

Illustrating the CASE-Master Program on Sustainability-driven Entrepreneurship - 25 Service Learning and other Innovative Projects

Deliverable of Work Package 6 (WP6) – Pilots: Preparation and implementation of the trans- disciplinary pilots: the regional sustainability challenges – Result 9

Authors: Gabriela Schaad and Johan Boman (University of Gothenburg, Sweden)

Further Contributors: Michael Ambros (University of Natural Resources and Life Science, Vienna, Austria), Johanna Bernhardt (Terra Institute, Brixen, Italy), Petra Biberhofer and Christian Rammel (Vienna University of Economics and Business, Vienna, Austria), Lisa Bockwoldt, Marco Rieckmann and Mara Bauer (University of Vechta, Germany), Claudia Lintner and Susanne Elsen (Free University of Bolzano, Italy), Petra Bernatíková, Bohuslav Binka, Jan Činčera, Eva Fraňková and Ester Koňarová (Masaryk University, Brno, Czech Republic), Mikael Olsson (University of Gothenburg, Sweden), Eva Lundgren (Ekocentrum Foundation, Gothenburg, Sweden), Kathrin Brunner (Wiener Stadtwerke Holding AG, Vienna, Austria), Michal Medek (Environment Centre Kapraluv, Brno, Czech Republic)

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Introduction

This summary presents result number 9 of the project Competencies for a sustainable socio-economic development (CASE), as outlined in the project proposal. The summary features 25 Service Learning or other innovative student projects that illustrate the CASE-Master Program on Sustainability-driven Entrepreneurship. The projects were conducted at the CASE partner universities and relate to the contents of the six thematic blocks, Figure 1, and the respective modules for the CASE-Master program, Figure 2. These projects connect the CASE partners with regional societal actors from business, public authorities or NGOs, thereby giving students the opportunity to work with real life problem-solving in relation to regional sustainability challenges of diverse economic sectors.

Thematic blocks
1 Sustainable socio-economic development
2 Sustainable and social innovation
3 Sustainability-driven enterprises
4 Sustainable institutional settings and multi-stakeholder networks
5 Personal Development and Coaching
6 Individual focus areas for specialization

Figure 1: Six thematic Blocks of the Master Program

When initiating the CASE project, the focus was on the Service Learning pedagogy which represents one of the most promising methods to promote Education for Sustainable Development. Therefore, the intention expressed in the project proposal was to present 20-25 best practice examples of innovative regional Service Learning projects.

During the project, the project team however widened the perspective to gain a better understanding of the diversity of educational methods, and from the testing of a wide variety of collaboration formats for transdisciplinary teaching and learning in the piloting phase (WP6, see Ambros et al., 2017), a more multi-faceted picture of projects conducted at the science-society interface has emerged.

“These projects are the ones that create value, not only within your studies, but also beyond. You can try out, test your skills, get introduced to working life and develop your own projects.” Master Student, Social Design, University of Applied Arts Vienna

As a result, it was decided to broaden the scope. In addition to the Service Learning projects, the research team identified other highly innovative projects using different collaboration formats. These relate to various modules and thus can reflect the breadth and variety of transdisciplinary projects that the Master program can nourish and foster. Like the Service Learning format, these additional projects foster the development of competencies for sustainability-driven entrepreneurship (systemic

competencies, interpersonal competencies, strategic competencies, normative competencies, anticipatory competencies) in several dimensions (Ambros et al., 2017). Moreover, action competence, knowledge and skills for sustainable development are enhanced. Providing examples of other innovative projects therefore seems highly interesting and relevant to give a broader understanding of what innovative outcomes transdisciplinary teaching and learning can lead to. For this reason, the catalogue of projects is extended to also feature Entrepreneurial projects, Social entrepreneurship projects and Eco-social design projects, amongst others. Most of these projects are based on innovative problem-solving elements for partners from business, public authorities or NGOs, and all projects stand for new applied methods for university-business cooperation.

In the following, the different projects, their purpose and the connection with the Case-Master program on Sustainability-driven Entrepreneurship (Figure 2) are shortly explained.

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
	Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales	
	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers	Regional Sustainability Challenge - 1/2	
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
	Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management	Processes and Management of Innovation	
	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
	New institutional settings and Multistakeholder networks	Elective Courses for specialization OR Internship	Regional Hot Spots and thematic challenges	
Semester 4	4.2 Multistakeholder conference	6.3 Internship	5.4 Master Thesis	
	Multistakeholder conference	Internship OR Elective Courses for specialization	Master Thesis	

Figure 2: Overview of the modules and courses of the six thematic blocks in the master program (Biberhofer and Bockwoldt, 2016, p.18).

Service Learning Projects

The main type of projects presented here follow the Service Learning pedagogy. Students learn and develop through engaging in concrete projects by meeting the needs of communities and making personal experiences embedded in an academic learning environment, where they can reflect upon their actions. Hence, Service learning links disciplinary, formal learning with informal learning in a service through reflection. When implementing a sustainability-driven Service Learning project with a practice partner, students dive into the real world of business. They learn in a self-directed manner in an inter- and transdisciplinary setting and through the exchange with peers, mentors, and role models. Accordingly, Service Learning includes experiential learning, bridging business and other relevant societal actors with Higher Education Institutions (HEI).

Service Learning projects relate to modules 1.3 and 2.2, Regional Sustainability Challenge 1 & 2, Figure 2. In module 1.3, students design and develop a regional Service Learning project in teams and with a business partner, based on identified sustainability challenges. Building on the concept developed in this module and stakeholder feedback, students work with the implementation of their Service Learning

project in the regional context in module 2.2. Students will face the opportunities of a transdisciplinary learning environment and will have to tackle “real life problems” of interactions between science and society.

The Service Learning project examples are taken from the courses ‘Sustainability Challenge’, Vienna, ‘Corporate Sustainability Communication’, Vechta, and the Inter-University Student Competition MUNISS, Brno.

Entrepreneurial Projects

Entrepreneurial Projects focus on sustainability-driven entrepreneurship, stimulating students to start their own business and thereby contribute to a sustainable socio-economic development. The core of these projects is to develop students’ initial sustainability-driven ideas into a business model, ideally in interdisciplinary teams. This allows tackling real-life problems with a business approach. During this incubation process, students are accompanied by experts acting as mentors or coaches and thereby experience what it means to become an entrepreneur in a protected, playful, yet realistic environment.

“The students realize that entrepreneurship is emotional. It is not just calculating numbers or see if it is profitable.” Teacher, University of Gothenburg

The Entrepreneurial Projects relate to the thematic block 5, Figure 1, and modules 5.2 and 5.3 – Personal Development and coaching, Figure 2. Module 5.2 accompanies semester two, in particular module 3.1 which focuses on the basics of sustainability-driven entre- and intrapreneurship. In module 5.2, the first concrete steps towards the creation of an own sustainability-driven enterprise are taken. Students choose one best idea that fits with their personal motivations and develop it into a detailed business idea with a matching business model. The core activity of module 5.3 (semester 3) is the development of a business plan building on the business model developed in semester two.

The project examples originate from the courses ‘Sustainability Challenge Start-up track’, Vienna and ‘Fair trade clothing made in China’, Vechta.

Social Entrepreneurship Projects

In Social Entrepreneurship Projects, students work with a non-profit organisation, social service, or a social enterprise as a partner. The main purpose is to give students the basis for a new focus and thinking as well as new tools for organizing and managing sustainable development through social innovation and entrepreneurship. Students first describe and analyze the specific social problems that the partner addresses. Then they solve a distinct task agreed upon with the partner with the help of entrepreneurial methods. The intention is to find new solutions to social problems and stimulate change with the help of social innovation and social entrepreneurship, leading to increased welfare, quality of life or improved networks.

Social Entrepreneurship Projects are connected to thematic block 2, Sustainable and social innovation, Figure 1. In the beginning of module 2, an introduction of the core understandings of innovation management and in particular sustainability-oriented innovation are provided. Concepts such as social, eco- and institutional innovation as well as their interlinkages with sustainability-driven start-ups are analysed. The project examples chosen are from the course ‘Social innovation and Entrepreneurship’ held in Gothenburg.

