

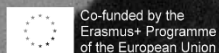
GOOD PRACTICES BOOKLET

Social Sciences and Humanities
Sustainable Innovations in
Industry and 3rd Sector Settings

SHOUT

Social Sciences
and Humanities
for Sustainable
Innovation

shout-project.eu/



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Intro

SHOUT

03

SHOUT Good Practices Booklet is a hands-on document that aims at presenting visually and straightforwardly manner a set of 10 initiatives that stand out within society for its outstanding contributions towards the Sustainable Development Goals (SDG) through Social Sciences and Humanities (SSH) action.

The set of good practices selected by SHOUT, depicts relevant examples of SSH students, researchers and graduates' involvement in sustainable innovations/transformation in industry or 3rd sector settings, as well as innovative solutions that demonstrate economic profit or its potential to demolish the myth of unprofitability of socially or environmentally sensitive solutions!

To know more about SHOUT project check our website shout-project.eu/ or contact the project coordinator Jūratė Charenkova at jurate.charenkova@fsf.vu.lt

The Approach

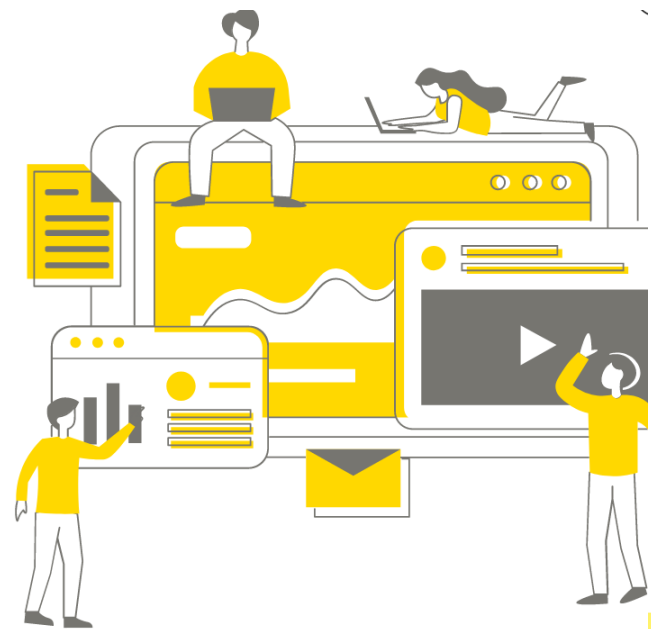
The identification of the SHOUT good practices considered the need of having a balanced representation of existing practices in terms of the type of promoters, SDGs addressed, assuring as much as possible a good variety in both cases, and the countries of origin, to guarantee that all SHOUT partners' countries were evenly represented.

The process resulted from SHOUT research stage, in which an extensive list of relevant practices was identified in each participating country. Such practices were analyzed following a list of indicators and then voted between all those intervening.

The final 10 most voted practices were then subject to a collaborative detailed desk and filed research, which included an interview with the practices promoter. The practices were then described in a specific template and made available for all interested to get to know them. This booklet is a short version of such a result.

