

## 4 – ECOLOGICAL BUSINESS TRAINERS' WORKSHOP, WU



### 4.1 Introduction

The Trainer Workshops are a 3 days intensive programme to train experts that will be teachers in the student's programs and get them familiar with concepts belonging to other disciplines. This trainer's workshop will support a Semester Student programme, on biotechnology, design for urban resilience and business through inter/ transdisciplinary approaches.

The third Trainer Workshop, Ecological Business Trainers' Workshop, took place on the 15th, 16th and 17th of May 2019 in Vienna, Austria. Ecological Business Trainers' Workshop aimed at providing partners coming from the field of biology and architecture with the basic learning about business courses setting-up, business thinking and start-ups development, in order to allow them to face the transdisciplinary Students' Programs.

## 4.2 Workshop Structure

Ecological Business Trainers' Workshop was a three - day event. HEIs ensured the participation of 2 staff people, from each of their teaching and training team delivering the programme and 1 staff representative from each SMEs. They shared knowledge, concepts, and methods in order to overcome the disciplinary barriers and to discuss the innovative modules and test them internally in peer learning sessions.

Detailed workshop programme:

### Day 1 - Understanding the Entrepreneurship Arena

10:00-10:15 Introduction

10:15 – 11:00 Sustainability-driven entrepreneurship

11:15 – 12:00 Education for Entrepreneurship

12:30 – 13:30 Lunch break

14:00 – 18:00 Visiting Kunst Haus and Architekturzentrum

### Day 2 - Tools for Entrepreneurial Success

09:00 – 12:15 Sustainability business canvas

12:15 -13:15 Lunch break

13:30 – 15:00 Elevator Pitch

16:00 – 18:00 Round table with Richard Vrzal, IMFINO and Rudolf Dömötör, Entrepreneurship Center Network, WU

### Day 3 - Program Development through Transformative Learning

09:00-10:00 Introduction to Transformative learning

## 4.3 Objective

The aim of evaluation is contributing to improve educational activities -while they are happening, as well as to provide insights to design better educational activities.

The evaluation of all educational activities will include analysis of:

- the effectiveness of the workshops/learning programme including its reach of the target audience
- the impact of the programme on students understanding about Biotech methods
- the skills, competencies and dispositions gained during the programmes
- the application of the knowledge and skills gained
- the strengths and weaknesses of the education approach used

- recommendations for changes to the programme so the programme may be implemented in new courses.

In this document we present a summary of the evaluation results that we have done to support the improvement of the programme.

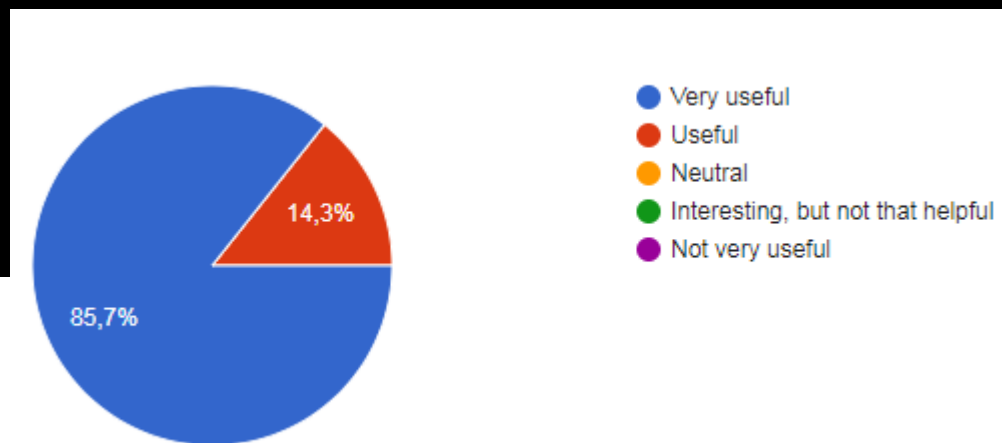
## 4.4 Methodology

We carried out an evaluation survey which included a mix of qualitative and quantitative feedback to evaluate the success and impact of the event.