Sustainable management project

The setup of the Sustainable management project in question is based on a real sustainability-related business challenge, experienced by a business partner. The course coordinators collaborate with an intermediary to elaborate a project description and suitable tasks based on the business challenge provided by the partner. With the help of the course material and own research, the task for student teams is to suggest innovative solutions to the problems addressed in the assignment. Students then present their solutions in class, whereas the intermediary compiles the suggested solutions and presents them for the business partner. In addition to teacher feedback, students receive feedback from the intermediary as to how the solutions were received by the business partner.

“It provided a greater understanding for the challenges companies in today’s society are fronting. A real case makes the learning feel more relevant and you feel closer to the things that you could meet in your future work.” Student, Corporate Sustainability, Gothenburg

The Sustainable management project can ideally be connected to Module 3.2 Sustainable Organization and Management, Figure 2. This module introduces organizational structures with a focus on transparency, participative decision processes and ownership of stakeholders. A similar approach applies to management of projects, processes, and change in general. The attention to humans and their individual roles is of equal importance as result-orientation. In the accompanying module ‘Finance’, the basics of accounting, controlling and risk management are conveyed, bearing in mind that finance is a crucial element in every business model. The student project presented was conducted in the Course Corporate Sustainability, Gothenburg.

Eco-social design projects

Eco-Social Design is not only about more eco-efficient products and services, but is striving for more social good and a good life with less material belongings. Eco-social design projects are inter- and transdisciplinary projects created by students, often conducted in a multi-stakeholder cooperation. The projects should be able to approach contemporary issues effectively and/or co-design concrete practices and visions for tomorrow. The overarching challenge of the projects is a ‘Good life for all! – empowered and facilitated by excellent design’.

Eco-social design projects can be linked to Module 6.1 Elective courses for specialization, where students have the opportunity to pick an area of specialization, Figure 2. The module allows students to choose courses that are particularly interesting for their solution concepts, which is recommended to be combined with the topic for their thesis. Generally, elective courses are recommended to focus on regional opportunities and/or challenges.

The project examples provided were presented as final theses on the program Eco-social Design with the Faculty of Design, Free University of Bolzano.

Active citizens case studies

The aim of the case studies ‘Active citizens through the eyes of the students’ is to acquaint students with practical experience of active citizens who have been involved in solving environmentally

problematic cases. These cases are mostly connected to local governance in regions, cities, or villages. Students cooperate with local NGOs and governments and other stakeholder with the aim to get a clearer understanding of environmentally problematic cases.

These case studies can be linked to Module 6.1 Elective courses for specialization which is further described under the above heading 'Eco-social design projects'. The case study examples from the course 'Active citizens through the eyes of students' were received from Brno.

The directory on the following pages list 25 examples of innovative student projects illustrating the diversity of collaboration formats documented in WP 6 for the joint CASE-Master Program on Sustainability-driven Entrepreneurship.

References

Bernhardt, J., Schaad, G., et al. (2017) Joint CASE Report on Cooperation between higher education institutions and companies and Evaluation of regional pilots. Deliverable of Work Package 5 (WP5) – Cooperation: Cooperation between higher education institutions and companies. Deliverable of Work Package 6 (WP6) – Pilots: Preparation and implementation of the trans-disciplinary pilots: the regional sustainability challenges. University of Natural Resources and Life Science, Vienna, Austria.

Biberhofer, P., Bockwoldt, L. et al. (2016) Joint CASE Report on Content and Methods for the Joint Master Program on Sustainability-driven Entrepreneurship. Deliverable of WP3 Content: Sustainable socio-economic development and sustainable entrepreneurship and WP4 Methods: Inter- and transdisciplinary teaching and learning methods, Vienna University of Economics and Business, Austria, University of Vechta, Germany.

Directory of Service Learning and other Innovative Projects illustrating the CASE-Master Program on Sustainability-driven Entrepreneurship

Service Learning Projects – Modules 1.3 Interactions in multi-scales and 2.2 Regional Sustainability Challenge

Project name	Region	Course or program	Format	Page no.
• Austria Glass Recycling: 'Stakeholder-holder'	Vienna	Sustainability Challenge	Service Learning with company partners	1
• Verbund: Assistance systems for a self-determined life in Smart Cities	Vienna	Sustainability Challenge	Service Learning with company partners	2
• SPAR: Michl's will deliver	Vienna	Sustainability Challenge	Service Learning with company partners	3
• Sustainability Days at Piepenbrock	Vechta	Corporate sustainability communication	Service Learning with company partners	4
• Piepenbrock: Sustainability and Recruitment	Vechta	Corporate sustainability communication	Service Learning with company partners	5
• Lebensbaum: Advanced Sustainability Reporting	Vechta	Corporate sustainability communication	Service Learning with company partners	6
• Klimataktiv: Climate-active Districts	Vienna	Sustainability Challenge	Service Learning with partner from public authorities	7
• MA 22: WE GREEN	Vienna	Sustainability Challenge	Service Learning with partner from public authorities	8
• Realization of Smart City Vision for City District Nový Lískovec	Brno	MUNISS - Inter-University Student Competition	Service Learning with partner from public authorities	9



• Age management - senior housing	Brno	MUNISS - Inter-University Student Competition	Service Learning with partner from public authorities	10
• Mutmacherei: Make merry, join in, encourage!	Vienna	Sustainability Challenge	Service Learning with NGOs	11

Entrepreneurial Projects - Entrepreneurial Projects – Modules 5.2 and 5.3 – Personal Development and coaching

Project name	Region	Course or program	Format	Page no.
• Eastcider	Vienna	Sustainability Challenge Start-up track	Entrepreneurial Project	12
• Co2mpensio goes business – reducing CO2 mobile emissions	Vienna	Sustainability Challenge Start-up track	Entrepreneurial Project	13
• Gallant Change	Vechta	Course: Fair trade clothing made in China; Program Economics and Ethics	Entrepreneurial Project	14

Social entrepreneurship projects – Module 2 Sustainable and social innovation

Project name	Region	Course or program	Format	Page no.
• Financing solutions for the Culture Café at Kviberg market	Gothenburg	Social Innovation & Entrepreneurship	Social entrepreneurship project	15
• Leveraging social entrepreneurship to combat trafficking	Gothenburg	Social Innovation & Entrepreneurship	Social entrepreneurship project	16
• New markets through Health Education	Gothenburg	Social Innovation & Entrepreneurship	Social entrepreneurship project	17

Sustainable management project – Module 3.2 Sustainable Organization and Management

Project name	Region	Course or program	Format	Page no.
• Teaming up with Jämtkraft to imagine future energy systems	Gothenburg	Corporate Sustainability /bachelor level	Sustainable management case study	18

Eco-social design projects – Module 6.1 Elective courses for specialization

Project name	Region	Course or program	Format	Page no.
• Holy Shit	Bozen	Master in eco-social design	Eco-social design project – multi-stakeholder cooperation	19
• Malszeit – Malser variety at one table	Bozen	Master in eco-social design	Eco-social design project - multi-stakeholder cooperation	20
• NOVO – The Zero Waste store for Bolzano	Bozen	Master in eco-social design	Eco-social design project - multi-stakeholder cooperation	21
• Wildbunt - The Permaculture-Camp on Ritten/ Renon	Bozen	Master in eco-social design	Eco-social design project - multi-stakeholder cooperation	22
• SUR – the act of giving	Bozen	Master in eco-social design	Eco-social design project	23

Active citizens - Module 6.1 Elective courses for specialization

Project name	Region	Course or program	Format	Page no.
• A referendum decides – Vranov is not going to become Brno’s satellite town	Brno	Active Citizens through the eyes of students	Active citizens case study	25
• From a forest park to a forest park	Brno	Active Citizens through the eyes of students	Active citizens case study	26

Austria Glass Recycling: 'Stakeholderholder'



Glass recycling as added value for climate and environmental protection

Cities are often said to be engines of renewal and social processes. This gives them a crucial creative function that generates a new opportunity for innovative initiatives, such as that of a *Smart City*. Vienna has a good starting position to be a *Smart City* in an international comparison, but Vienna is also facing challenges that are significantly linked to growth dynamics in population development. This includes the handling of increasing amounts of municipal and industrial waste. To be able to cope with this, circular economy takes an important role. The Austrian glass recycling system is well developed to recycle glass and thus reducing waste. Austria Glas Recycling (AGR) is a non-profit company with the aim to supply and optimize a working circulation system for glass packages in Austria.

