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# Urban Shift for green innovations

## Open Online Training

11 & 15.11.2024



RCE Vienna  
Regional Centre of Expertise  
on Education for Sustainable Development



ADVANCED  
ARCHITECTURE  
GROUP



GREEN  
INNOVATION  
GROUP A/S

terra  
institute





## Open Online Training: Objectives & Methodology

The Open Online Training (OOT), based on the experience of the Urban Shift project partners, aims to support trainers, teachers and facilitators from across the EU and beyond to implement transformative learning and teaching environments at the interface of science, business and society. The OOT sessions are an excellent opportunity for trainers, teachers, and facilitators to enhance their teaching strategies and collaborate with like-minded professionals.

Urban Shift uses transdisciplinary start-up education with learners from diverse backgrounds (business, digital media, architecture, vocational education) to reach the goals of the EU Green Deal. Bringing together expertise and trainers from academia and business, the learners collaborate to find holistic and hands-on solutions for fighting climate change in urban areas.

The OOT will cover four key areas:

1. Participants will be trained to how to establish and apply the Urban Shift Living Curriculum (LC) in their institutions.
2. Participants will gain knowledge to adapt parts of the LC to use it in their day-to-day work.
3. Teach innovative ways of dealing with climate-related issues, EU Green Deal & Greenpreneurship.
4. Strengthening transdisciplinary collaboration between different stakeholders (education, business, external experts) and networking opportunities.

To foster the exchange of expertise and peer-to-peer learning even more, space will be provided during the sessions to connect and initiate network creations among the participants.

## Agenda

The agenda of the different sessions will be as follows:

### Agenda Educational 1

Time	Topic	Partner Name
10.00-10.05	Project overview	HdM
10.05-10.15	Introduction & Icebreaker	HdM
10.15-10.30	Open exchange 1	All
10.30-11.10	Urban Shift Input	All
10min	Methodology	IAAC
10min	Selection process	WIFI
10min	Evaluation	MCrit/Terra
10min	Coaching	PUD
11.10-11.15	<i>Short break</i>	
11.15-12.00	Workshop	All
12.00-12.15	Presentation of workshop results	All
12.15-12.30	Wrap up, open exchange 2 & feedback	All



## Agenda Educational 2

Time	Topic	Partner Name
10.00-10.05	Project overview	HdM
10.05-10.15	Introduction & Icebreaker	HdM
10.15-10.30	Open exchange 1	All
10.30-11.10	Urban Shift Input	All
10min	Methodology	HdM
10min	Transversal Skills Training	GIG
10min	Institutional-level Skills Training	WU
10min	Bridging Courses + TTT	HdM
11.10-11.15	<i>Short break</i>	
11.15-12.00	Workshop	All
12.00-12.15	Presentation of workshop results	All
12.15-12.30	Wrap up, open exchange 2 & feedback	All

### Project Overview

Briefly describing the project, its context and current status.

### Introduction & Icebreaker

Introduce participants to each other and spark initial interactions for broader exchange.

### Open Exchange

Engaging an open exchange by setting a topic for discussion on collaboration, teams, start-ups, and other current sustainability developments. Depending on the number of participants depth of engagement will vary.

### Urban Shift Input (Educational 1: Structure)

Input about:

- Methodology (IAAC)
  - o Overall set up of the project, division of partner roles, learner and trainer journeys, etc.
- Selection process (WIFI)
  - o How each educational institute identifies and selects learners suitable for the programme
- Evaluation (MCrit/Terra)
  - o How to establish a structure to assess and evaluate the tools, methodologies and learning events, ensuring that feedback and improvement suggestions can be implemented.
- Coaching (PUD)
  - o Training of coaches, assignment to start-up teams, and interaction with learner groups.

### Urban Shift Input (Educational 2: Tools/Methods)

Input about:

- Methodology (HdM)



- Overall set up of the project, division of partner roles, learner and trainer journeys, etc.
- Transversal Skills Training (GIG)
  - Training with business partners on valuable entrepreneurial skills such as sales, pitching, and lean management
- Institutional-level Skills Training (WU)
  - Training at the educational institutions focusing on the specific skills these learners should bring to their start-up teams (business, digital media, architecture, vocational education) through peer learning
- Bridging Courses + Train-the-Trainer (HdM)
  - Bridging Courses – Introduction to the EU Green Deal, sustainability challenges, Design Thinking, initial exchanges, etc.
  - Train-the-Trainer – Training for educational and business partners on programme content, e.g. climate change issues, teaching methods, business concepts

### Workshop Educational

In this workshop participants will collaborate to design different aspects of a programme, considering their specific disciplines, skills and knowledge to create a transformative learning environment for learners from diverse backgrounds.

### Dissemination

To support the dissemination strategy of Urban Shift and the sustainability of the project results, all sessions will be recorded and uploaded to YouTube to reach a broader audience. Participants can then use the publicly available videos to train other members of their institution and share the training in other channels.

## Target Group: Educational Facilities

Institutions like universities, schools, centres for further education, and other learning facilities, but also political bodies, for example for regional economic development offices.

## Overview

The Open Online Training (OOT) will take part on two different days, 11 and 15 November, with the possibility for participants to absorb the inputs on both structure and tools/methods.

- Max. 2,5h hours

## Project Partners

- WU – Vienna University of Economics and Business (AT)
- HdM - Stuttgart Media University (DE)
- IAAC - Institute for Advanced Architecture of Catalonia (ES)
- WIFI - Institute for Economic Promotion of the Austrian Economic Chambers (AT)
- GIG – Green Innovation Group (DK)
- MCrit – Multicriteria Planning (ES)
- PUD – Pretty Ugly Duckling Consulting (DK)
- Terra – Terra Institute (IT)