CASE

Competencies for a Sustainable Socio-Economic Development

ICA-Edu Colloquium May 2021

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Centre for Global Change and Sustainability (BOKU)

About CASE

- 10 partners
- 5 European countries
- 2015-2017
- Erasmus+

About CASE

- ## CASE aims at
  innovative ways of teaching and learning in order to achieve **sustainable entrepreneurial education**

- ## CASE supports
  university teachers and business partners to acquire **competencies for sustainability-driven entrepreneurship**

- ## CASE created
  the CASE Sustainability Performance and Competencies Tool

- ## CASE developed
  the curriculum of a new **Joint Master Program on** "Sustainability-Driven Entrepreneurship"

Guiding Questions

- What are competencies for sustainable socio-economic development?
- How to develop these competencies?

Common Understanding

- Focus on **sustainability-driven entrepreneurship**
- Inclusion of **entre- and intrapreneurship**

Key competencies

Sustainable development

+

Entrepreneurship

=

Sustainability-driven entrepreneurship

Wiek et al. (2011)

Milestones

Needs analysis

Kowledge platform

Master curriculum

Cooperation formats

Supportive tools

Master Curriculum

- Content and methods
- The sample curriculum
- Thematic blocks

Content & Methods

Sustainability-Driven Entrepreneurship Joint Master Program

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

Pedagogical framework of the CASE master program

Competence-orientation: Active, student-centered and experiential learning → **Learning to learn:** Self-directed, reflective learning in groups and with mentors → **Real-world orientation:** Inter- and transdisciplinary project work → **Role models:** University – business cooperation → **Coaching:** Developing sustainability driven start-ups

Master Curriculum

CASE — Competencies for a sustainable socio-economic development

CASE-Master program on Sustainability-driven Entrepreneurship

Target: Fostering competencies for sustainability-driven Enterpreneurship to support a sustainable socio-economic transformation in society

Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship

	Bridging courses				ECTS
Semester 1	**1.1 Transformation and Sustainability**	**1.2 Sustainable Economy**	**1.3 Interactions in multi-scales**	**5.1 Personal Development and coaching 1**	30
	Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales		
	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers	Regional Sustainability Challenge - 1/2		
		Methodology and Tools 1	Methodology and Tools	Creativity and opportunity detection	
Semester 2	**3.1 Pioneers of Sustainability: Intra- and Entrepreneurship**	**3.2 Sustainable Organisation and Management**	**2.1 Processes and Managment of Innovation**	**5.2 Personal Development and coaching 2**	30
	Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management	Processes and Managment of Innovation		
			Methods on innovation management	Development of sustainable business idea and model	
	Impact	Finance	**2.2 Regional Sustainability Challenge 2/2**		
Semester 3	**4.1 New institutional settings and Mulistakeholder networks**	**6.1 Elective Courses for specilization**	**6.2 Regional Hot Spots and thematic challenges**	**5.3 Personal Development and coaching 3**	30
	New institutional settings and Mulistakeholder networks	Elective Courses for specilization OR Internship	Regional Hot Spots and thematic challenges	A week of fear and failure	
				Developing a Sustainable Business Plan	
Semester 4	**4.2 Mulistakeholder conference**	**6.3 Internship**	**5.4 Master Thesis**		30
	Mulistakeholder conference	Internship OR Elective Courses for specialization	Master Thesis		

Thematic Block 1

Sustainable Socio-Economic Development

1.1 Transformation and Sustainability	1.2 Sustainable Economy	1.3 Interactions in multi-scales
Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales
First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers	Regional Sustainability Challenge - 1/2
	Methodology and Tools 1	Methodology and Tools