Together with the project partner, the student team faced the challenge of filtering out the added value of AGR in a sustainable circular economy. In addition to the core business of the AGR, five impact areas were defined, which can be seen as target-oriented starting points for strengthening competitiveness or maintaining AGR's pioneering role.

The five Impact areas are: 3-Pillar Model, Social Innovation, Corporate Social Responsibility (CSR), Networks and Raw Materials. These five areas have been investigated with the help of opinions from experts and intensive research and in the end used to create a catalog of ideas. This catalog contains manageable, practical, and focused recommendations for AGR.

Parallel to the catalog of ideas, the project group conducted a workshop together with the Eco- Social Study Forum (ÖSSFO) with the topic: "How far does sustainability go?". The aim of the workshop was to work on sustainability together with the participants in order to subsequently develop sustainable visions on the aspects "everyday life", "company" and "city". The results of the workshop could also be included as suggestions in the catalog of ideas.

Students involved in the project:

Alexandra Friedl (FH Krems), Fionn Herold (BOKU), Gordana Maric (AAU), Stefanie Perl (University of Vienna), Wolfgang Thaler (University of Vienna)

Contact AGR:

Harald Hauke: hauke@agr.at

Verbund: Assistance systems for a self-determined life in Smart Cities



In the course of demographic change and medical progress, the proportion of senior citizens in the population is increasing. Especially the "healthy aging in their own home" is an ideal, which often also contains numerous risk factors. One pressing question is what happens when someone is not there. Active and ambient Assisted Living (AAL) provides support and options for a vital, barrier-free life of advanced age.

VERBUND AG is keen to expand the existing Smart Home portfolio and pick AAL for seniors and the disabled. Modern technologies joined in a networked system in the home opens up potential opportunities for an environmentally friendly, compact and versatile household and through synergies and efficiency management provides a combined security, communications and management concepts. Access and user-friendliness, reliability of information and motivation for interaction are some of the key points that need to be considered.

In the research project, the project group supported VERBUND AG in the design and empirical research and tried to align and communicate the various needs and interests of the stakeholders to propose concepts and strategies for AAL. Through qualitative research methods such as literature research and guided interviews with seniors between 60 and 75, material was collected and prepared for VERBUND AG in a compact and comprehensible way. From the results, an extensive example of a modular system, which can be extended according to user needs, was created. Furthermore, in the course of the project, a collection of ideas emerged on how such examples could be established on the market.

Students involved in the project:

Lukas Bauer (University of Applied Sciences), Alicia Gutting (University of Vienna), Sabrina Lichtnegger (BOKU), Lukas Schönach (WU)

Contact Association:

Markus Urban-Hübler: Markus.Urban-Huebler@verbund.com

SPAR: Michl's will deliver



Spar AG is one of the largest grocery companies in Austria and uses a bicycle delivery service, Michl's, as partner. This is a social and ecological delivery service but also a social project designed to help long-term unemployed people over 50 to return to work. In addition, the delivery service contributes to CO₂ reductions in inner-city shopping traffic through the use of e-bikes.

The aim of the project was to raise the awareness of the delivery service in general and to the customer group senior citizens in particular by focusing on them in order to achieve Spar's main goal of two deliveries per day and branch. For the core target group senior citizens, it should become clear that Michl's is a sustainable delivery service, both in a social and ecological sense.

To achieve the project goal, extensive customer surveys were conducted. These served as the basis for the revision of an external flyer for customers and the creation of an internal flyer for Spar employees, to make the delivery service known in-house. Furthermore, a stamp card was designed, which should be introduced in 2017.

The dialogue with numerous stakeholders also resulted in a concept of ideas that enables Spar AG to gain a solid understanding of the current situation, possible further cooperation partners and feasible measures.

Students involved in the project:

Evgeniia Boiko (JKU Linz), Erandi Kanath Dharmapalage (TU), Christian Schubert (WU),
Anke Wissing (University of Vienna)

Contact SPAR:

Franz Hölzl: Franz.HOelZL@spar.at

Service Learning Project - Sustainability Days at Piepenbrock

Within the context of a course on corporate sustainability communication, seven students from the University of Vechta engaged with the enterprise Piepenbrock, a company that offers building cleaning, facility management, maintenance, and security. The aim of the cooperation was to improve the participation and outreach of Piepenbrock's annual Sustainability Days that were to be conducted for the third time following the nationwide week of sustainability action announced by the German Council for Sustainable Development. Through close consultation with Piepenbrock representatives, the students identified major tasks and questions to address that arose from previous experiences with the event. They took on the challenge to find ways to motivate more employees to actively contribute to the event and thereby increase its impact and overall popularity.

Based on the gathering of information they received from the enterprise about its usual ways of communication with employees and external stakeholders as well as the students' own evaluation of event announcements, a comprehensive concept for the upcoming Piepenbrock Sustainability Days was developed. The concept entailed suggestions and recommendations for many different aspects of communication, but also for the event's structure and content. By considering various media channels and the respective modes of properly addressing the target group with attractive topics, the students managed to support Piepenbrock considerably with the organization and realization of its event which will also influence the enterprise's future events and its sustainability performance in general.

Students involved in the project:

Lisa Beermann, Celina Oppermann, Neele Rucho, Marianne Schirmer, Dorothee Wieborg, Sebastian Zimmermann



Universität Vechta
University of Vechta

Piepenbrock 
seit 1913

Service Learning Project - Sustainability and Recruitment

A group of five students from the University of Vechta in Northern Germany conducted a project that dealt with the specific recruiting strategies of the enterprise Piepenbrock, a company that offers building cleaning, facility management, maintenance, and security with a high standard for sustainable products and services. The students first informed themselves about recruitment strategies in general and the importance of aligning the recruitment strategy with the needs and aims of the company before they learned about the current practices applied by the Piepenbrock recruiters. Being set in the frame of a course on corporate sustainability communication, the project focused on the ways through which the company addressed and hoped to attract potential future employees. It soon became obvious to the students that the special characteristics of the company's branch come with a particular challenge for recruitment, but also offer a great chance for sustainability positioning: While the cleaning sector might be a rather unattractive work field, the explicit commitment to sustainability can raise the company's appeal in the eyes of environmentally conscious jobseekers considerably.

Based on this finding and a thorough situation analysis, the students pointed out possibilities to take advantage of the already performed sustainability practices within recruitment communications. The developed concept was comprised of five key steps: alteration of the negative sectoral factor, pooling of all sustainability activities, presenting the activities prominently on the application portal, adjusting the content and language of job advertisements and implementing sustainability visibly in the recruitment process. The cooperation with Piepenbrock and its employees throughout the project was well appreciated by the student group.

Students involved in the project:

Carmen Grünebaum, Simon Isbrecht, Fabian Kentsch, Maria Schmedt, Mathias Stohr



Service Learning Project - Advanced Sustainability Reporting

The project evolved within a course on corporate sustainability communications that was conducted at the University of Vechta in cooperation with Lebensbaum, a company that produces organic and partly fair-traded spices, tea, and coffee. Five students from different fields decided to dive into the area of sustainability reporting and make themselves familiar with different schemes and guidelines that are applied by corporations. Together with Lebensbaum employees, the students examined and discussed the current sustainability report in order to identify points for improvement and aspects that had not been addressed yet. In regards to the GRI guidelines, they found that the enterprise should especially include more aspects concerning the social welfare of both employees at the headquarters as well as along the supply chain. Additionally, the students conducted a qualitative survey among customers of organic supermarkets in order to get a picture of the demands of typical Lebensbaum customers when it comes to corporate responsibility.

As a result of the two approaches, recommendations for a more comprehensive reporting and general communications as well as participation were formulated. The specific categories addressed were labour practices, human rights, social engagement and product responsibility. Thanks to the cooperation with Lebensbaum, the students had the opportunity to experience corporate sustainability communications in a real case and learn vividly about the importance of transparency on the globalized market.

