, was eine wesentliche Basis für die Umsetzung in Alltagsroutinen des Unternehmens ist.

1. Das Unternehmen hat eine klar definierte Mission & Vision.

Inwieweit ist in der Mission Zweck und Auftrag des Unternehmens definiert?  
Inwieweit ist die Vision als angestrebtes Zukunftsbild formuliert?

**Assessment**

0 - Trifft nicht zu  
 1 - Trifft kaum zu  
 2 - Trifft teilweise zu  
 3 - Trifft vielfach zu  
 4 - Trifft größtenteils zu  
 5 - Trifft vollkommen zu

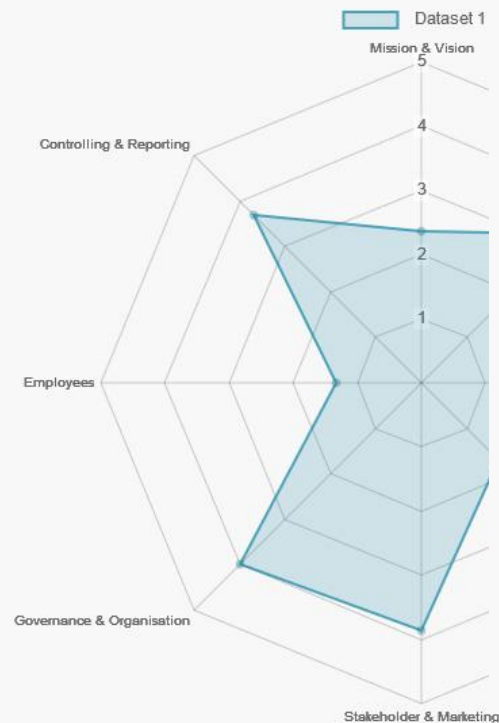
**Begründung (max. 1000 Zeichen)**

It has a mission statement, but no formulated vision.



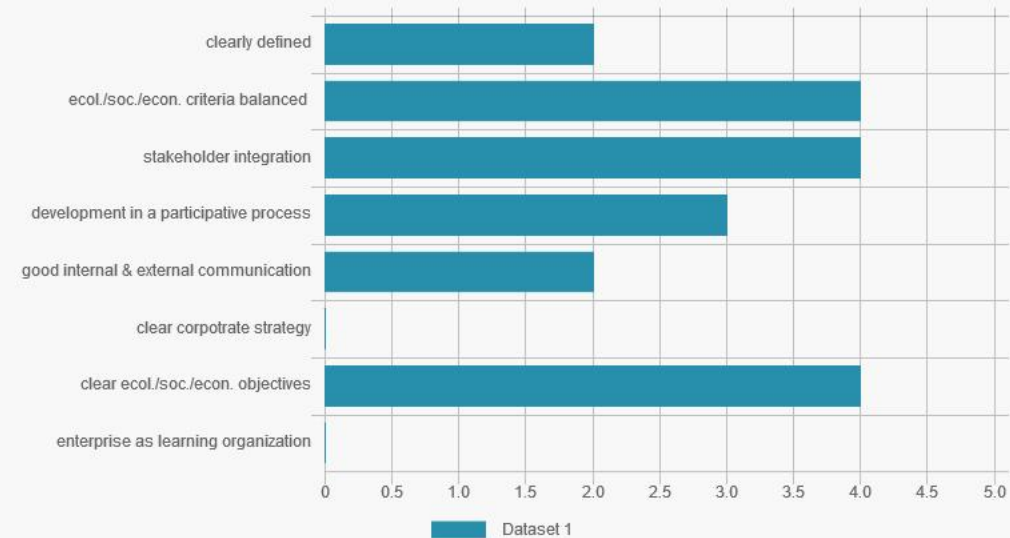
# Sustainability Performance Tool

## Sustainability Performance



## Data by indicators

### Mission & Vision



Indicator	Dataset 1
clearly defined	2.00
ecol./soc./econ. criteria balanced	4.00
stakeholder integration	4.00
development in a participative process	3.00
good internal & external communication	2.00
clear corporate strategy	0.00
clear ecol./soc./econ. objectives	4.00
enterprise as learning organization	0.00

Governance & Organisation	4.00
Employees	1.33
Controlling & Reporting	3.71

# Sustainability Competencies Tool

## *Perceive and develop competencies*

- Motivate to reflect about own competencies for sustainability-driven entrepreneurship
- Initiate the dialogue about knowledge, values and abilities of sustainable acting



## *Apply in different contexts:*

- Students: as self- and peer-assessment tool
- Teachers: for development and record of courses
- Enterprises: for human resource development

# Sustainability Competencies Tool

## Assessment LV Sustainability Challenge 2017

[Development processes](#) / [Assessments LV Sustainability Challenge 2017](#) / Assessment

Introduction

**Systemic Competencies**

Anticipatory Competencies

Normative Competencies

Strategic Competencies

Social Competencies

Finalize

## Systemic Competencies

In an increasingly complex environment a different kind of thinking than the conventional linear one is required. Systemic competence is the ability to understand complex systems and to deal with complexity at the same time. That includes the ability to think beyond the boundaries of disciplines and to link different domains (society, environment and economy), as well as different levels (local, regional, global). It requires the ability to analyze structures within systems and subsystems, but also the ability to identify actors and relationships between them.