Thematic Block 2

CASE
Competencies for a sustainable
socio-economic development

Sustainable and Social Innovation

scientists

innovation

students
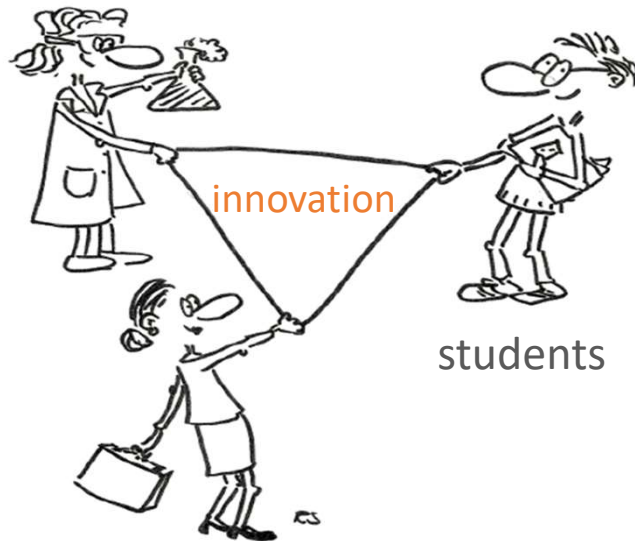
business

Sustainability
Challenge

2.1 Processes and Managment of Innovation
Processes and Managment of Innovation
Methods on innovation management
2.2 Regional Sustainability Challenge 2/2

Thematic Block 3

Sustainability-driven Enterprises

3.1 Pioneers of Sustainability: Intra- and Entrepreneurship	3.2 Sustainable Organisation and Management
Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management
Impact	Finance

The Sustainable Business Model Canvas

Designed for: Designed by:

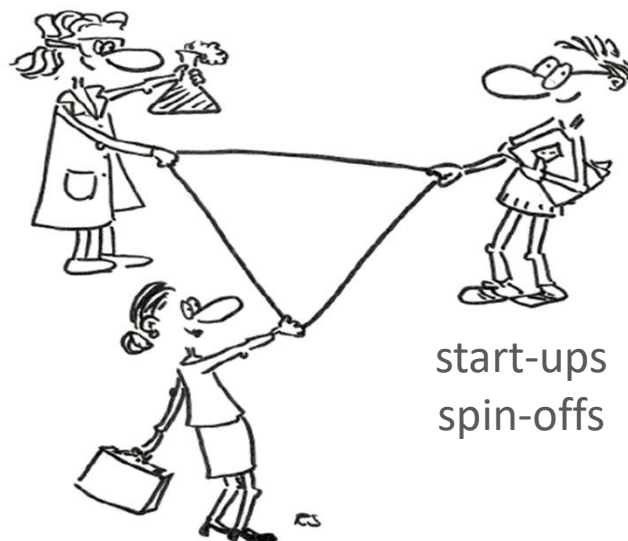| Key Partners	Key Activites	Value Propositions	Customer Relationships
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? MOTIVATION FOR PARTNERSHIPS: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities	What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? CATEGORIES: Production Problem Solving Platform/Network	What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS: Newness Performance Customization „Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES: Personal Assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-Creation