Students involved in the project:

Sarah de Oliveira Moreira, Magdalena Anastasia Müller, Carina Fierley, Inga Verst, Julia Weißhaupt

klimaaktiv: Climate-active Districts



The present project is embedded in the climate protection initiative klimaaktiv of the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW), which aims to reduce greenhouse gas emissions by increasing the market share of climate-friendly technologies and services. As part of the Austrian Climate Strategy, climate protection activities, measures and tools in the areas of construction and renovation, energy saving, renewable energy and mobility are being developed and implemented. Successful research projects in the area of climate protection are an essential part of the climate protection initiative to achieve the objectives of the 21st UN Climate Change Conference (COP 21), such as limiting global warming by possibly 1.5 °C compared to pre-industrial levels. In addition, effective activities and tools (such as the Austrian Climate Protection Prize, Ecological Footprint) are important.

In the course of the project, "visions" of climate-active districts were sketched and criteria for sustainable housing concepts taken up in order to create an image that is tangible for the population. The main objective of the project was the visual description of everyday situations of residents of sustainable residential areas through several short video clips. The main clip introduces the topic and addresses fundamental issues related to environmental sustainability. Three sub-clips based on this provide additional topic-specific content on the sub-topics of mobility, social issues and building quality.

The final output was initial visual information sources, providing viewers with an easy, memorable and condensed form of entry into the topic of sustainable living quarters as well as enabling living in such an environment, thereby ideally sparking interest in sustainable living and lifestyles.

Students involved in the project:

Joe Beeg (WU), Tino Blondiau (BOKU), Charlotte Mann (University of Vienna), Ronald Singer (WU), Theo Spiess (University of Vienna), Anna Stimpfl (BOKU), Winnie Wendelin (TU)

Contact klimaaktiv:

Katharina Kowalski: katharina.kowalski@bmlfuw.gv.at

MA 22: WE GREEN



Feasibility study for the realization of façade greening in the course of a housing renovation at the WHA Lorystraße and NMS Enkplatz

Due to the ever-increasing temperatures caused by climate change and the urban heat island effect (Urban Heat Island – UHI), there is a heavy heat load in large cities during summer, which will even increase in the future. This project dealt with the greening of façades and roofs of buildings in order to reduce this effect. The greening of buildings not only has a positive effect on the microclimate, but also improves the quality of life in the city.

The aim of the project was to increase the acceptance of the different interest groups and to use targeted measures to explain the positive effects of the greening to the urban population and the stakeholders. The project group set itself the specific goal of bringing the topic of greening of façades into a building project in the area of Geiselberg / Enkplatz in Vienna Simmering. In addition, a feasibility study for the greening of a façade of the new middle school on Enkplatz in Vienna Simmering should be created, which would serve as a guide to the people involved in the implementation of the greening.

Through participating in many meetings together with the project partner MA22 and through the active search for dialogue with actors involved in the project, all stakeholders could be convinced of the benefits of a green façade which has now become a fixed part of the planning. The feasibility study, which will be completed at the beginning of 2017, will serve as a guide for the planners when implementing the façade greening at the Enkplatz.

Students involved in the project:

Laura Diethart (Uni Vienna), Nicola Herrmann (BOKU), Corinna Matzka (Uni Vienna), Michael Molina (WU), Nina Radl (BOKU), Julia Schwarzbauer (FH Krems)

Contact MA 22:

Jürgen Preiss: juergen.preiss@Vienna.gv.at

Service Learning project

MUNISS - Inter-University Student Competition



Project: Realization of Smart City Vision for City District Nový Lískovec

An ever-growing number of cities, referred to as smart cities, together with an increasing number of inhabitants who need to move within the city using public transportation or cars daily, has caused an exponential growth in the number of vehicles in the past few years. This situation resulted in a number of challenges related to traffic management in today's cities in relation to parking issues, air pollution, traffic congestion, and accidents. For that reason, attention in the MUNISS 2016 (smart district topic) project was directed to traffic management, more precisely parking optimization and securing parking order. Team no. 79 above was selected to explore the problematic of securing parking order in Nový Lískovec district (Brno, Czech republic) and provide a draft pilot project for a well-thought-out traffic system for the district.

The following points can be considered crucial for the concept of smart city with regard to mobility: effective traffic regulation and management (including cycling and parking), using telematics, administrative measures, as well as deliberate city infrastructure development.

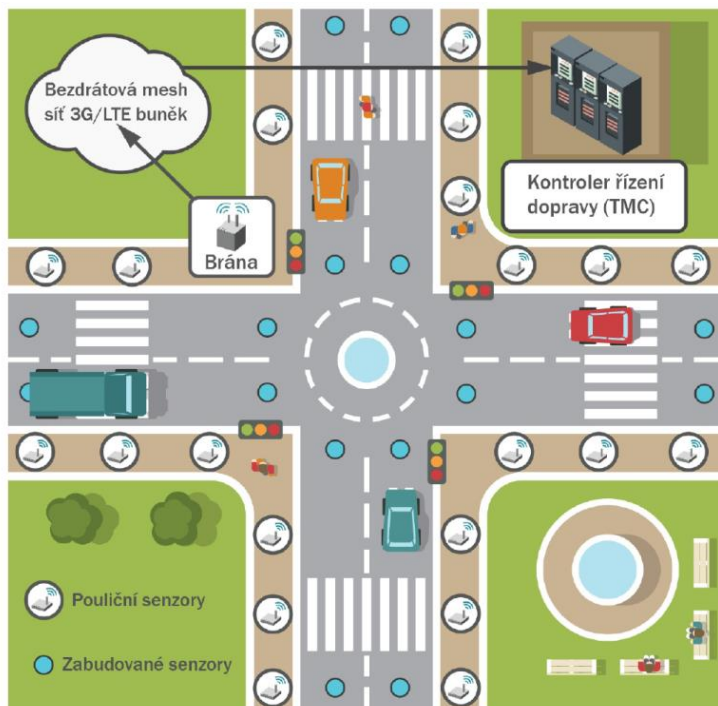


Figure 1: effective traffic regulation and management system

As this project combined with relevant literature shows, a key element of a smart city today is a well-thought-out traffic system. That includes especially systems for detecting parking space occupancy and systems allowing real time bus, trolleybus and metro position monitoring, as shown in figure 3.

For full information about the project (individual decisions, possible scalability, etc.) please refer to the uncut Czech version, see <http://muniss.cz/pro-verejnost/> (Topic 29 - Smart district).

Students involved in the project:

Pavel Mašek, Radka Plchová, Ina Schmidt, Martin Štůsek, Daniela Vasasová, Kryštof Zeman, Sabina Žochová

Service Learning projects

MUNISS - Inter-University Student Competition



Project: Age management - senior housing

The main goal of this project was to design particular arrangements to improve the quality of life of the older population of the city. Our project should mainly focus on the development of the accommodation for groups of seniors. It is also possible to extend the project and include other aspects of living in the city.

In our project we relied on the National action plan for the support of a positive ageing process from 2013-2017, whilst focusing on the elderly who find themselves in an economical or any other kind of social struggle; For instance, those who rent an apartment and are constantly dealing with high levels of stress due to the dependence of their lifestyle on rental fees. Therefore, they may be interested in finding alternative ways of accommodation. The main point of our project is not to separate seniors from other social groups, but on the contrary, try to integrate them. Hence, we referred to international experience of creating more living opportunities for elderly people. First of all, we based the project on the model of collective residence and co-housing. We took into account socio-demographic research and Brno city planning. The knowledge and the forecasts obtained from other countries had also a large weight in the elaboration of the solution we wish to suggest to the city of Brno and its senior citizens.

Students involved in the project:

Adéla Chroboczková, Mariia Solomatina, Dominika Vlčková, Daniel Kupsa, Nela Faltusová, Anna Václavová, Lenka Jobánková

Mutmacherei: Make merry, join in, encourage!

Potentials, opportunities, and limits of a platform for sustainable and alternative projects, lifestyles, and ideas

The goal for the project group of the "Sustainability Challenge" course was to evaluate and optimize the courage map of Mutmacherei. The methods used were of a qualitative and quantitative nature. An online survey was conducted, as well as workshops in classrooms to determine how different groups of users perceive the courage Map.