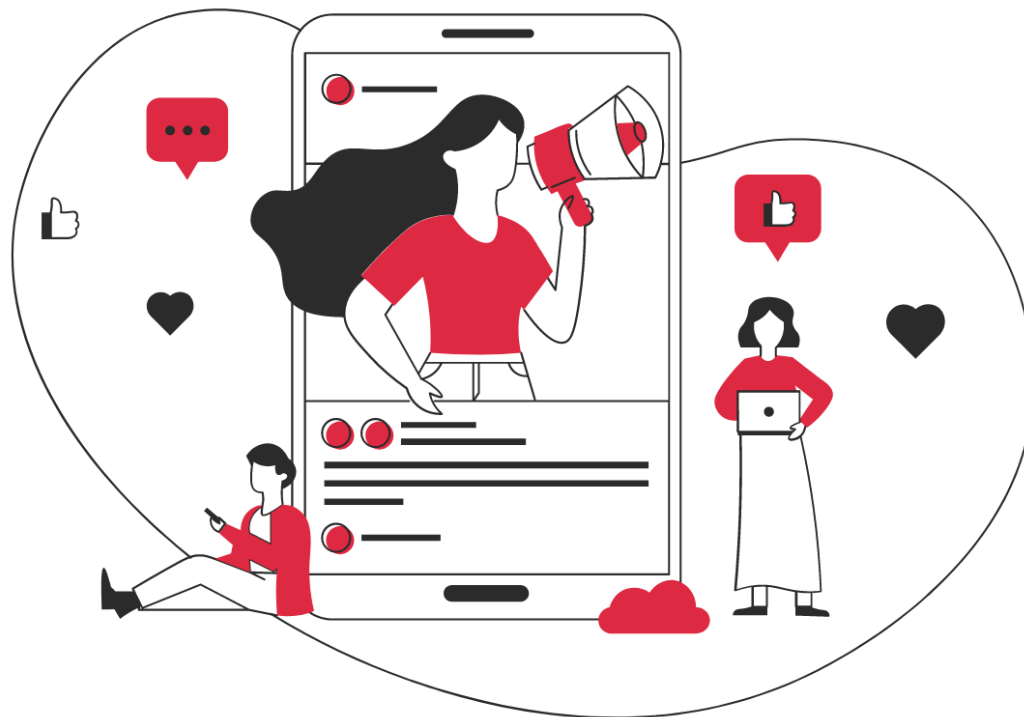
A video will be made for each of the 10 good practices identified and made available soon, at SHOUT [YouTube channel](#).

SHOUT



05

GOOD PRACTICES



CENTRE 1 | OF EARTH

Organization Earth implements nature-based educational programs in the "Center of the Earth", an award-winning hub for environmental education, a 25.000m² farm located six kilometers from downtown Athens.



2 ZERO HUNGER



4 QUALITY EDUCATION



13 CLIMATE ACTION



15 LIFE ON LAND





Promoter

NGO Organization Earth

Targets

Marginalized groups such as long term unemployed, migrants, refugees, elderly people, people with intellectual disability, NEETs.

Awards

Most innovative initiative worldwide, in 2016, connecting people to nature, by the International Union for the Conservation of Nature.

Strengths

- Nature-based education
- Foster social inclusion
- 3 sustainability aspects (social, environmental, economic)

Weaknesses

- Costly & limited infrastructure
- Specialised knowledge and experience required to raise funds
- Poor transport accessibility

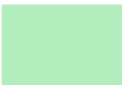
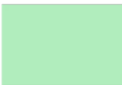
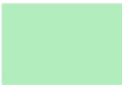
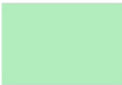
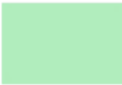
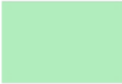
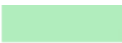
1 | CENTRE OF EARTH

Centre of Earth aims to contribute to **resilience to climate change**, through the adoption of a fairer and more **sustainable local and global production and consumption**, rooted in an integrated ecosystem approach. Its projects have a specific objective: the adaptation and mitigation to climate change through more sustainable food production and consumption, in the framework of the right to adequate food for all.

Their action includes **nature-based educational programs** for people living in urban areas, used as a fundamental instrument of motivating the general population to individually contribute to the realization of a climate-resilient prosperous society.

SSH added value

- Understanding and **explaining science in simple words** that are understood by all, avoiding science/technology becoming over-technical to comprehend.
- While **providing in-depth knowledge about societal issues** concerning the political, economic and social environments, SSH students, graduates or professionals can come up with innovative solutions for civic society engagement and social change (e.g. producing reports, analysis, and recommendations).





2 | THE SOCIAL INNOVATORS

Social Innovators presents an innovative model of simultaneously addressing the challenges of high rates of youth unemployment and low employment rate in NGO/CSO sector.

Iceland
Liechtenstein
Norway grants

Norway
grants

Implemented by:

pina **YHR** **Østfold University College** **Високошколна школа за менаџмент**
National Management School

The Social Innovators project is funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment <http://eeagrants.org/>





Promoter

PiNA

Funding

EEA and Norway Grants Fund for Youth Employment.

