



CONNECTING SCIENCE-SOCIETY COLLABORATIONS
FOR SUSTAINABILITY INNOVATIONS

ConSus: 543742-TEMPUS-1-AT-TEMPUS-JPHES

Work package 4, Deliverable 4.2

Report on the ConSus Training Program

2nd Training at University of Graz, Austria

**Integrative development processes for sustainable and regional
development**

August 2015

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1 Introduction to the project: Connecting Science-Society Collaborations for Sustainability Innovations

Education and research play a key role in fostering sustainability innovations. Higher education institutions are important drivers towards sustainable development as they shape their regional environments and bear the responsibility to address social challenges. Hence universities need to strengthen their collaborations with societal and regional actors in order to be able to commonly shape and envision a sustainable future.

The EU Tempus project “ConSus” (Connecting Science-Society Collaborations for Sustainability Innovations) aims to establish a regional science-society network for sustainability innovations in Albania and Kosovo. The objectives are to strengthen the connection and collaboration of higher education institutions, research and practice as well as to promote mutual learning and innovative sustainability issues and methods through structured workshops to support capacity building as well as systemic and holistic thinking.

Planned project outcomes:

- Identification of Albanian and Kosovar stakeholders in the field of higher education, research and practice for sustainable development.
- Development of an online platform with teaching materials and methods for higher education, focusing on sustainable development and collaboration with regional stakeholders.
- Implementation of six trainings about science-society collaborations for sustainable development for researchers and lecturers.
- Carrying out seven workshops at the partner universities in Albania and Kosovo for lecturers and students to introduce innovative sustainability teaching resources.
- Improvement of higher education infrastructure and establishment of sustainability libraries.

The target groups will be higher education institutions (esp. lecturers, researchers and students), research institutions and regional stakeholders like enterprises, NGOs and regional development agencies.

2 ConSus training programme

In the course of six four-day trainings participants will receive insights into collaboration processes between academia and society in the field of sustainable development. They will understand the purpose and benefits of science-society collaboration and learn approaches and methods how societal actors can be involved in their higher education teaching. The first two trainings in Lüneburg and Graz will additionally support the participants in developing teaching resources.

Please find an overview about the training focuses, facilitators and dates in the table below:

No.	Title	Facilitator	Time	Place
1	Multi-stakeholder learning and sustainability communication	Leuphana University of Lüneburg	5-8 May 2015	Lüneburg, Germany
2	Integrative development processes for sustainable and regional development	University of Graz	7-10 July 2015	Graz, Austria
3	Environmental education elements fostering sustainability innovations	University of Limerick	1-4 September 2015	Limerick, Ireland
4	Strategy development and process planning	Universum College (& University of Natural Resources and Life Sciences Vienna)	17-20 November 2015	Pristina, Kosovo
5	Creative and transdisciplinary methods	European University Tirana (& Leuphana University of Lüneburg)	25-28 January 2016	Tirana, Albania
6	Environmental sustainability and global change	University of Natural Resources and Life Sciences Vienna	March 2016	Vienna, Austria

3 Training no. 2: Integrative development processes for sustainable and regional development

Facilitator:	Friedrich M. Zimmermann, Jonas Meyer, Barbara Loimayr
Training location:	University of Graz, Graz, Austria
Training date:	7-10 July 2015
Number of participants:	20 (plus one person from internal quality control)

The 2nd ConSus training took place at the University of Graz from 7-10 July 2015. Organized and moderated by the team of the RCE Graz-Styria, the program consisted of integrative approaches of sustainable and regional development. Among others, the participants discussed present sustainability challenges in Albania and Kosovo, the impact of social entrepreneurship and the role of societal stakeholders in sustainable development in lively discussions and role-play games.

Regional development approaches have been illustrated from a practical point of view by an excursion to the “Styrian Vulcanoland” including a discussion with a representative from a regional development agency and a tour at the elderberry farm “Holler Vulkan”. In total 21 participants from all 9 partner institutions from Albania and Kosovo participated at this training.

3.1 Training sessions

Welcome & Introduction Round

In the first session the ConSus project was introduced by the project management team. This included the time schedule, work packages and finally the training sessions being held at six partner universities. This was followed by a presentation about the RCE Graz-Styria, the host organisation of this training.

Sustainability Challenges

After an introduction to the model of Ecological Footprint the participants applied an online Ecological Footprint Calculator calculating their own demand on the Earth’s ecosystem. Afterwards, the participants discussed in small groups about present sustainability challenges in Albania and Kosovo by creating flip charts. This was followed by a presentation about three case studies about waste management initiatives in Austria and Indonesia and water management in Canada. The last part of the first session was a game called 6-3-5 brain writing game. There, the participants chose three sustainability challenges and wrote them on a form. By passing it to six neighbours who subsequently wrote solutions for these challenges the initiator could get some ideas from other people which he/she has never thought of.