Through over 400 answered online questionnaires and feedback from three school workshops, an overview of the use of the Courage - Map and the accesses of various user groups was gained.

The conclusions of the survey as well as the resulting suggestions for improvement for the courage map were investigated and communicated to Mutmacherei. These results are now intended to be used as a decision aid for future steps in the optimization of the Courage - Map.

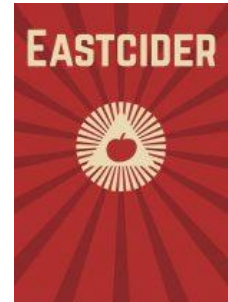
Students involved in the project:

Hanna Gureczny (TU), Nadja Najjar (BOKU), Valeria Romme (WU), Jenufa Simonis (University of Vienna), Yvonne Stimpfl (BOKU)

Contact Mutmacherei:

Ira Mollai: ira@mutmacherei.at

Eastcider



In Austria, there are still about 40.000 ha orchard meadow area which together correspond to approximately the area of Vienna. On this area, year after year, around 200 000 tons of apples remain lying unused.

We want to take up this enormous potential with our project. We harvest these apples and make them into cider. This is how we use food, give the orchard meadows a sense again, and at the latest when you take a sip of the sec, tickling drink, you know: a good thing for the environment and a refreshment for me, that is worth it.

The orchard meadow is an important part of the ecosystem in Austria. Unfortunately, many of these meadows are destroyed because they are labor intensive and the overall sense in it is no longer seen. We oppose monocultures and want to strengthen biodiversity with regard to apple trees. By refining the apples to cider, we give the orchard meadow owners the opportunity to make use of the apples. This gives consumers an ecological / biological product that does not require any chemical additives. The purchase of this product supports the Austrian cultural area „orchard meadow“ and allows enjoying a moment and drink of relaxation.

In Austria there are currently several ciders whose basic substance is apples from Austria. However, these are from monocultures and thus do not focus on sustainability and biodiversity. It is important to us to raise awareness amongst customers who will be in the city, for the most part. Where does a product come from, how was it produced and how does my consumption behavior change nature? Can I influence this process positively? These are questions that we subtly want to pass on to our customers. When the insight comes that there actually is a difference in taste compared to similar products, this is „applied biodiversity“. Bringing nature back to the city, be it in a refined form.

Students involved in the project:

Andreas Brunauer (WU), Gabriel Gumhold (WU), Natascha Ickert (Vienna university)

Contact Eastcider:

Email: cider.provider@gmx.at

Facebook-page: <https://www.facebook.com/eastcider/>

CO₂mpensio goes business – reducing CO₂ mobile emissions

We enjoy being on the move, love travelling and especially adventures. Meanwhile, we have made our travel behavior alternative and sustainable, and thus almost always manage to save CO₂. With CO₂mpensio we want to let this spark pass on to other young, interested people and enterprises without preaching renunciation.



Already since June 2016, the free CO₂mpensio App for the calculation of CO₂ emissions for road trips and air travel by private individuals is available on the market. Compensation donations made in this regard will benefit a climate protection project in Ethiopia to 100%. The handling of the App is straightforward and up to date, and so is our handling of the topic. We want to revolutionize the negative CO₂ discourse through positive action alternatives and simultaneously stimulate rethinking.

So far, we have built up a 2000-member community on Facebook which we encourage not only to use our App, but in particular to a comprehensive CO₂ reduction going far beyond the mobility sector. The long-term goal is to launch a climate protection movement. With a reach of over 90,000 people on Facebook in December 2016, we are already well on the way!

We are currently working with a renowned environmental consultancy from Germany to develop an extended business version for the business trips of environmentally aware companies. In addition to the possibility of compensating for business trips, the implementation of environmentally friendly alternatives is also aimed for. Here, our app will be expanded to include a web-based counterpart, offering companies a portfolio of four climate protection projects (twice with Gold Standard). The development of the partner projects can be viewed transparently and the companies' impact will be processed and visualized in an appealing way in terms of marketing-engineering. The compensatory donations will be sent to the climate protection projects to 100%. A profit margin is generated through the provision of the App - a monthly fee is payable for this IT-service.

Students involved in the project:

Julia Bauer (TU), Florian Doeblner (WU), Hannah Maxie Frost (Uni Vienna), Lukas Kruppa (WU), Roxane Seiwald (BOKU)

Contact CO₂mpensio:

Facebook-page: <https://www.facebook.com/compensio/>

Homepage: <https://compensio.org/>

Gallant Change

Initiated by the course “Fair trade clothing made in China“ that was offered within the programme “Economics and Ethics“ at the University of Vechta, a group of 26 students undertook the great endeavour of designing, producing and distributing a clothing item that fulfils certain fair trade standards. The project combined the dimensions of sustainability and ethics with the challenges of entrepreneurship and proved itself an intense learning experience for all the participants. Due to the complexity of the endeavour, the group decided to build subgroups with different tasks and focal points. One subgroup focused on calculations and logistics, another on organisation and a third subgroup took responsibility for the design and distribution of the garment. However, the processes during the project demanded some restructuring of the groups and their tasks.



Throughout the whole project the students were not only guided by their teacher, but also intensely consulted by the textile manufacturer KTC in the person of its managing director Gerhard Flatz, as well as by the marketing expert Angelika Kölle. Their valuable advice was much appreciated by the students for procedural questions and to find their way through the corporate world. In other situations, however, the students had to overcome obstacles within the group itself. They learned to build functioning democratic group structures, to take responsibility and sometimes also to take orders from other group members. So, besides the not even mentioned struggles that the foundation of a sustainable start up holds, a lot of time, patience and hard work was needed in order to succeed. But it was all worth it: the [Gallant Change](#) polo shirt can be ordered now and is a great compliment to the conscious consumer’s wardrobe.

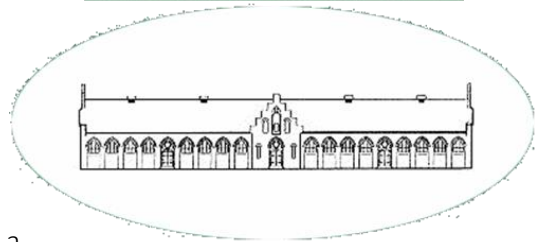
Social Project: Financing solutions for the Culture Café at Kviberg market

This project was developed within the course Social Innovation and Entrepreneurship (Master of Science in Knowledge-based Entrepreneurship) at the Department of Economy and Society, University of Gothenburg in the context of the Culture House Kviberg. This institution is a non-profit organization seeking to promote culture,

intercultural meeting places and social enterprise in the Kviberg area in Gothenburg. The Kviberg market, offering a large variety of second-hand products and food, attracts between five to ten thousand visitors every weekend. At this meeting point, many languages are spoken; It a melting pot where social ties, culture and entrepreneurship develop in a single location. The Culture House Kviberg wants to establish an alternative cultural meeting place, a Culture Café, in cooperation with the vendors and visitors of the market as well as local associations and cultural groups, which seemed an interesting case for the students to contribute with solution that potentially can develop the whole district. The idea was that the Culture Café should host an art center and organize cultural events as well as lectures to foster social sustainability in the area and greater town. Artists, associations and speakers from different backgrounds, lacking an own platform, then get the chance to reach out to a larger public. Those working at the Café have the possibility to be a partner and engage in the creation and running of the Café.

The social issue addressed with the project is high unemployment in the area as well as segregation as a result of many different backgrounds and nationalities. Students identified the entrepreneurial character of the Culture Café combined with the lack of knowledge about the financing of projects in the establishment stage as an opportunity for making a contribution. The Culture House Kviberg wants to solve social problems by creating a place that functions as a natural meeting point where different groups of immigrants can collaborate. By uniting, engaging and developing competence in people, even other problems, such as environmental ones, can be solved. The hope is to be able to develop a climate-neutral business environment. The students suggested solving the financing issue of the Culture House Kviberg by way of *crowdsourcing* and *crowdfunding*. Students investigated in detail how these solutions should be designed and what is needed to succeed, taking to their help experience from earlier successful cultural ventures in Gothenburg, both as a role model and for inspiration.