Targets

SSH students

Key Indicators

- 25 000 young people to find a job; 3500 jobs in NGOs and social enterprises; 1800 young people start up their own business

Strengths

- Conceived on concrete research
- Answers to needs evidenced for young people as well as for NGOs

Weaknesses

- Quality of the apprenticeship relies on many factors;
- Participants have different backgrounds and motivations

2 | THE SOCIAL INNOVATORS

The main motivation of the Social Innovators is to **increase the employability of young people with a background in humanities and social sciences**, promote civil society as an attractive environment for developing soft skills and careers, increase the quality of people involved in NGOs, and foster the environment for social innovation to improve and increase the well-being of local communities.

The project consists of three key programs:

1. **The apprenticeship program in civil society organizations;**
2. **The educational program for social innovation practitioners;**
3. **Social innovation hubs.**

SSH added value

The role of the SSH audience is important both in the phase of design as well as the implementation of the program, considering the initiative target are SSH students.

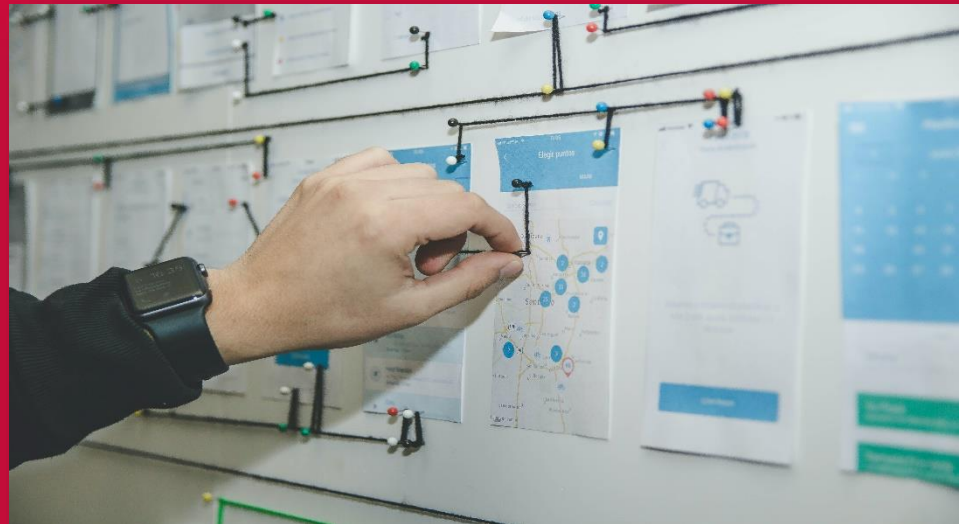
SSH students and graduates, with their orientation toward society are more likely to contribute to civil society and, especially in **interdisciplinary roles** are more flexible and adjustable to specific work conditions in the sector, namely tasks which include a high level of literacy, **critical thinking** and qualitative research.





3 | HOW TO MAKE A SUSTAINABLE PLAN

How to Make a Sustainable Plan is an initiative promoted within the Global Corporate Sustainability Course, which aims to transfer to students the fundamental notions for the formulation of a business strategy oriented towards corporate sustainability (CS).





Promoter

LUM University
Acqua Amata

Targets

SSH students

Number of participants

50 students and 1 SME

Strengths

- The course is one of the few existing in Italy to allow students to study and learn the notions of corporate responsibility.
- Combining theory with a business case study, and practical activity in SME

Weaknesses

Companies involved have always been national

3 | HOW TO MAKE A SUSTAINABLE PLAN

In Master's Degree in Economics and Management, the Global Corporate Sustainability course, held by Prof. Angelo Russo and by Dr. Rosamartina Schena proposes to transfer to students the **fundamental notions for the formulation of a business strategy oriented towards corporate sustainability** (CS). CS currently reflects a standardized corporate strategy concept.

Economic actors cannot ignore this vision of competing in a radically changed global scenario, where ethical dilemmas can radically change their future either for good or for bad. Companies unable to embed sustainability into their strategy may lose competitive opportunities. Throughout this context, the course provides students with the resources to devise a **sustainability-oriented approach**, focusing on the key activities which characterize the corporate sustainability domain. Following a theoretical CS framework, the course focuses on both stakeholder mapping and engagement, sustainability performance measurement and non-financial reporting activities, sustainability-oriented management operations.