Scaling Down Sustainability

The second session started with an introduction of the scaling approach in general as “increasing efficiency of existent activities”. Scaling down sustainability in this context focused on higher levels with supranational commitments, goals and programs (e.g. UN), which will be implemented and delegated to lower levels ending at the local one. The example of Corporate Social Responsibility was taken to show how companies deal with their responsibility in their environment (employees, consumers, nature, etc.). Afterwards, the participants discussed about the state of the art in Albania and Kosovo. At the end of this slot, a role-playing game was introduced where each

participant got one role card, playing either a representative of a company or a university. The goal was to discuss with each other (companies with universities) in order to initiate a science-society collaboration on specific sustainability issues.

Scaling Up Sustainability

The session started with a short introduction to the scaling process, but now with an emphasis on upscaling as a system from individual to collective awareness. This was shown by the example of Social Entrepreneurship where at first the different terminologies have been discussed based on a specific model. Four questions were answered: 1) Is there a social improvement in the core activities of a specific company? 2) If not, are there any CSR activities? 3) If yes, does the company follow a social intention in its production/service at first? 4) What are the financial sources of this business? All questions were exemplified by best practices from Styria (Zotter Chocolate Manufactory, Atempo and others). Afterwards, a discussion followed thinking about the situation of Social Entrepreneurship in Albania and Kosovo. In a second part, the participants were asked to prepare a first business model based on the Model CANVAS. First ideas were developed and presented to tackle different social, environmental and economic challenges in Albania and Kosovo.

Education for Sustainable Development and Life Long Learning

At the beginning of this session, the participants started playing the world game in order to get aware about the distribution of people and wealth among the different continents of the world. After a reflection about global and regional inequalities, a short presentation about sustainability education for every age and its challenges has been held. In the third part, the method S.E.E. the links was used in order to combine three given terms of each sustainability pillar and create future scenarios by taking deficits, strengths and capacities of the participants' home countries into account. The session was concluded by a presentation of best practice examples e.g. the students' initiative oikos, the EU-project OPEDUCA and the Austrian Sustainability Award.

Sustainability and Society

In the 5th and last session the presenters introduced the terms participation and stakeholder management. This was deepened by a short video about different societal actors and their possible interest and contribution to a certain project. In a second part, the participants were asked to do a case study analysis by defining a problem, identifying any relevant stakeholders and plotting these stakeholders on a power vs. interest grid. Afterwards, the participants applied a method called station talk where they discussed the role of different stakeholders (universities, companies, citizens, policy makers, etc.).

Excursion to “Steirisches Vulkanland”

On Thursday, 9 July the group visited the “Styrian Vulcanoland”, a rural region in the South-Eastern part of the federal state of Styria. It is known as a good example of a transformation from a poor and agricultural area to an innovative and successful region based on handcraft, intangible heritage and tourism. At first, the regional manager Michael Fend introduced the participants to the history and current status of development of the Styrian Vulcanoland and gave insights to certain projects. Afterwards, the group visited a local elderberry farmer (“Holler Vulkan”) who showed the elderberry garden and presented a cooperation project with research institutions. At the last station, a wine restaurant, the participants discussed different issues of sustainable regional development and compared them with the situation in Albania and Kosovo.

Discussion of Teaching Resources

The participants were asked to prepare their teaching resources beforehand in order to present them during the training and get feedback by the others. Therefore, six groups were formed, each with at least 2 resource authors and one moderator. Within one hour the author presented his/her resource and answered questions for understanding (30min). Afterwards, the other group members gave feedback and points for improving the resource.



Figure 1: Participants at the Department of Geography and Regional Science on 7 July 2015

3.2 Training program

Day 1: 7 July, Tuesday		
Meeting venue: <i>University of Graz, Department of Geography and Regional Science</i>		
09:00 – 10:00	Welcome and introduction round <ul style="list-style-type: none"> - Welcome and introduction to sustainable development - Introduction round - Introduction to the ConSus project 	Friedrich Zimmermann Jonas Meyer
10:00 – 12:45	Sustainability challenges <ul style="list-style-type: none"> - Thematical input from an international context - Discussion of relevance for Albania and Kosovo (interactive workshop) 	Erika Seidenbusch Kendisha Hintz Friedrich Zimmermann
12:45 – 14:15	<i>Lunch break</i>	
14:15 – 16:45	Scaling down sustainability <ul style="list-style-type: none"> - Global, European and national strategies and their implementation in the local level with an emphasis on companies - Discussion of case studies and interactive workshop 	Jonas Meyer Bettina Frankerl
19:30-21:00	Dinner at Steirerstub'n (Lendplatz 8)	