VÄLKOMMEN TILL



KVIBERGS MARKNAD



Social project: Leveraging social entrepreneurship to combat trafficking



The RealStars case is an example of a student project promoting an entrepreneurial mindset to influence society. The project is conducted in the context of the course Social Innovation and Entrepreneurship (Master of Science in Knowledge-based Entrepreneurship) at the Department of Economy and Society, University of Gothenburg. Real Stars is a non-profit organization located in Gothenburg with the aim to work for a better world without sex trafficking. The organization increases awareness nationally and across borders within the EU with the help of campaigns, cooperation with companies' CSR work as well as art and fashion initiatives spreading the message of "Fair Sex". The main strategy to counteract sex trafficking is to reduce demand. Sweden is one of a few nations with a legal system prohibiting the purchase of sex. RealStars' work is based on human rights and its goal is to influence decision-makers at the EU-level. The organization mostly gets support through pro bono work by their partners, making cooperation a key prerequisite for the organizations to grow and attract more attention. RealStars would like companies engaged in responsible and sustainable business to add trafficking to their agendas. An opportunity to collaborate is when companies launch products using the RealStars logotype in their marketing campaign, spreading the message. This case represents a problem of global scale and interest. Social entrepreneurship methods are particularly interesting to find solutions to this problem since the underlying thought is to spread the message with an entrepreneurial spirit, inspiring cooperation.

The students identified sex trafficking as a social problem representing a breach of human rights – people must have freedom of movement and the right to control their own body. This injustice and the exploitation of the human body hamper the victims' mental and social development, leading to impaired self-confidence and dignity as well as larger social differences. In this case, the social entrepreneur establishes an initiative to form opinion against sex trafficking to increase awareness about the issue and eventually be able to make a difference. The students identified that the organization's current main focus is to find a large amount of initiatives that can increase awareness on the issue with a broader audience. Therefore, the students suggest cooperating with one of the larger fair-trade coffee chains in town that then can market the organization in their daily operations. An important factor when identifying a collaboration partner highlighted by the students is that there should be some commercial benefits and a contact point where the message can be addressed. The basic idea is that, by addressing the message in a discrete way, for instance through a short message on a cup or a flyer, spontaneous conversations can occur, and the message can be spread and grow in importance through discussions. It was suggested that this could be achieved by selling postcards in the coffee shop, put up name lists on the counter, use coffee mugs with a printed message and sell specific beverages that include a donation to Real Stars.



Social project: New markets through Health Education

Students from the course Social Innovation and Entrepreneurship (Master of Science in Knowledge-based Entrepreneurship) at the Department of Economy and Society, University of Gothenburg worked with the project “Education as a strategy to get market access”. The project is of particular interest as it combines social innovation and business innovation in the context of developing countries, aiming at improving people’s quality of life. The basic idea was to establish a consultancy organization that offers businesses in the Western world the possibility to introduce and market their products in new markets through educating people in the target countries, mainly improving their knowledge in hygiene. In many developing countries, hygiene-related diseases and symptoms are not only caused by a lack of resources, but also a lack of knowledge. This knowledge is widely available in the Western world, but rarely shared with people who would really benefit from it. At the same time, companies manufacturing hygiene- and health-related products are in constant search of new markets. These companies have identified the lack of knowledge as a considerable barrier for expanding to markets in the South. For instance, the multinational Unilever already addresses this problem with their initiative Sustainable Living Plan, aiming to educate one billion people in hygiene and health questions by 2020.

During the project students have gathered knowledge about potential customers, the state of the current market for hygiene- and health-related products as well as potential business models for these new markets. The students proposed a business model and organizational structure that can improve the current approach towards these markets. The lack of financial resources was identified as a hurdle for educational projects. This is particularly pronounced in non-profit organizations active in these countries. The idea was that non-profit organizations form a for-profit affiliate company, acting as a consultant in health-related issues that would sell its knowledge and educational services to commercial enterprises. This allows commercial actors to get access to these markets at the same time as the health-related education continues to be provided by the non-profit organizations.

The surplus made in the for-profit consultancy organization can subsequently be donated to the non-profit organization and used for charitable purposes. The suggested solution provides a structure that can prevent conflicts of interest that can arise in collaborations between non-profit organizations and commercial actors.



Case study: Teaming up with Jämtkraft to imagine future energy systems

In early 2017, 51 students in the Corporate Strategy course at the School of Business, Economics and Law at University of Gothenburg were challenged to propose solutions to advance sustainability among electric utilities.

This case study differed compared to regular case studies in that it was based on a real business challenge experienced by Jämtkraft, a medium-sized energy company in the North of Sweden. The case was compiled by ImpactEd, acting as an intermediary, taking care of transforming the students' solutions into a concrete actionable proposal for the company. The problem that the students should address in groups of 4-5 was to give advice as to transforming Jämtkrafts business model so to fit the digital age.

The students received a project description, giving an overview of the energy sector's challenge to transform into a problem-solver regarding climate change and other energy-related sustainability challenges. To address this, Jämtkraft has set out to create a digital platform that should change the way consumers interact with electricity suppliers. The platform should aim at modernizing the interaction between utility companies and consumers throughout the entire supply and usage lifecycle, which in turn potentially transforms the entire business model of the company.

Students were asked to solve three interlinked tasks:

- 1: Assess how the digitization strategy might be able to expand upon the company's current sustainability practices;
- 2: Explore the value propositions of the digitization strategy for the firm; and
- 3: Conceptualize the platform and suggest three potential features that the platform should offer to best create strategic value, based on the earlier assessment.

Students' suggestions were compiled and forwarded to Jämtkraft. A short summary is presented below:

Topics	Suggestion
Energy Tracker	Users are encouraged to set sustainability goals for their energy consumption
Smart Home Control Board	A sensor attached to all energy sources in a household will allow customers to better control and measure energy consumption.
Community Center	Social community platform where customers can share their experiences of saving energy.
Energy Marketplace	A hub featuring collaborations with different companies that provide product and services, making it easier for Jämtkraft's customers to adopt energy efficient products.
Customer Support	Customers can ask questions to be answered by Jämtkraft professionals and customers in the community.
Customer Energy Account	Customers having a surplus of energy produced by their solar cells can share it with other participants within the network who are in need of energy.

After the course, this new approach to case studies was evaluated and students were polled as to their experience with the real-life case. Results showed that this feature was highly appreciated.

HOLY SHIT – Auf ein Wörtchen über das stille Örtchen

Teaser:

HOLY SHIT brings up a topic that usually is very uncommon to appear in public: Our shit has superpowers – and sadly nobody knows about it. So, what’s really behind the daily duty?

Project Description:

Against the background of resource scarcity, climate change and the resulting 2030 Agenda’s 17 Sustainable Development Goals HOLY SHIT examines the role of communication design in sustainable change:

(How) can Eco-Social Design contribute to communicating the benefits of treating human feces, one of the last taboos in western society, as important reusable material within a resource cycle?

“Holy Shit – auf ein Wörtchen über das stille Örtchen” focuses on a communicative approach that combines visual design, project management as well as the conceptualization and moderation of participative events on a regional scale. Hereto the project takes local and supra-regional stakeholders into account. Thus, it also focuses on an effect that goes beyond the limits of the thesis project, sets a stimulus and creates a fertile ground for future actions.

Think globally, act locally

On the basis of the prototype of a mobile composting toilet, a pop-up exhibition and a participative event HOLY SHIT puts both the topic in public, develops a communication strategy and creates a base for implementing an approach for reusing feces within the context of South Tyrol.

The search for an appropriate communication form to bring the topic into public brought a topic to light that is rich on cultural and historical heritage and holds great social, economic and ecologic potential. Nevertheless, breaking one of the last taboos and addressing shit in public required a touch point that allows to communicate the issue through the qualities of fun, facts and by positive experience. The mobile composting toilet functions as a platform to communicate the topic behind the reuse of feces – especially shit – as valuable resource. As alternative to conventional chemical toilets it not only communicates the idea behind the project but also puts it into practice at the same time. Together with the local project partners (wood specialist *Lobis Elements* and the discussion facilitators *blufink*) HOLY SHIT brings local stakeholders from politics, organizations, research and event organizers together at the going public of a two-weeks pop-up-exhibition at the nursery Schullian. In a participative set up, the question „Mobile composting toilets for South Tyrol“ and the realizability were discussed. This allowed to both capture a picture of the common mood, involve specialists in the realization process from the beginning and create stimuli for future actions.

