



## 4TH INTERNATIONAL CONFERENCE

»Higher Education for Sustainable Development:  
Moving the Agenda Forward«



# Promoting Student Learning for Sustainable Consumption

Practical Examples from **BINK**-Seminars



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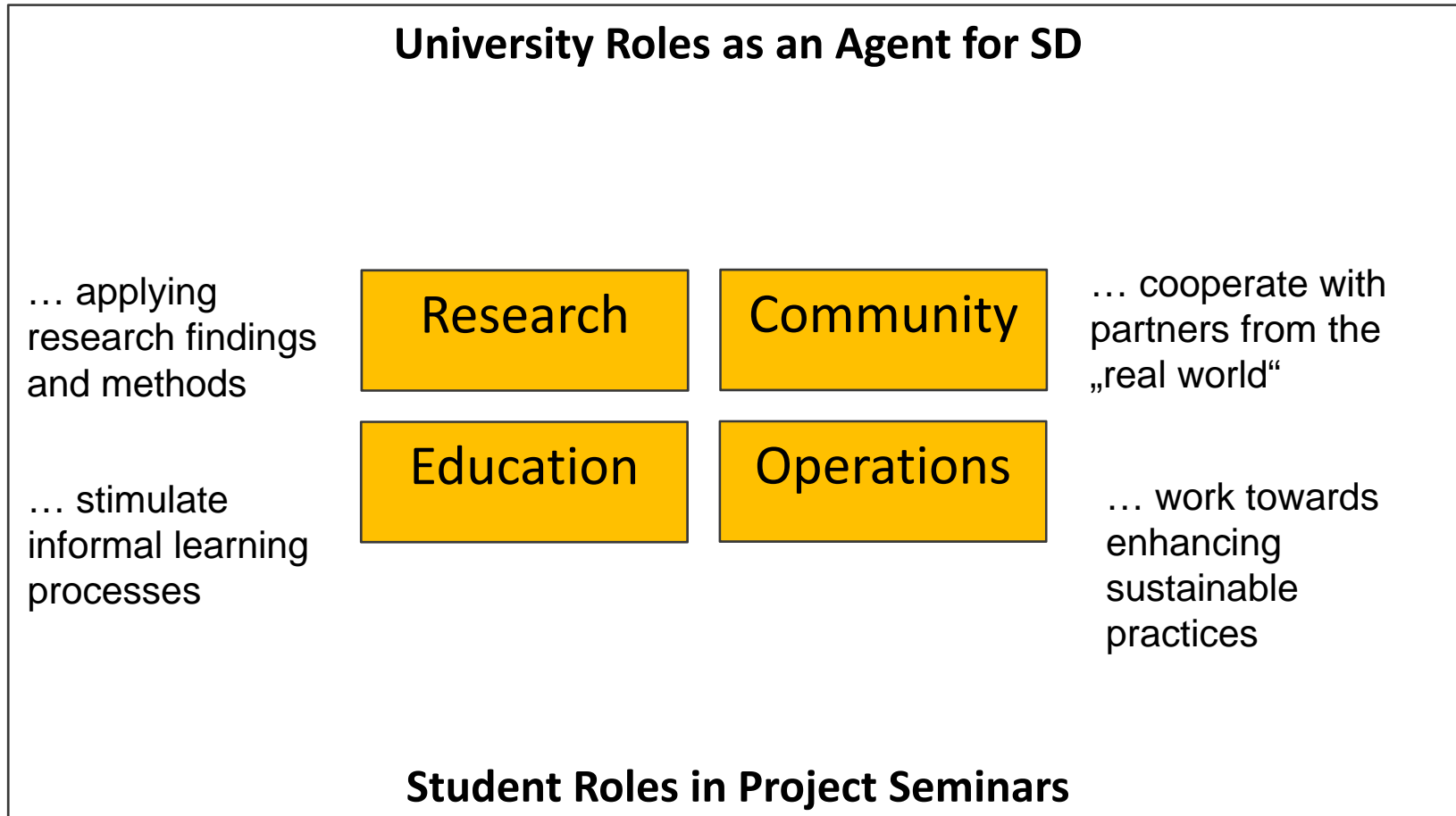
## The need for new approaches in teaching

Society's current social and ecological crisis is "not the work of ignorant people. It is, rather, largely the result of work by people with BAs, BSs, LLBs, MBAs and PhDs" (Ott 1994)

"Without new approaches in teaching, the new academia is not imaginable. Well-trodden paths and approaches need to be checked and abandoned, in case of doubt" (Gruppe 2004 & Adomssent 2004)