SSH added value

It is essential for the success of the course that all stakeholders involved had an SSH background. Sustainability, especially if oriented to the business world, needs professionals who have skills, knowledge, and experience similar to SSH.





HOUSE OF 4 | CHEESE

Sūrininkų Namai is an organic small-scale food producer of a variety of cheese. The organization is part of a group of other small-scale food producers, united under one vision and shared values of producing high quality, organic local food, and promoting an educational relationship with their consumer based on solidarity.





Organisation

NGO Sūrininkų Namai

Strengths

Revolutionizing consumer-producer relationship is an overarching theme of all activities

Weaknesses

Lack of effective communication is the most significant weakness – the organization does not have enough human resources to manage its social media accounts and to promote its better activities.

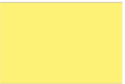
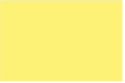
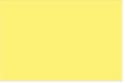
4 |HOUSE OF CHEESE| SŪRININKŲ NAMAI

Sūrininkų Namai believes in an **innovative relationship between the producer and the consumer** (the “eater”) – one based not only on commercial ties, but **rooted in solidarity**. It seeks to ensure that their consumers understand the openness and transparency of Sūrininkų Namai, and that each consumer becomes an active participant in the process – not necessarily in the production itself, but through a clear understanding of the value of the product. In this way, Sūrininkų Namai seeks to establish a direct link between the consumer and the producer.

SSH added value

This initiative aims to **rely heavily on the SSH perspective** through consultations. More generally, Sūrininkų Namai sees SSH perspective as particularly valuable in the following:

- **social engineering:** re-shaping social relationships between the producer and the consumer, contextualizing and framing the evolving habits of the consumer, their perception of the climate change crisis, energy sustainability;
- **consumer-focused communication and positioning:** understanding which aspects of production to highlight to the consumer, how to modify the product to cater to the constantly evolving needs of the consumer, how to differentiate oneself from competition.



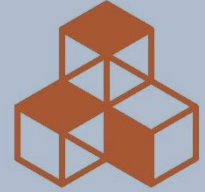


5 | IMPACT ASSESSMENT AND SDGS AWARENESS

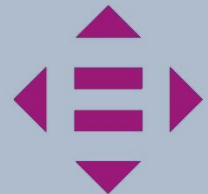
“SDGs praxisnah umsetzen” (how to practically implement the SDGs) is an initiative that focuses on SMEs that are strongly interested in sustainable business performance. Increasingly, entrepreneurs are looking for guidance on how to implement the SDGs in their businesses. The initiative organizes the transfer of expertise and develops measures that consider entrepreneurial reality and provide viable suggestions.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES





5 | IMPACT ASSESSMENT AND SDGS AWARENESS

Promoters

- UnternehmensGrün
- Education for Sustainable Development (ESD)

Funding

Umweltbundesamt (German Environment Agency) and the Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMUB), on the basis of a resolution passed by the German Federal Parliament

Strengths

- Creating networks in which all stakeholders could contribute to advancement of SDGs
- Bridging the gap between lack of sustainable development professionals and industry needs

Weaknesses

- Garnering attention of relevant parties without offering immediate financial results

The initiative, consistent with Education for Sustainable Development (ESD), is aimed at **raising the level of awareness and commitment to SDGs for the creation of healthier business conditions that ensures sustainability.** "SDGs praxisnah umsetzen" thus focuses on SMEs that are strongly interested in sustainable business performance. Increasingly, entrepreneurs are looking for guidance on how to implement the SDGs in their businesses. The initiative organizes the transfer of expertise and develops measures that consider entrepreneurial reality and provide viable suggestions.

Within the scope of the initiative, a **network of businesses is established** working on the issues together with UnternehmensGrün. The goal is **to develop a model for entrepreneurs on how the SDGs can be implemented into their businesses.**

SSH added value

Given the focus on ESD for generating awareness, HEIs can draw support from the State to launch programs that are aimed at increasing awareness on SDGs to SSH aspirants.

