

University transfer for sustainable development – sustainability transfer

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‘Transfer for sustainable development’ – additional duty for HEIs or stimulus for sustainability transformation?

→ Huge potential for promoting sustainable universities due to exchange with external stakeholders and partners.

Presentation of preliminary findings

- Conceptual thinking
- Empirical experiences at the Eberswalde University for Sustainable Development



Working definition of transfer

Transfer is the reciprocal exchange of ideas, knowledge, technologies and experiences between Higher Education Institutions (HEI) and external partners from economy, politics, public sector, and social and cultural initiatives; including a broad range of forms of cooperation.

Transfer includes all HEIs' activities in higher education, research and third mission that contribute to sustainable development, are embedded into a societal context and are executed together with external partners.



*Transfer strategy,
Eberswalde University*

Characteristics of transfer of universities

Who: HEIs & at least one external partner from economy, politics, public sector, culture, civil society

What: exchange of knowledge, ideas, technologies, experiences

How: reciprocal and collaborative exchange on equal footing

Outcome: added value for all involved partners
(→ societal impact: change of attitudes or behaviour)

Fields of transfer:

- **Teaching:** embedded in real world context; interaction between teachers, students and practitioners
- **Research:** transdisciplinarity; co-design & co-production of knowledge; practical outcome
- **Third Mission:** engagement, knowledge and technology transfer, further training

Transfer for sustainable development – sustainability transfer

Sustainability transfer is a specific type of transfer:

- transfer activities striving explicitly for sustainable development
- societal impact → contribution to sustainable development

Example: sustainability transfer in higher education

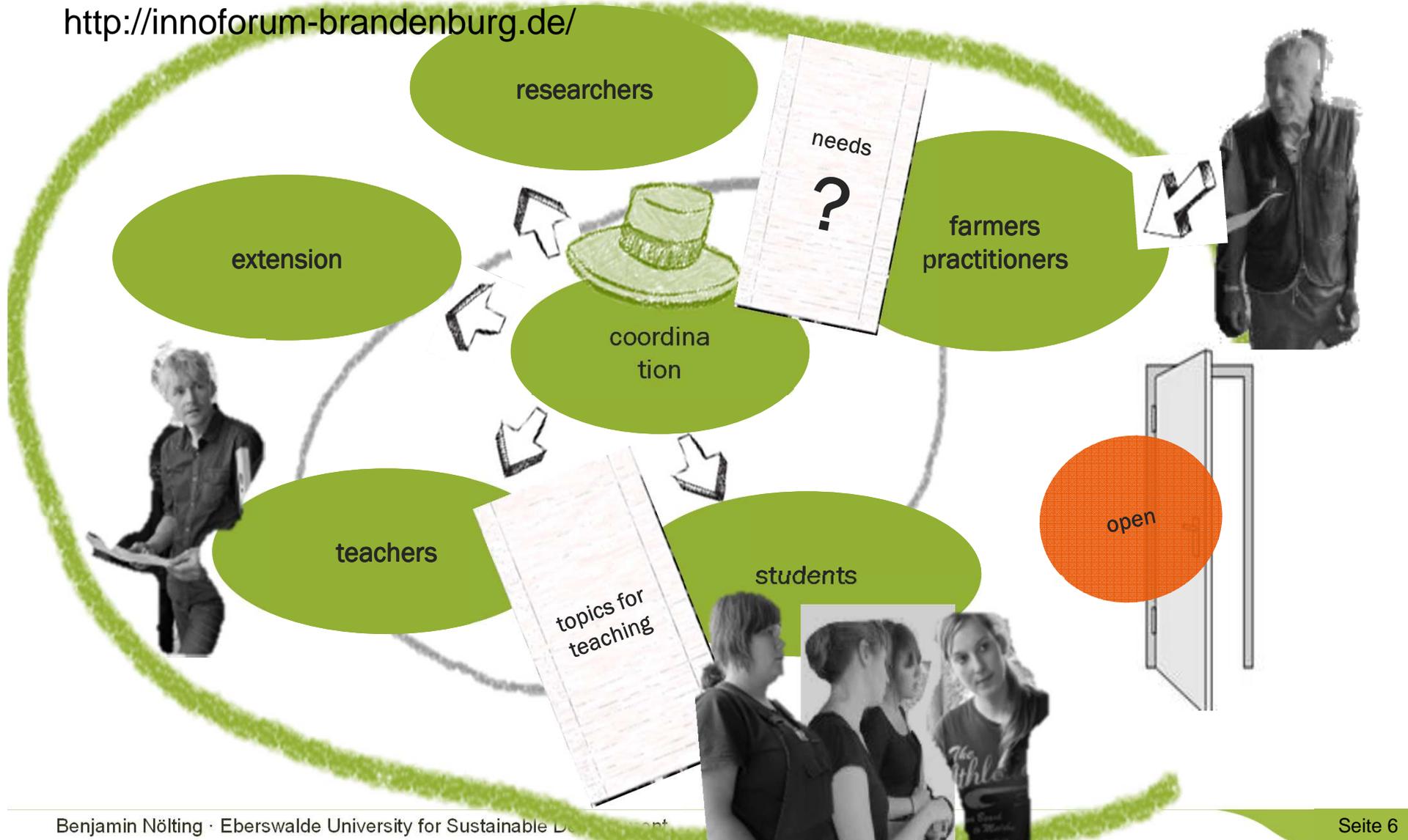
- focus on Education for Sustainable Development (ESD), students train key competences for sd in real world settings
- mutual learning process of students, teachers and practitioners with common goal to solve sustainability problems