1. Understand the systemic approach and apply it on different domains: environment, society, economy  
tbd

### Importance

- 0 - not important
- 1 - moderately important
- 2 - important
- 3 - very important



### Knowledge

- 0 - no knowledge
- 1 - beginner's level
- 2 - intermediate level
- 3 - expert level



### Application

- 0 - no experience
- 1 - beginner's level
- 2 - intermediate level
- 3 - expert level

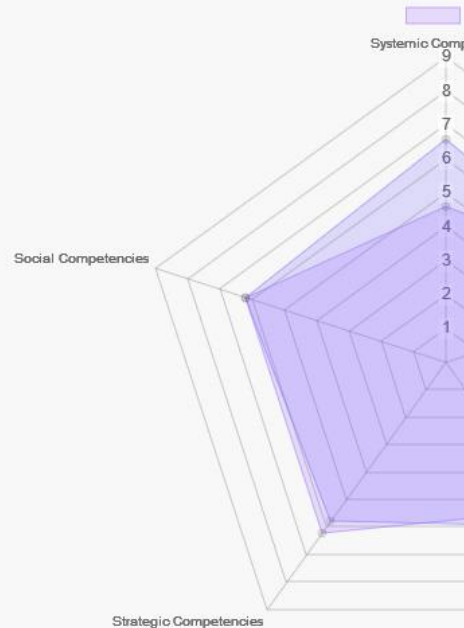


2. Analyze and understand key components, relations and dynamics of systems

# Sustainability Competencies Tool

## Results Assessment

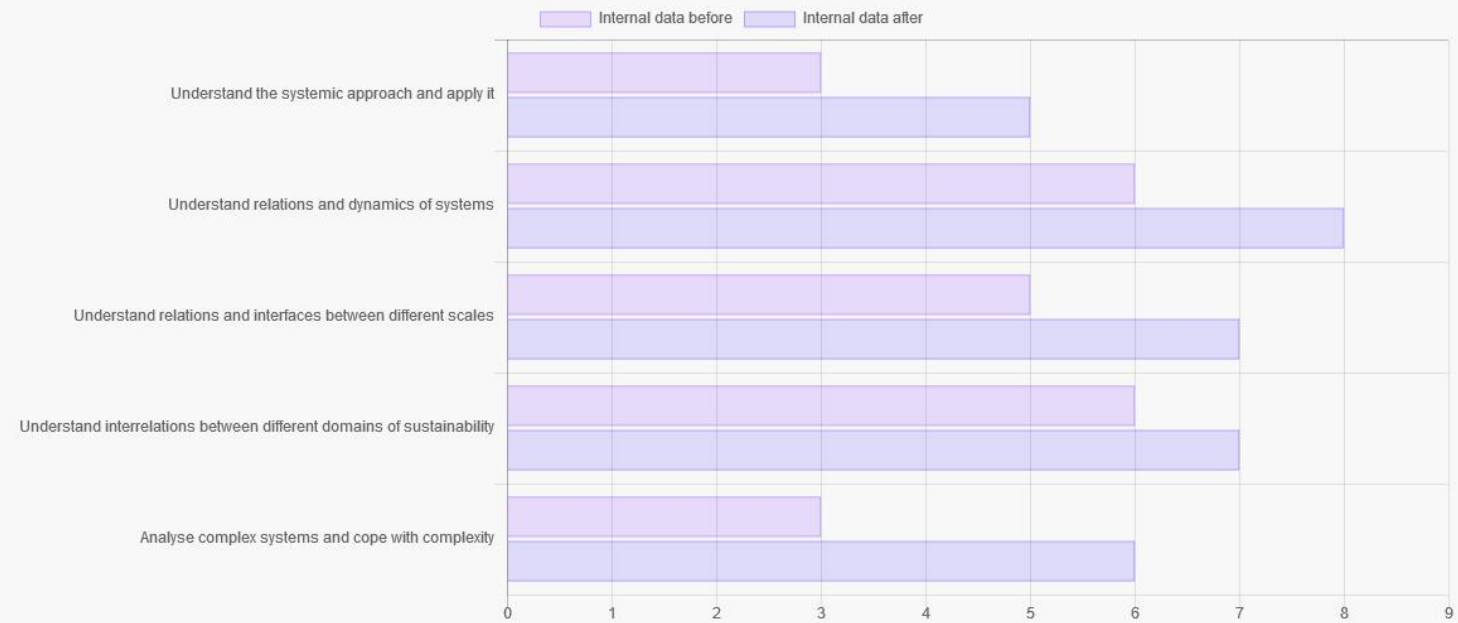
### Category data



[View qualitative assessments](#)

### Indicator data

#### Systemic Competencies



[Development processes](#) / [Results](#)



Thank you

[www.case-ka.eu](http://www.case-ka.eu)