Thematic Block 4

Sustainable Institutional Settings and Networks

incubators, accelerators

4.1 New institutional settings and Mulistakeholder networks

New institutional settings and Mulistakeholder networks

4.2 Mulistakeholder conference
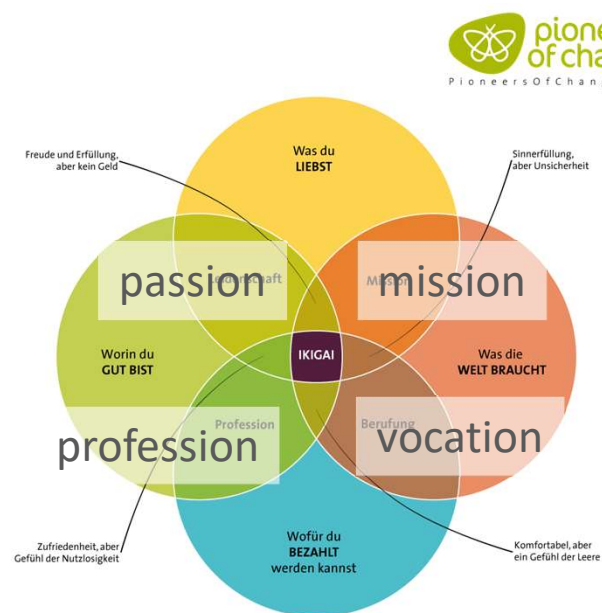
Mulistakeholder conference

start-ups
spin-offs

investors

Thematic Block 5

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socio-economic development

Personal Development and Coaching

pioneers of change
PioneersOfChange.org

Freude und Erfüllung, aber kein Geld

Was du LIEBST

Sinnerfüllung, aber Unsicherheit

passion

mission

Worin du GUT BIST

IKIGAI

Was die WELT BRAUCHT

profession

Profession

Berufung

vocation

Zufriedenheit, aber Gefühl der Nutzlosigkeit

Wofür du BEZAHLT werden kannst

Komfortabel, aber ein Gefühl der Leere

5.1 Personal Development and coaching 1
Creativity and opportunity detection
5.2 Personal Development and coaching 2
Development of sustainable business idea and model
5.3 Personal Development and coaching 3
A week of fear and failure
Developing a Sustainable Business Plan
5.4 Master Thesis
Master Thesis

Thematic Block 6

Individual Focus Area for Specialisation

Fields of
smart specialisation strategies (S3)

(European Commission, 2015)

6.1 Elective Courses for specilization	6.2 Regional Hot Spots and thematic challenges
Elective Courses for specilization OR Internship	Regional Hot Spots and thematic challenges

6.3 Internship
Internship OR Elective Courses for specialization

Support & Tools

- Practical cooperation guide
- Supportive material and tools
- Available resource platforms

Practical Cooperation Guide

Nine innovative cooperation formats based on twenty-one university courses tested and evaluated within CASE address topics and methods important to **foster competencies for sustainability-driven entrepreneurship.** The practical cooperation guide features these nine cooperation formats and highlights concrete benefits, success factors and challenges for users. Important steps are explained for necessary preparation and implementation phases. **Tested pilot examples** and further supporting material can be accessed and downloaded for free.

Filter Complexity: Any | Simple | Medium | Complex   Filter Type: Any | Project-based | In the field | In the classroom   📄 Download Guide translations ▾

Service Learning

⚙️ Complex   👥 Project-based

Learning through civil society engagement by collectively tackling practical challenges.

Learn more

Sustainability Screening

⚙️ Medium   👥 Project-based

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

Learn more

Participatory Research Project

⚙️ Medium   👥 Project-based

Students explore community-based research through a participatory project.

Learn more

Service Learning

What is it about?

Service Learning or learning by engagement represents one of the most promising methods promoting Education for Sustainable Development. It is an alternative teaching approach where students are confronted with real-world problems and try to find solutions cooperating with partners such as communities, NGOs and companies.

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.

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

Phase 1 – Planning

Involvement of communities, NGOs or companies demands a well-organized preparation process. Individual consultations to introduce the purpose and design of service learning to project partners are vital. **Getting to know concrete project examples**, tasks and possible impact of service learning projects helps to better understand, plan and implement projects in practice.

Most important is the **creation of an inclusive space**, based on trust and continuous feedback processes between all involved stakeholders: Be open about different organizational infrastructures, resources and time frames between practice partners and lecturers. Try to communicate transparently and link different involvement of capacities into the learning process.

Benefits

- Creating impact with engagement
- Joyful and creative working atmospheres
- Promoting innovative potential via visionary thinking
- Personal development by taking over responsibility
- Critical reflection with community

Phase 2 – Preparation

Success factors

Supportive Material and Tools

We have developed the Sustainability Performance and Sustainability Competencies Tool and other material **to support implementation of straightforward university-business cooperation.** They all promote continous self-reflection about project experiences and foster dialouge and feedback processes. The material and tools structure your cooperation in a professional way, help students, teachers and cooperating partners to process experiences better and assist personal development of all parties.