Day 2: 8 July, Wednesday		
Meeting venue: <i>University of Graz, Department of Geography and Regional Science</i>		
09:30 – 12:15	Scaling up sustainability <ul style="list-style-type: none"> - Social Entrepreneurship as a driver for scaling-up processes in sustainability - Discussion of best practices 	Johannes Frühmann Jonas Meyer
12:15 – 13:45	<i>Lunch</i>	
13:45 – 16:15	Education and Lifelong Learning for Sustainable Development <ul style="list-style-type: none"> - Sustainability education and its challenges - Interactive group work on sustainability teaching issues 	Barbara Loimayr Friedrich Zimmermann
16:15 – 16:30	<i>Break</i>	
16:30 – 17:30	Discussion of ConSus teaching resources	
		RCE Graz-Styria-Team

Day 3: 9 July, Thursday

Meeting venue: University of Graz, Department of Geography and Regional Science

09:00 – 17:00	Excursion to the region of „Steirisches Vulkanland“ - The EU LEADER program and sustainable regional development - The best practice example of Holler Vulkan and its contribution to science-society collaboration	Michael Fend Johannes Christandl Thomas Höflehner
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Day 4: 10 July, Friday

Meeting venue: University of Graz, Department of Geography and Regional Science

09.00-10:00	Discussion of ConSus teaching resources	RCE Graz-Styria-Team
10:00-10:15	<i>Break</i>	
10:15-12:45	Involving societal stakeholders into research projects - Science and companies as partners for sustainability related research projects - Brain storming methods	Julia Schuchlenz Friedrich M. Zimmermann

3.3 List of participants and speakers

List of participants

	Partner institution	Name of participant	E-Mail
1	European University Tirana	Gjevori, Elvin	elvin.gjevori@uet.edu.al
2	European University Tirana	Melonashi, Erika	erika.melonashi@uet.edu.al
3	European University Tirana	Vladi, Besarta	besarta.vladi@uet.edu.al
4	Polis University, Tirana	Janku, Eranda	eranda_janku@universitetipolis.edu.al
5	Polis University, Tirana	Papa, Dorina	dorina_papa@universitetipolis.edu.al
6	Alexsander Moisiu University of Durres	Ismaili, Marsida	marsidaismaili@yahoo.com
7	Alexsander Moisiu University of Durres	Musaraj, Joniada	joniada_d@hotmail.com
8	Agricultural University of Tirana	Basha, Elton	tonbasha@hotmail.com
9	Agricultural University of Tirana	Hasalliu, Rozeta	rhasalliu@ubt.edu.al
10	QSKN, Tirana	Noti, Dorela	dorelanoti@hotmail.com
11	QSKN, Tirana	Kadillari, Ana	
12	Universum College, Prishtina	Abazi, Shqipe Kaçaniku	shqipe.abazi@universum-ks.org
13	Universum College, Prishtina	Berisha, Alejtin	alejtin@universum-ks.org
14	University Haxhi Zeka, Peja	Hajdari, Vjosa	viosahajdari@gmail.com
15	University Haxhi Zeka, Peja	Shehu Lokaj, Alma	alma.shehu@unhz.eu
16	Riinvest College, Prishtina	Lekaj, Diana	diana.lekaj@riinvest.net
17	Riinvest College, Prishtina	Mustafa, Saxhide	saxhide.mustafa@riinvest.net
18	Riinvest College, Prishtina	Qirezi, Bardha	bardha.qirezi@gmail.com
19	INDEP, Prishtina	Ejupi, Burim	burim.ejupi@indep.info
20	INDEP, Prishtina	Zhubi, Driton	driton.zhubi@gmail.com
Internal quality control			
21	QSKN	Juljana Sokoli	sokoli.juli@gmail.com

List of speakers

	Department	Name of speaker	E-Mail
1	RCE Graz-Styria	Zimmermann, Friedrich	friedrich.zimmermann@uni-graz.at
2	RCE Graz-Styria	Meyer, Jonas	jonas.meyer@uni-graz.at
3	RCE Graz-Styria	Loimayr, Barbara	barbara.loimayr@uni-graz.at
4	RCE Graz-Styria	Höflehner, Thomas	thomas.hoeflehner@uni-graz.at
5	Department of Geography and Regional Science, Student	Hintz, Kendisha	kendisha.soekardjo-hintz@edu.uni-graz.at
6	Department of Geography and Regional Science, Student	Seidenbusch, Erika	erika.seidenbusch@edu.uni-graz.at
7	Department of Geography and Regional Science, Student	Frankerl, Bettina	bettina.frankerl@edu.uni-graz.at
8	Department of Geography and Regional Science, Student	Schuchlenz, Julia	julia.schuchlenz@edu.uni-graz.at
9	Department of Corporate Leadership and Entrepreneurship	Frühmann, Johannes	johannes@fruehmann.com
External speakers			
10	LEADER Management "Steirisches Vulkanland"	Fend, Michael	fend@vulkanland.at
11	Holler Vulkan	Christandl, Johannes	info@obstchrandl.at