### 4.4.1 Survey Results

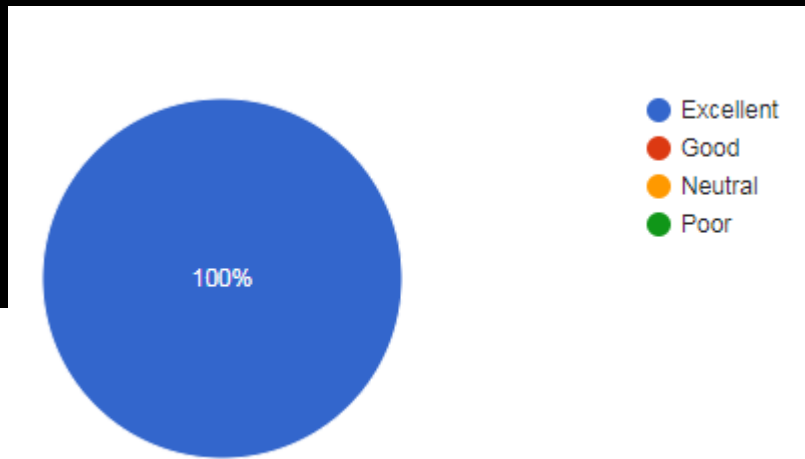
7 partners answered the survey.

Q1 - How useful did you find the content of the Ecological Business Trainers' Workshop?



All of the partners responded positively about the content of the Ecological Business Trainers' Workshop.

## Q2 - How would you rate the overall experience?



All of the partners responded very positively about the overall experience.

## Q3 – What aspects of the Ecological Business Trainers' Workshop did you enjoy the most?

We received seven positive, distinct responses to this question:

- I liked that we conducted exercises that the students will go through as well and we learned about what sustainable entrepreneurship really means.
- Sharing insights; learning about Vienna's approach to liveable smart cities and seeing our team members engage in their startups.
- The group becoming more and more aware of all the different specializations needs and wants.
- The process from having a business idea to creating the business model and ending up with a real start up.
- The way to apply Ecological Business concepts and strategy to multidisciplinary contests.
- Interactive workshop with Business Canvas Model.
- The sharing of experience by business expert/ the practical case study in group.

**Q4 – What did you learn during the Ecological Business Trainers' Workshop that you anticipate using in the transdisciplinary students' programmes?**

All partners shared their comments regarding the new things that they've learned in this Trainers' Workshop:

- I learned about the principles of sustainable entrepreneurship and which tools to use, e.g. Lean Business Model Canvas, Reflection exercises etc.
- The bottom part of the Sustainable Business Canvas and how to integrate nature with buildings through Hundertwasser.
- I learned the difference between the sustainable entrepreneurship and entrepreneurship, how to adapt canvas business model to different cases, about the different tools of learning process and how to better engage the students.
- The application of economical strategies and processes to multidisciplinary learning fields.
- The business canvas model. Since it is a good tool for brainstorming business ideas it a very complete way.
- The courage to believe in innovative ideas.

**Q5 – Was there anything you did not understand during the Ecological Business Trainers' Workshop? Please provide specific examples.**

Most of the partners understood everything during the workshop.

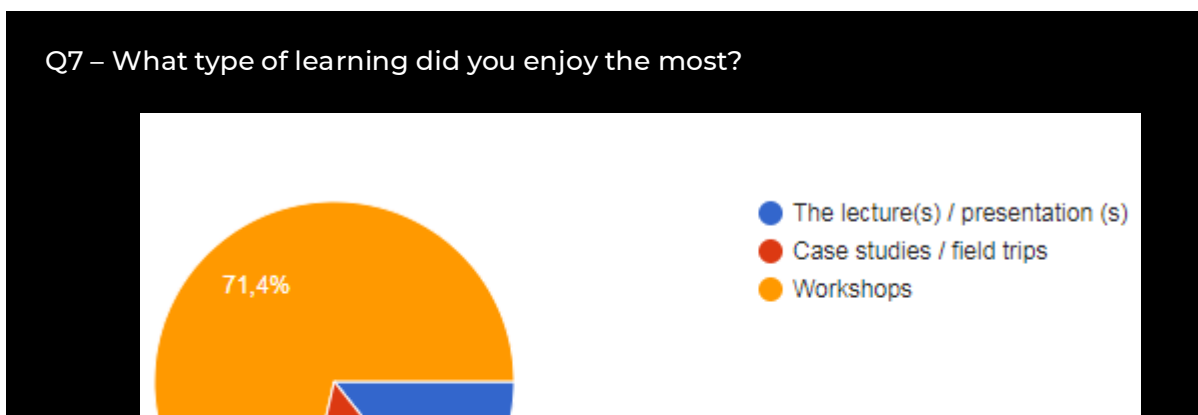
The comments expressed were:

- We had one afternoon session with experts in working together with green start-ups and students. This session was not very helpful.
- Not really.
- No.
- No, everything was very well explained.
- Actually there wasn't.

**Q6 – What questions do you still have about the business thinking and start-ups development concepts?**

Some partners have reported some questions:

- How to help students to understand nature-based solutions?
- None.
- How not to fall in the trap of "being in love" with your business idea and not see the "bad" side?
- More than question I think we got more curiosity and interest in the topic.



All partners enjoyed the most workshops as type of learning.

Q8 – What other specific comments do you have?

These are the specific comments reported by partners:

- Great Team!
- I'd love for us to not end the last day/decision day without half the people there.
- On the second day the round table with the experts was not so useful, I think we lost too much time on presentation of the partner companies and we didn't take advantage of the opportunity to get more useful information from those two experts.
- I would like to learn more about WU transformational learning experience.

- Thanks!

#### 4.4.2 Feedback from Ecological Business Trainers' Workshop

At the end of the Ecological Business Trainers' Workshop, some of the participants highlighted the following:

Apolline Auclerc – UL: *“It was very interesting to understand business model, and I think students in biology need to know this. It is also good to know people from business because they are very different from us, the scientists.”*

Christophe Schwartz – UL: *“This workshop was really good one and very useful. Biology, design and business are the three cherries of the BUILD Solutions project and up to now they were on the top of the cake and progressively they are inside of the cake and that's very important.”*

Nanda Heshof - Plant-e: *“I liked a lot about these three days that all the things we talked about in previous meeting kind of got together. We were actually working on the program now and being very efficient.”*

Laura Ohler - City Facilitators: *“The most valuable about this workshop here in Vienna was that we were acting as we were the students. We did the business creation and group building exercises ourselves and we could really imagine how it would be for the students in January. We got really motivated.”*

Martin Petersen - Green Tech Challenge: *“I wanted to turn academics into entrepreneurs, more or less making all of my colleagues quit their jobs and in that sense I think I did pretty well.”*

Aishwarya Krishnan – WU: *“The whole point was to give the trainers the experience of what the students might go through and also putting them in those high-pressure situations that we want for the students later on. We did a good job getting them to be excited about creating their own projects following their passion and their dreams.”*

Christian Rammel - WU: *“We provided trainers with a kind of learning and playing ground to learn from different disciplines. Also the concept of business and making business now is much clear and we have a more common understanding on what we're really aiming at, what are the challenges and what is the fun for us and how we can really participate as a great team with different disciplines.”*

## 4.5 Conclusion

A common underlying expectation of this workshop organizers was to provide partners coming from the field of biology and architecture with the basic learning about business courses setting-up, business thinking and start-ups development, in order to allow them to face the transdisciplinary Students' Programs.

This was achieved, and key to the workshop success was the numerous lessons learned including:

- The principles of sustainable entrepreneurship and which tools to use, e.g. Lean Business Model Canvass, Reflection exercises etc.
- The bottom part of the Sustainable Business Canvas and how to integrate nature with buildings through Hundertwasser.
- The difference between the sustainable entrepreneurship and entrepreneurship, how to adapt canvas business model to different cases, about the different tools of learning process and how to better engage the students.
- The application of economical strategies and processes to multidisciplinary learning fields.
- The business canvas model. Since it is a good tool for brainstorming business ideas it a very complete way.
- The courage to believe in innovative ideas.

All partners were very satisfied with the third Trainers' Workshop.