Complexity: | Any | Simple | Medium | Complex |

Sustainability Performance Tool

A qualitative tool for recording and developing sustainability in companies and non-profit organizations.

Learn more →   Access Tool ⏎

Sustainability Competencies Tool

A tool to make individual competencies for sustainable development visible and to give support to further development.

Learn more →   Access Tool ⏎

Diaries & reflection templates

These templates help to structure continuous reflection processes and provide orientation questions for cooperation work.

Learn more →

Sustainability Competencies Tool

What is it about?

The Sustainability Competencies Tool is a tool to make individual competencies for sustainable development visible and to give support to further development.

It assumes a holistic understanding of competence that includes values, knowledge and the ability to implement. The aim of the tool is to initiate reflection and dialogue processes on one`s own competencies and to motivate to develop the potentials further.

It can be used as support for self-evaluation as well as for feedback processes in peer-groups, with coaches or teachers. Above all, the tool is used by students in the context of sustainability-oriented teaching events, but can also be transferred to sustainability-oriented companies and non-profit organizations in a modified form.

Access the tool

Step 1 – Get familiar with the competencies for sustainable development

The five fields of sustainability competencies serve as a guiding frame and are divided into five sub-competencies. Students should reflect upon each sub-competence and figure out, what it means in the context of the course.

For each sub-competence impulse questions are available which help to reflect upon the own competence development.

Features

- Self-evaluation
- External evaluation
- Pre-post comparison
- Graphical visualization

Step 2 – Evaluate competencies in a holistic way

Step 3 – Interpret the numeric values and start a dialogue about competencies

Step 4 – Compare and reconcile self- and external perception

Step 5 – Make competencies visible

Where to use it?

- Service Learning
- Sustainability Screening
- Entrepreneurial Projects
- Internship

Overview   Analysis   **Performance**

Team Smart Fish | Aquaponic GmbH

Sustainability Performance

Export images   Export excel

Enterprise   Benchmark
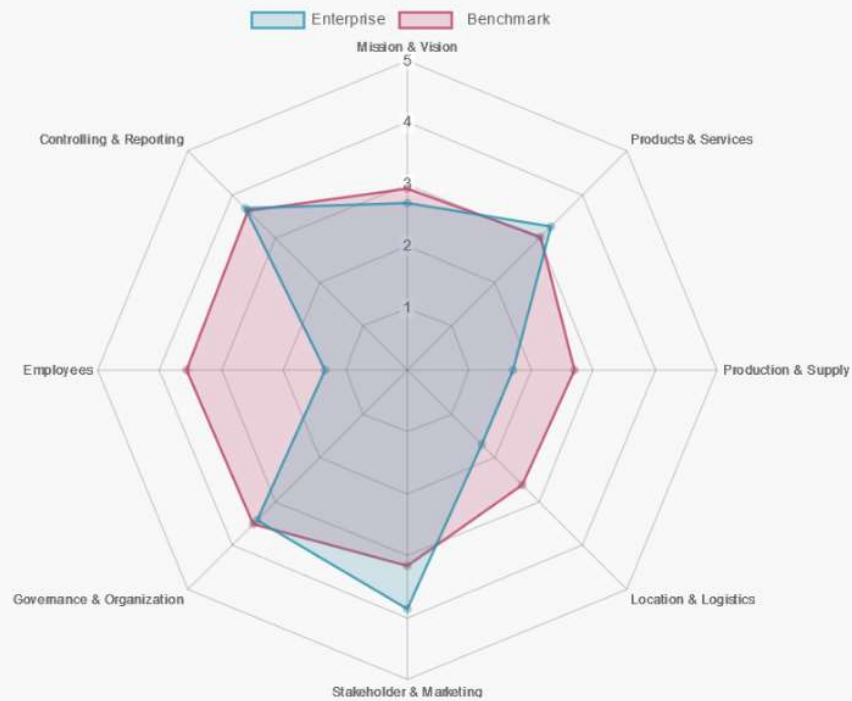
Benchmark

Benchmark

Country	Sector
All ▾	All ▾

Employees	Turnover (thousand €)
All ▾	All ▾

Criteria	Enterprise	Benchmark
Mission & Vision	2.71	2.93
Products & Services	3.28	3.05
Production & Supply	1.71	2.69
Location & Logistics	1.71	2.64
Stakeholder & Marketing	3.87	3.17
Governance & Organization	3.42	3.53
Employees	1.33	3.56
Controlling & Reporting	3.71	3.64