## A Service-Learning Approach



e.g. AISHE, STARS, ULSF



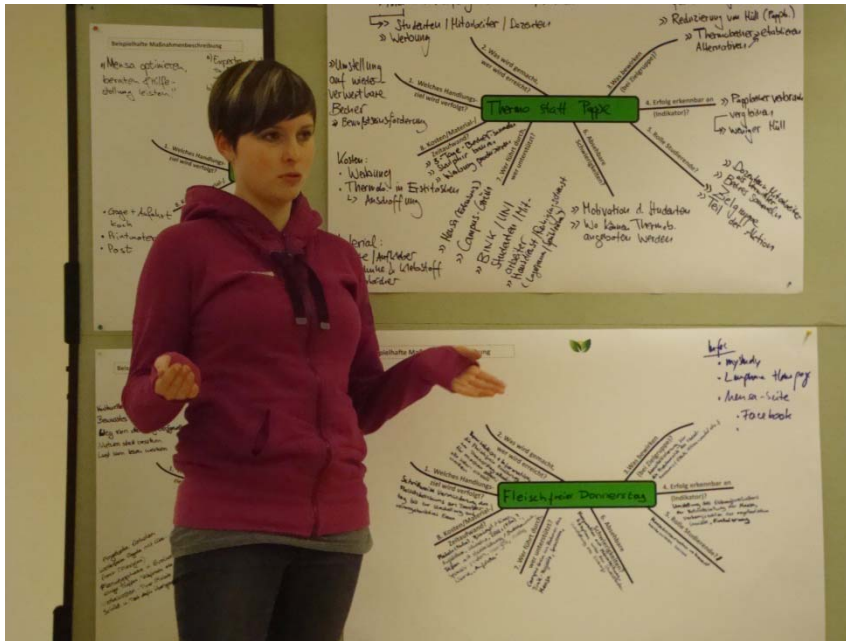
## Three Examples for Project Seminar Interventions

	<b>Education for Sustainable Consumption</b>	<b>KonsumSicht</b>	<b>Media Intervention</b>
Term	Winter 2009/10	Winter 2010/11; Summer 2011	
Participants	32	12-17	
Semester	3rd	1st – 6th	
Discipline	Environmental Sciences	Interdisciplinary	



## Seminar Concept

- Theoretical inputs on sustainable consumption, ESD,...
- Group work



- Intensive supervision through facilitators
- Collaboration with actors on the campus and from extern



Example I

# EDUCATION FOR SUSTAINABLE CONSUMPTION



## Results: Project “Swap Shop”

<b>Idea</b>	Dematerialize consumption by swapping and sharing consumer products, exempt from any charges
<b>Activities</b>	Refurbishing an unused room on campus premises Grand opening party “Share-Trading” larger goods and services via lists Connected to nearby cafeteria
<b>Results</b>	Shop is still operating and has been established at the campus Community outreach





Example II

# KONSUMSICHT 1.0 / 2.0





## Results: Project “Free Book Shelf”



**BUCH.SCHATZ**

<b>Idea</b>	A) Free book shelf for everyone on the main university campus for free and informal exchange of non-scientific literature
<b>Activities</b>	A) Concept for installation of book shelf B) Integration of different actors on the campus C) Collection of non-scientific literature among students and professors
<b>Results</b>	A) Installation of the book shelf B) Awareness raised for the re-use of books





Example III

# MEDIA INTERVENTION



## Media Intervention

Idea	Sustainable consumer learning through participation in film making
Activities	Planning and filming short video clips on themes of sustainable consumption (Three formats: Knowledge, Behavior, Commitment) workshops in the institutions about the topic of sustainable consumption, film theory, film technique by HU; in the course the groups developed book and storyboard; shooting and cutting together with HU and REALfilm
Results	Visible video products exceeding the hermetic school sphere (e.g. by sharing in virtual networks)





## Results

- The intervention groups showed a significant stronger increase in political behavior intentions compared to control groups
- No effect for the concrete behavior intentions
- Comparison of the formats: the “Behavior” group showed the strongest effect (but no significant difference)

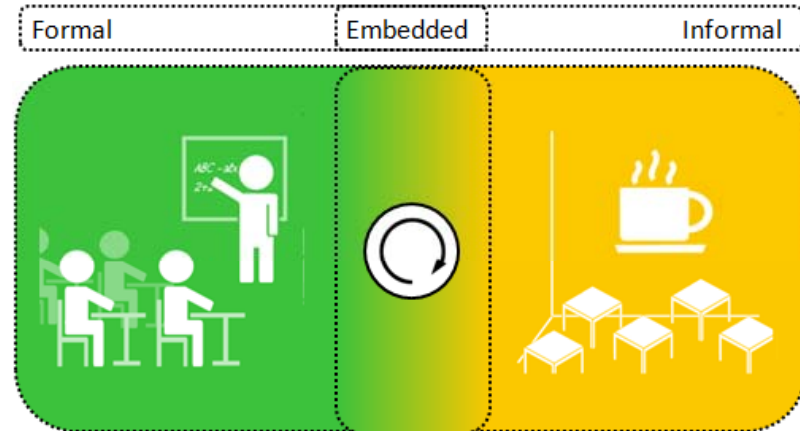


Airport-Clip



## Conclusion

- Settings for linking formal and informal learning on sustainable consumption
- Opportunities for developing soft skills, project management capacities and SD key competencies
- Contributions to sustainable transformations of the campus





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## Contact

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**Session**