When HEIs and SMEs work together, SSH students will benefit significantly from the practice. Through increased awareness of SDG areas by the SMEs and other organizations, students will find relevance to what they study. **SSH students make the difference by understanding SDG principles** and incorporating them in the decision-making process, regardless of the industry.





6 | PADOVAMONDO

"Padovamondo" stemmed from Working Group 7 "Peace, human rights and international cooperation" - Padova, European Volunteering Capital 2020, has the purpose of giving value to the rich experience of the city of Padua in the field of international cooperation, which operates in very many countries in the world.



4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





Promoter

City of Padua, Amici dei Popoli, Associazione di Cooperazione e Solidarietà, Associazione per la Pace, Emergency, Festa dei Popoli, Fondazione Etimos, Fondazione Fontana onlus, Kito onlus, Movimento Internazionale della Riconciliazione

Strengths

- The ability to work in a network
- A stronger advocacy
- Higher creativity and sustainability of proposals

Weaknesses

- Low availability of human resources
- A chance of not having a turnover

6 | PADOVAMONDO

Padova is the European Volunteering Capital 2020. Among the initiatives of the Municipality on such framework, the Padavamondo project was created and intends to **promote volunteering by giving value to the work of Paduan organisations in the field of international cooperation**; to promote among young people the possibility to engage in volunteering and to make a commitment also at an international level; to promote the respect of differences and the value of exchange and relation, by letting Paduan citizens and students get to know different organisations based in foreign countries; to promote artistic languages with the social purpose of creating stronger bonds among young people coming from different countries and backgrounds.

“Padovamondo” shows that **working in a network** can lead to the planning of shared projects and initiatives without the participating organisations losing their original identities. The project created a network among people and organisations that work together towards common goals.

SSH added value

University students, young specialised volunteers and professionals make the difference by **innovating the context**, by contributing to discussions in a competent way, by opening up new channels of communication and relation.



7 | TALETE

Honours Programme

The programme TALETE offers an interdisciplinary and professionally qualifying training parallel to the Master Degree including workshops, mandatory and elective courses, and international mobility opportunities.



TALETE
Talenti e Territori

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH





Promoter

University of Trento and
International Cooperation Centre
(CCI)

Targets

Higher education students

Indicators

- 12 students enrolled per year
- 90% job satisfaction after the programme

Strengths

- Students prepared as global professionals able to positively interact and deal with complex and intercultural environments.
- Flexibility of the programme on the student's master degree career

Weaknesses

- High cost of the programme
- Search for donors/funds that can support the programme

7 | TALETE - Honours Programme

The strong interdependence inherent to the global context demands an increasing number of professionals who are able to positively interact with the complexity that characterises our times. Additionally, the labour market seeks workers who can couple **specific technical knowledge with an open-minded attitude towards international dynamics**, and **soft skills** required to enter complex work positions.

In this framework, the programme TALETE offers an **interdisciplinary and professionally qualifying training parallel to the Master Degree** including international mobility opportunities: a three-month thesis research on the field in developing countries and a post-degree internship both through NGO'S, Enterprises or Research Institutes. TALETE offers the students admitted to the Honours Programme a scholarship for the research activities abroad. The programme aims to:

- **Strengthen students' professional profiles** in order to better face labour market and find a suitable job in terms of both owned competencies and personal ambitions
- Raise awareness on global issues
- Enhance and further develop students' competencies in international cooperation field and useful in labour market

SSH added value

SSH students and graduates have the ability to think critically, have a better understanding of the social dynamics and are able to work in different contexts. TALETE fosters **SSH students interactions with STEM students** (mostly engineers). In fact, the interaction between STEM and SSH students is one of strengths of this programme.





PEOPLE

8 | People-Centred Development Approaches in Practical and Learning Environments

Understanding people should become an indispensable part of industrial development processes, as a means to achieve practical-based education as well as new categories of products, services, or business strategies that truly address people's needs and lead to sustainable innovation.



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE





8 | PEOPLE

Promoter

- Institute for Innovation and Development of University of Ljubljana
- Research Centre of the Slovenian Academy of Sciences and Arts Metronik
- Durham University
- Kemuri
- Durham County Council
- VU Amsterdam
- Alliander;
- Charles University
- VUPS.