Overview   Analysis   **Performance**

Data by indicators

Mission & Vision
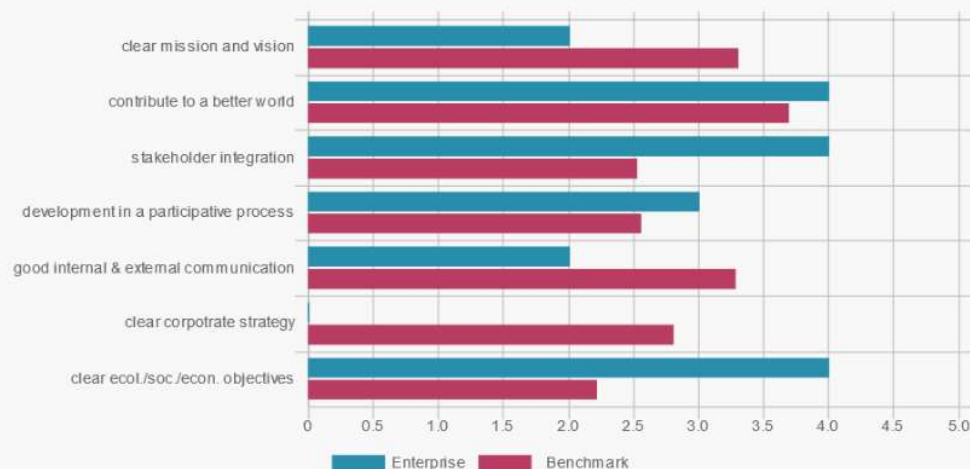
Indicator	Enterprise	Benchmark
clear mission and vision	2.00	3.30
contribute to a better world	4.00	3.69
stakeholder integration	4.00	2.52
development in a participative process	3.00	2.55
good internal & external communication	2.00	3.28
clear corpotrate strategy	0.00	2.80
clear ecol./soc./econ. objectives	4.00	2.21

Products & Services

Indicator	Enterprise	Benchmark
meaningful and value-oriented range	5.00	3.50
contribution to common welfare	0.00	3.75
ecological sustainability	4.00	3.23

Sustainicum Collection

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Competencies for a sustainable socio-economic development

Teaching Units

In this category you will find teaching units, which can be fully transferred into university lectures. The teaching units require around 60 minutes up to two semesters (such as courses, course blocks, curricula modules and concepts for summer schools). They include e.g., games, computer simulations, field trips, world cafés as well as e-modules, videos, or presentations.

Search for keywords...

🔍 CASE

| Teaching Tools & Methods ▾ | Time required ▾ | Group Size ▾ |

| Social Setting ▾ | University — BOKU - University of Natural ... ▾ | Language ▾ |

10 teaching units found

CASE Sustainability Competencies Tool

The Competencies Tool was developed as part of the Erasmus + project CASE in a collaborative process, where the CASE project...

Teaching Tools & Methods

Pillars of Sustainability

CASE Sustainability Performance Tool

The Sustainability Performance Tool is a qualitative tool for recording and developing sustainability in companies and non-profit...

Teaching Tools & Methods

Pillars of Sustainability

CASE Sustainable Business Model Canvas

The Sustainable Business Model Canvas supports the development of an idea into a viable business model. It follows a holistic approa...

Teaching Tools & Methods

Pillars of Sustainability

Links & Contact

- CASE Knowledge Platform:
  www.case-ka.eu

- Sustainicum Collection:
  www.sustainicum.at

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