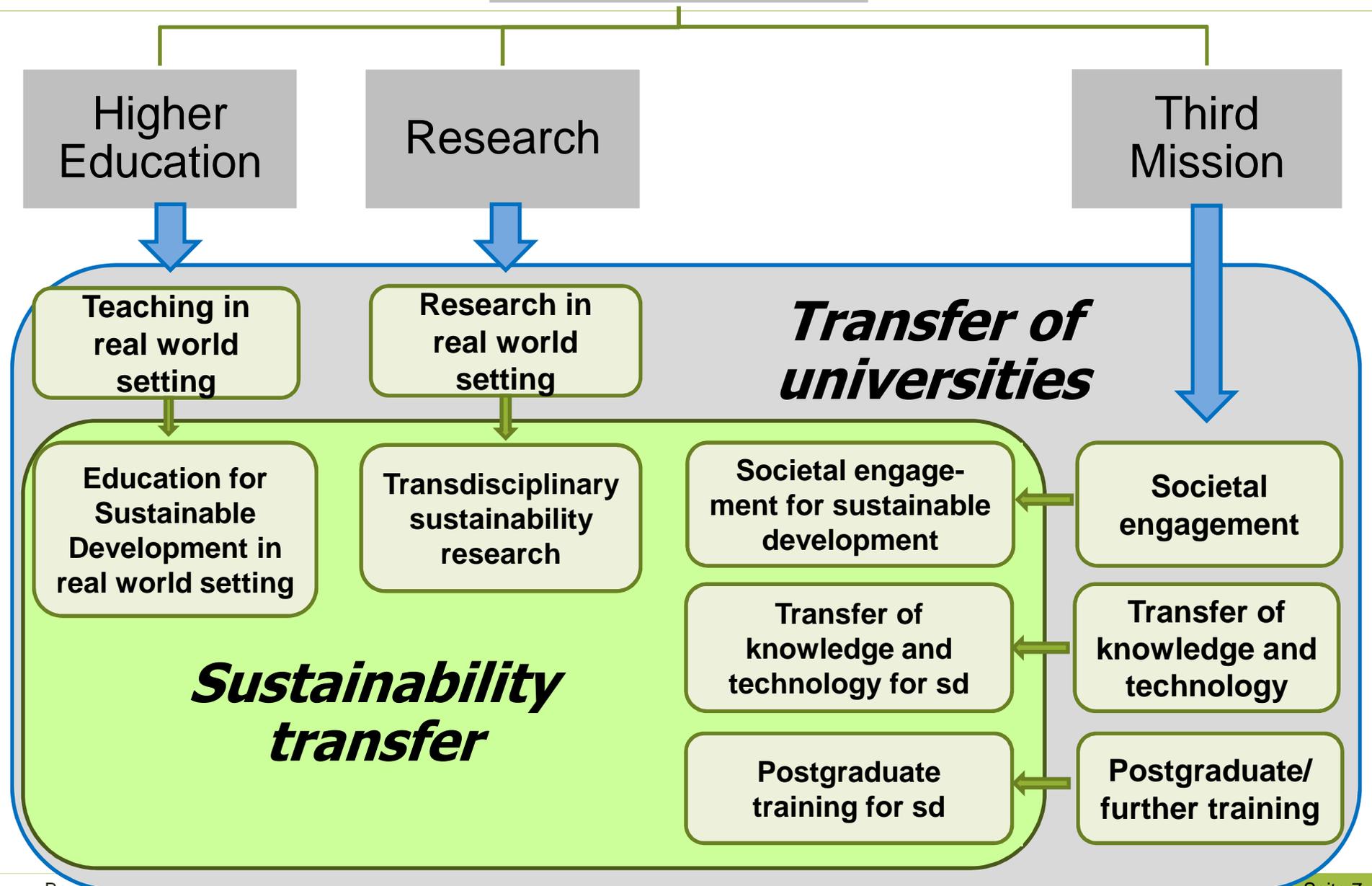


Example: transfer in higher education

Example: InnoForum Ökolandbau Brandenburg

<http://innoforum-brandenburg.de/>





Summing up

- Sustainability transfer is a new concept
- High potential for meeting society's demand for societal impact of universities and for transforming universities themselves
- Sustainability transfer requires resources and attention
- Concept needs further elaboration and empirical research



Sustainability transfer is a demanding task – but it is worth it!

Thank you!

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