Additionally, the project was developed in continuous exchange with existing composting toilet rentals in Germany and Switzerland. This both provides expert-knowledge and fosters supra-regional networks and collaboration.

Thus, HOLY SHIT sets a starting point for future actions and supports sustainable change within the context of South Tyrol and beyond its borders.

Student involved in the project:

Johanna Perret

www.blufink.de/holy-shit

<http://www.forum-csr.net/default.asp?News=11357>

<https://www.ff-bz.com/gesellschaft-wissen/2017-43/du-heilige-scheisse.html>

MALSZEIT – Malsler variety at one table

Teaser:

“Malszeit managed to bring together opponents and advocates of the pesticide debate, who would normally not be sitting together, for a joint dinner. This could almost be considered a small miracle.”

Project Description:

Mals is a small village that offers a surprising variety of high quality professions and products — especially in the culinary and agricultural field. Because of the small-scale structure of agriculture and economy each product is closely linked to its producer. Here, being a farmer or gastronome is not only a profession but a way of living. But what might sound idyllic has to face a conflict. A petition against the use of pesticides split the citizens into two parties: the ones who are supporting conventional agriculture and the ones who want to transform Mals into a pesticide free area. This situation makes it hard to start new projects, enable communication and collaboration and connect the actors. And this is where our project, the MALSZEIT, starts. But the Malszeit didn't address the conflict directly. It gave an exemplary solution, how to reconnect the different parties. The name “Malszeit” has two meanings: To take time for the community of Mals on the one hand side — and to have a meal together on the other.

Goal:

The goal of the Malszeit was to show the value behind the diversity of people and products and to create a base for future collaboration. The shared meal was the central element of the Malszeit — and each participant contributed to the event with a donation of products. Like this, all the ingredients for the meal were collected. In this way the Malszeit connected not only the different products in one meal but also brought the participants together to one table. The familiar atmosphere gave space to neutral communication — far away from the conflict. As framework for the event the participants were asked to take part in an interactive mapping, that consisted of two parts. The first board shows a simple map of the village. On the second board the participants as well as the dishes and the single ingredients were presented. First, the participants were asked to mark their position on the map. And second — to find the products they have donated in the dishes of the Malszeit and also mark and link them to their names.

By connecting the different ingredients according to the meal not only connections between the products became visible, but also between the different producers and the gastronomy. Like this, the map visualized the positive experience of the shared Malszeit and the synergies created by networking and cooperating. Since the goal of the Malszeit was to build a personal communication base, the knowledge and the contact information needed to be preserved. Therefore, a handcrafted booklet was designed. It gave insights into the farms and restaurants and also into more personal details. The information structure of the booklet and the visual language of the Malszeit aimed at connecting the participants. By bringing products and people together in one event, the Malszeit combines elements of visual, social and experience design.

Students involved in the project:

Johanna Perret and Lena Rieger

NOVO – The Zero Waste store for Bolzano

Teaser:

NOVO means “new” — and new always means to do things a little differently: NOVO is an organic supermarket that opened its doors in 2017 in Bolzano. As the store offers a big part of its goods unpacked it’s up to the consumer to decide how much of a product is needed. Following the “zero waste” movement, NOVO hopes to reduce packaging and food waste and give people the chance to consume more sustainably and responsibly. Therefore, the products can be bought without packaging: In textile bags, in glass jars or bottles that can either be bought in the store or brought from home.

NOVO brings plastic free grocery shopping to Bolzano and helps to establish the idea of the Zero Waste Society.

Project approach: But how to make a design project really and fully eco-social itself? NOVO itself surely encourages eco-social transition in society, but how could we as designers structure our work in ways it supports the values of ecological and social sustainability? As a starting point, a survey among packaging-free stores around Germany, Italy, Switzerland, and Austria was conducted to get first impressions on what is important and notable when starting a zero-waste store. Furthermore, zero waste stores were visited to gather inspiration and concept-ideas on store interior, containers and packaging options, branding and visual appearance and communication strategies. For sharing this knowledge and supporting future packaging-free stores, we created an Open Source Project Timeline and a Wiki with all the gathered information.

DESIGN OUTPUT

For us, Eco-Social Design goes beyond creating visual design. It is a way of combining conceptual and design work and communication and networking activities to support sustainable and social change.

1. The NOVO Philosophy and Concept

Together with the owners of NOVO 3 core values were defined: Openness, Sustainability, and Responsibility. This formed a base for ideas of how to translate those values into the reality of the store: A coffee corner for the customers to have a break and rest for a while, multi-lingual store signs to include people of all nationalities, the connection to a vegan/vegetarian restaurant in order to create synergies regarding the use of food, product signs providing background info on the products, recipe-baskets and -cards to inspire people in how to use the products offered at NOVO — and many more ideas.

2. Dynamic Branding & Visual Language

Since NOVO aims at re-framing and re-shaping current conditions in the food and consumption system, the store interior, as well as the branding, takes up this idea visually by breaking the frame. The dynamic and moving branding incorporates the idea of movement and change.

3. Realisation

NOVO was developed in collaboration with Maria and Stefan Zanotti who had the wish to open a packaging free store in Bolzano and to make it easier to get the ingredients for a healthier and better way of living. As a result, NOVO opened it’s doors in via Wegggenstein and the Social Media Group „Zero Waste in Südtirol“ formed around the idea of plastic and waste free living.

Students involved in the project:

Johanna Perret, Insa Keilbach and Giulia Bencini

wildbunt — The Permaculture-Camp on Ritten/ Renon

Description:

Eco-Social Design can be understood as a participative, interdisciplinary, and community-oriented process to create sustainable and holistic solutions. It is not only about changed aesthetics, but rather a contextual rethinking. The research question was: How can Eco-Social Design contribute to creating interest and appreciation for nature and gardening through the principles and practices of permaculture in children?

Continuous ecological, social, political, and economic destabilization shapes today's time. The root of the problem can be recognized in human culture. This is where wildbunt comes in. Through its holistic approach to permaculture, it offers a potential solution to today's environmental and cultural crisis. The first step is to observe and understand how nature works. In a second step, the collected insights are integrated into the planning and design of human systems.

Initially, the focus was on the conception, planning and implementation of the project: a holiday program for children on the subject of permaculture was developed, for which a collaboration was put in place with the Educational Center *Haus der Familie (HdF)* on Ritten/Renon in South Tyrol. Two five-day courses offered 10-15 children between the age of 7 and 12 the opportunity to explore the garden at the education center.

The project can be divided into 3 phases: search for partners and funding, preparation and development of outputs, and finally implementation and reflection. The two course weeks act as prototypes, which are the object of scientific investigation. wildbunt can thus be located in the area of "Research Through Design".

An extensive framework was developed to prepare the gardening and permaculture contents and divide them into modules. Each module focuses on one topic for which learning and working materials were developed, equipping the children with basic knowledge about a topic. In a second step, these introductions were practically expanded. For example, hay and sheep's wool were laid out as a mulch in the garden, a worm compost was built of recycled materials, and the children built seed packets from recycled newspaper.

To create additional local reference, guests were invited. For instance, Teo Libera, a regional organic apple farmer, supported us during the modules "Ecosystem Forest" and "The Earthworm and Worm Compost". The aim was to allow the kids a joyful and interesting learning experience together with various stakeholders from the area and to provide them with numerous resources and starting points to explore their own interests and strengths.

"wildbunt - The Permaculture-Camp on Ritten/Renon" is planned and implemented in German language. The nature of the holiday program is reflected in the design. Writing and colours are playful and lively, complemented by hand-drawn illustrations. The core of the toolkit is a box with collectible cards, explaining a variety of topics to the children. The children receive further materials to continue gardening at home. The course framework and toolkit can be extended flexibly due to its modular character.