Strengths

- Production of deep insights, as combination of big data and thick data brings forward unseen quality of research and collaboration.

Weaknesses

- Engage all relevant stakeholder
- Coordinating different mind-sets.

The key idea of the PEOPLE project is that understanding **people should become an indispensable part of industrial development processes**, as a means to achieve practical-based education as well as new categories of products, services, or business strategies that truly address people's needs and lead to sustainable innovation.

The PEOPLE project **addressed 3 urgent challenges:**

- the underemployment of European graduates in anthropology, sociology, psychology and related fields;
- a lack of social science expertise in the sustainable living and energy sector;
- the need for better-engaged social science learning in higher education.

The project focused on the **mismatch between qualifications gained by humanities and social science students and skills expected from graduates by employers in industry**. The **key innovative contribution** is the implementation of **Learning Cycles** as a novel pedagogical approach.

SSH added value

The project was a good example of **interdisciplinary cooperation of engineers, SSH professionals and SME representatives** in order to develop a program for SSH students. The SSH students and graduates were included two folded: as a target group (participants); and as project collaborators/co-creators. From the design perspective, the participants were included into the process from the beginning, and thus influenced creation of the learning cycles.



YAS!

9 | YOUTH FOR ACTION AND SUSTAINABILITY

YAS! project aims to promote and contribute towards the implementation of all 17 Sustainable Development Goals, hence the project's activities will touch upon the several interconnected social, environmental, and economical global challenges our world is facing.



4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





Promoter

- NGO Youth for Exchange and Understanding (YEU) Cyprus
- Center for Social Innovation – CSI Cyprus

Targets

Young people (aged 16-35)

Strengths

Promotes multiculturalism, social and environmental awareness and works directly with young people. It highlights the importance of volunteerism.

Weaknesses

The project is only a oneyear long and it is implemented under Covid 19 restrictions, hence not all goals will be equally addressed by the volunteers and some of the initially planned social interventions which would have had a greater impact on a local level will not be organised due to the restrictions and lockdown”.

9 | YAS! YOUTH FOR ACTION AND SUSTAINABILITY

YAS! will emphasise on the comprehension of the SDGs, in order to **empower youth to be change makers and innovators, enhance their critical thinking skills** and make them part of the future of our world. Their actions will be oriented on several official reports of the UN, one being the Youth and the 2030 Agenda for Sustainable Development, which provides insights into the role of young people in the realisation of the SDGs Since the report underlines the need to strengthen youth participation mechanisms to facilitate young people’s engagement in activities that enhance the SDGs. A long term aim of YAS! project thus, is to equip young people with lifelong experiences and skills that will contribute to a mentality of sustainable development.

YAS! will be an opportunity for all involved to learn and apply actions and knowledge on a local level and beyond. It will be a process with a **bottom-up approach**.

SSH added value

The project has been **designed and written by social sciences and humanities graduates** who work at the organisation and the idea itself was introduced by SSH graduates. The design of the project is thus related to the various local and European social, economic and environmental challenges that we face. The implementation of the project is led by a group of young volunteers some of them having an SSH educational background





TERRA 10 | MARONESA

Terra Maronesa is a collaborative community project that has defined and it is currently implementing an integrated strategy for the sustainable recovery and enhancement of Serra do Alvão.



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS





Promoter

Verde Novo; ATCoop; Aguiarfloresta; UTAD; Associação de Criadores do Maronês; Agrupamento de Produtores de Carne Maronesa; Instituto Politécnico de Bragança; Notícias de Aguiar; Pena Aventura Park Nutrition for Happiness; Natourtracks; Pro trilhos

Targets

Local community: Maronesa cow breeders, Associations & Cooperatives, Touristic promoters, Restaurant owners, Heads of schools and IPSS's, Researchers and Research Centres, Companies, Cultural and creative agents.