Results: It got clear that wildbunt has grown into a functioning and practically applicable concept. Self-determined learning in a natural environment and the giving of impulses supported the children when exploring their interests, giving them a chance to interact with the community. The close contact with nature and the initiation of small projects, contributed to a more considerate and conscious treatment of the children with nature and living beings.

Stakeholders & Partner: Insa Keilbach, Eco-Social Designer, Lea Köder, Permaculture Designer, Haus der Familie, Education Center on Ritten/Renon, South Tyrol.

the act of giving **SUR**

Introduction – the act of giving

The Act of Giving is a research-based project about “gift giving” which aims to explore and understand the complex topic as much as possible. A multi- disciplinary research was conducted to analyse various gifts’ manifestations. Indeed, the subject matter was investigated through the support of already existing, extensive studies in the anthropological and sociological field and thanks to design driven exploration on the field. The analysis led to the development of a diagram which is usable to read the phenomenon itself and compare its different phenomenons. Gifts are powerful tools, mediators of interpersonal relationships. Handling gifts in a conscious way means to use their potential to create, develop and maintain relations between community members.

A system which re-evaluates the so-called “gift articles” has been conceived as the outcome of the preceding study. Its focus lies on specifically thought gifts, objects designed to generate, regenerate, and organize relationships among people.

Description of the project SUR

Sur is the name of the designed system. It is a process which aims to reflect upon the relationship between giver and receiver and to develop suitable, beneficial objects. Assisted by a designer and the tools provided by *Sur*, the giver is guided through the conception and the creation of a gift which is expressly realized to support, recover, and/or nourish the relationship with the receiver. The system is divided in three main phases:

- 1) the dialogue phase between the designer (who takes on the role of the “Personal Gifter”) and the giver, which aims to get to know the context and the pre-existing relation between giver and receiver;
- 2) the collaborative conception and design phase between the designer and the giver, that is meant to draw and create the object which will be given;
- 3) the production phase, that involves both designer, giver, and local artisans and experts.

Generated value and conclusion

The system’s flexibility makes it a format which can be applied and adapted to different spaces and contexts, since it is developed to take advantage of the local potential and resources of every place which will host it. In fact, *Sur* gives birth to a network of artisans, designers and givers belonging to a (al- ways-changing) specific location. It connects local, sustainable materials and production technologies with abilities that every single giver can already possess and, thanks to the conformable, different way of payment, it promotes support and exchange in terms of capabilities and out-of-date objects/materials.

Student involved in the project:

Giulia Bencini - Master in Eco-Social Design at the Free University of Bozen-Bolzano.

Website

www.sur-gifts.net

Images (next page)



CASE

Competencies for a sustainable socio-economic development



RITRATTO - One of the tools used during the process of development of the object/gift.



GINKGO - Gift from Francesca for Andrea, an earring for Francesca's stretched piercing which is given to Andrea when the couple is separated.



GINKGO - Worn earring

Active citizens through the eyes of students

A referendum decides – Vranov is not going to become Brno's satellite town

Vranov near Brno is a village that is not only beautiful and pleasant, but also very unique from an urbanistic point of view. It has a rich history, as it was originally founded under a pilgrimage church and a Pauline monastery. A rather stable number of inhabitants is also characteristic for this village. Thanks to that, the virtually original form of Vranov could be preserved.

According to proposed territorial changes, this unique village was about to be turned into another one of Brno's typical satellite towns. The local authority proposed a new Zoning plan for Vranov with the aim to significantly enlarge the village and thereby change the character and structure of the village.

The plan estimated that there would be up to 520 new inhabitants in approximately 150 new houses. These changes would also significantly impact the cultural and natural values of the village. Two significant locations with the most interesting nature in Vranov were about to be built on.

The local authority was divided over the new zoning plan, but later they decided to enforce it. A majority of Vranov citizens disagreed with the interference and joined forces to fight it. They expressed their disapproval of the zoning plan to the local authority several times, but were always referred to later negotiations and meetings, while the proposal for the new zoning plan was slowly turning into reality.

At the time, a group of activists came to the village, as they could sense their loss nearing and decided not to take any chances. Their first effort was to communicate with the local authority to hold a debate with the citizens and developers, which they managed to do in spring 2013.

The citizens' opinions on the development of the unique location did not change after the debate, the preparations for the approval of the zoning plan continued. The group of activists could not take it anymore and decided that the only and most suitable and fair way to stop the expansion of Vranov is to hold a referendum. They sent letters to the citizens of Vranov with a detailed explanation of the planned expansion of the village along with the possible consequences. They enclosed a plea for signatures for a charter that would enable them to hold the local referendum. Their effort was successful. Precise questions needed to be formulated and the referendum had to be promoted enough for it to be considered valid. In the end, questions were presented to the citizens asking their opinion if the village of Vranov should keep the total number of inhabitants below 1000 and use the autonomous powers of the village to limit building.

The referendum was held along with the municipal elections in October 2014 and was attended by 220 out of 599 eligible people. The referendum was declared to be binding, as more than 25% of all eligible voters voted YES on both questions.

As a consequence, after years of dealings and approving the new zoning plan, the local authority will have to rework it again. The owner of the plots of land at Nad Rybníkem was not satisfied with the results of the referendum. Shortly after, he enclosed his plot with a fence and thereby prevented locals and tourists from accessing the only pond in the village.

Despite these minor complications, the citizens can now finally breathe a sigh of relief. The attractive locations will not be built on, at least not in the foreseeable future, and the unique character of the village with a sustainable number of citizens will be preserved for many more years.

Active citizens through the eyes of students

From a forest park to a forest park

Before the year 2006, the city of Ostrava started to plan the expansion of the Science and Technology Park (STP Ostrava), as one way of city development and to attract foreign investors. With STP Ostrava, the city could offer thousands of jobs, research spaces and incubators for scientists, and many other benefits for the city. The citizens of the Ostrava-Poruba district, where the park was supposed to be built, as well as the general public welcomed the project, but they disagreed with the location.

The STP Ostrava was to be built on one of the last green spaces in Poruba, the local Forest park. For local citizens, the Forest park is a significant relaxation spot in the city. It represents one of the last green and quiet zones among the built-up parts of the city. Already in 2007 when the Science and Technology Park together with the Technical University of Ostrava (VŠB-TUO) was planned in the Poruba Forest park, the citizens of Poruba started to worry about the possible loss of their favourite recreation area.

The city of Ostrava provided the funding of the project, with a large part of the financing should be obtained from privatizations. The city of Ostrava bought most of the plots where the STP expansion was supposed to be realized from private owners. Meanwhile, independent urban studies determined that the location the STP is not suitable for many reasons. For example, the Ostrava Planetarium is situated near the Forest park and the light pollution from the new buildings and street lights might have a negative impact on its activities.

Despite the disapproval by the experts and the general public, the representatives of the city of Ostrava requested a change in the zoning plan of the area. At the same time, the advisory board of the borough of Poruba did not issue the necessary permission for accessing the lands and starting a construction. Shortly thereafter, the city of Ostrava changed its statute (2013) and weakened the powers of the individual boroughs. In the future, Ostrava will then have the decisive word in important questions regarding science and research or the expansion of industrial zones. With approval of the zoning plan the original arable land of the Forest park was redefined to be land for public services. At the same time, there was a request for the assessment of the investment plan and for an environmental impact assessment plan.

The citizens of Poruba still disagreed with the project and in 2015, a petition committee was created in accordance with the law. Its petition gathered over 10,400 signatures. As a reaction to the petition of Poruba's citizens and in response to a call from the rector of VŠB-TUO, a team of architects created alternatives for the location of the STP. Their work "Alternative proposal for the location of the STP in Ostrava" lists a few alternative locations, which all would fulfil the basic requirements of the project. The architects mention the disapproval of the Poruba citizens and representatives of the Poruba borough, but also for example the insufficient infrastructure and public services. In May 2016, a discussion on the expansion of the STP took place. The mayor of Poruba, the rector of the VŠB-TUO and a team of architects debated the alternative options with the citizens. The conclusion of the debate was to initiate a study of the feasibility of four alternative locations.

The location for the placement of the STP therefore remains unclear. In November 2016, the borough of Poruba proposed a change in the zoning plan, which redefines the location of the Forest park from a land for public services back to arable land. The entire case therefore remains open.