Strengths

- Innovative methodology
- Informal organisation

Weaknesses

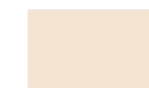
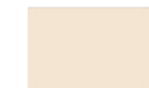
- Working in rural contexts is always complex and challenging

10 | TERRA MARONESA

Terra Maronesa is a **collaborative community project** that has defined and it is currently implementing an integrated strategy for the **sustainable recovery and enhancement of Serra do Alvão** (an environmentally, socially and economically degraded territory located in the North of Portugal), through a **participatory, systemic and multidimensional approach, oriented to the creation of economic, cultural and social value for local communities**. The starting point is the implementation of a **climate-positive agricultural and livestock system**, where the environmental effect is more than neutral, it is positive/regenerating. Such innovative and sustainable system has as focus the **marones cattle (Gado Maronês)**. The collaborative community that has been implementing the Terra Maronesa strategy has already implemented, from the beginning of 2018, several actions and initiatives aimed at the following main operational objectives such as the structure and validate on the ground technical and scientific concepts and processes associated with the "Maronesa system" of animal husbandry.

SSH added value

Terra Maronesa has relevant axis the **research and collaboration with the community, including schools and universities**. As such, the project has promoted and developed many action that foster cooperation with higher education students in two main fields: 1) Agrarian Sciences, Veterinary Sciences, Zotechnical Engineering; 2) Economy, Business Sciences, Creative Industry.



Get to know each practice in detail

01 Centre of Earth

06 PADOVAMONDO

02 Social Innovators

07 TALETE

03 How to Make a Sustainable Plan

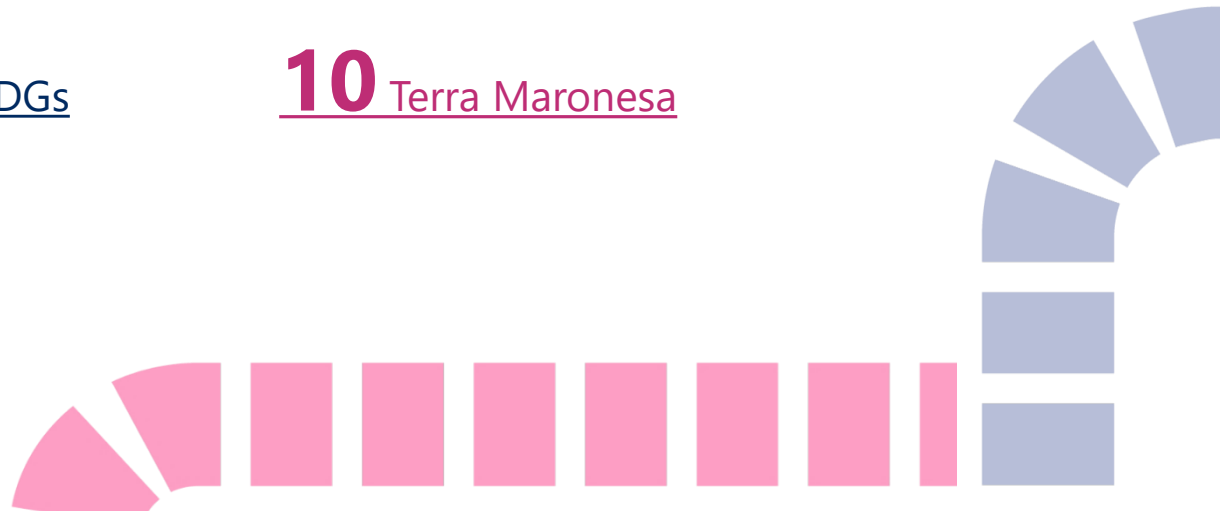
08 PEOPLE

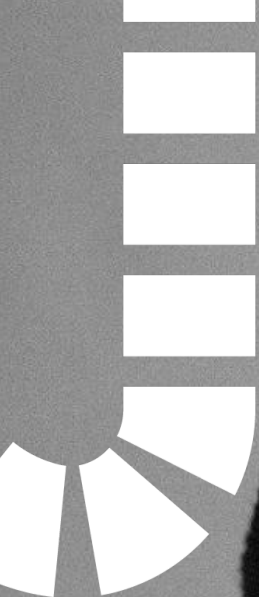
04 House of Cheese

09 YAS!

05 Impact Assessment and SDGs
Awareness

10 Terra Maronesa





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SHOUT

Social Sciences
and Humanities
for Sustainable
Innovation



**SUSTAINABLE
DEVELOPMENT GOALS**



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