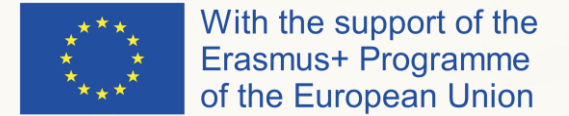


SDGs-LABS.EU



SDGs Labs – Making the SDGs our business

INSIGHTS FROM THE AGRI-FOOD SECTOR
ACROSS EUROPE

LARISSA JAEGER (UNIVERSITY OF VECHTA)
AND HANNAH FROST (VIENNA UNIVERSITY
OF ECONOMICS AND BUSINESS)

Agenda

- the project “SDGs Labs”
- approach to SDGs Innovation and Co-Learning Labs
- Learning points from SDGs Innovation and Co-Learning Labs from participants and facilitators
- Insights from the agri-food sector

Who are we?

3 YEARS

8 PARTNERS

1 AIM



Why the SDGs?

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



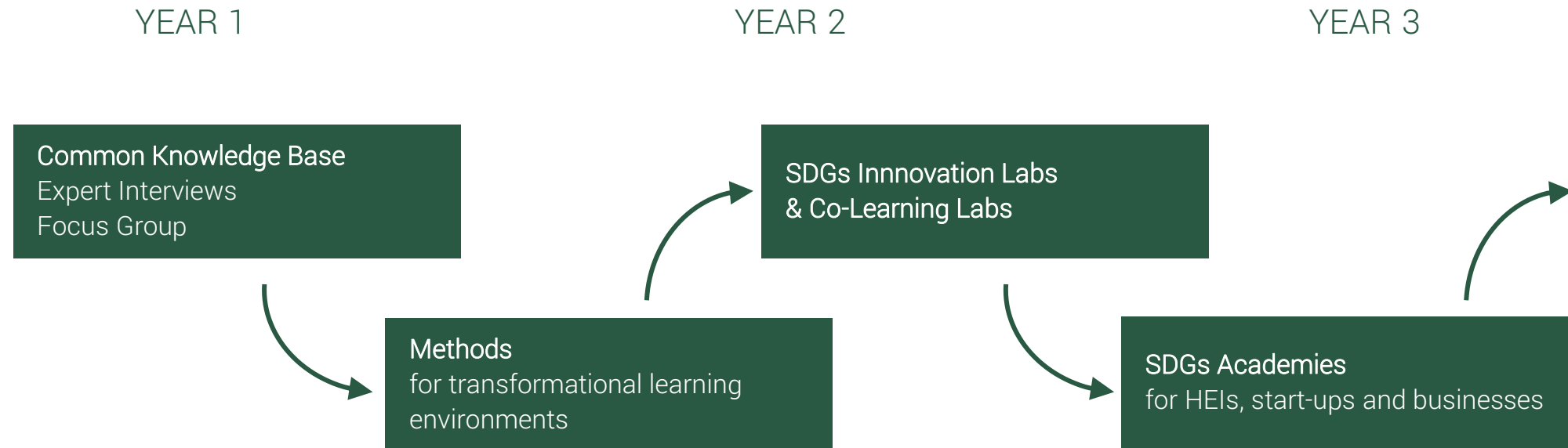
16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



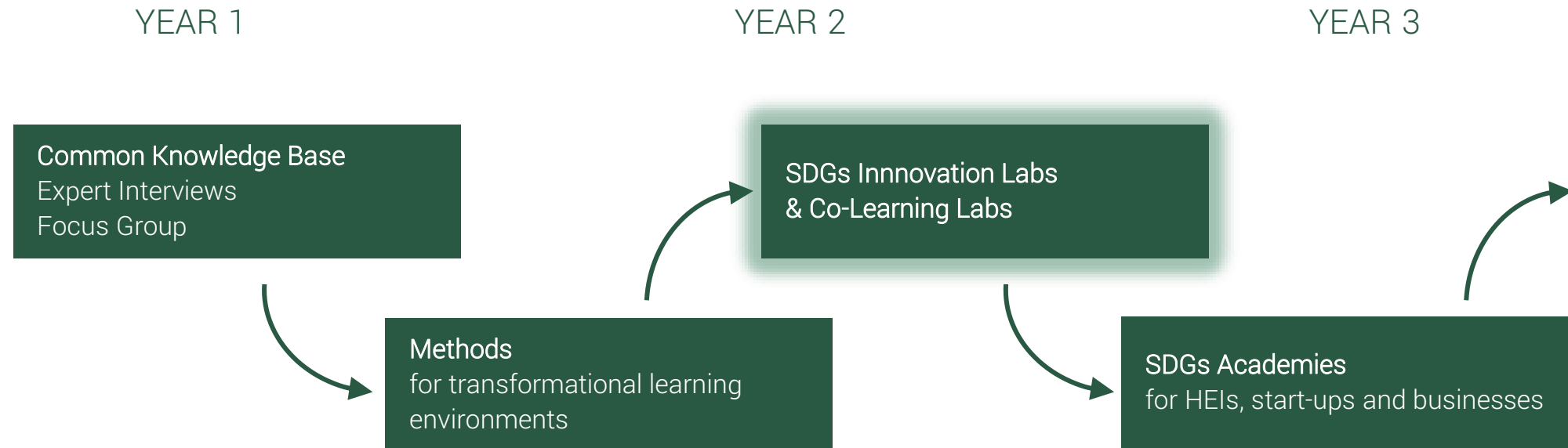
17 PARTNERSHIPS
FOR THE GOALS



What is our approach?



What is our approach?



SDGs Laboratories – two formats

SDGs INNOVATION LABS

within single companies, start-ups or cooperatives

Aims:

test methods and tools for facilitating innovation and transformation in different companies and start-ups

SDGs CO-LEARNING LABS

with different companies, associations, and civil-society or political actors from one region

Aims:

co-creation, co-learning, defining joint challenges, working on common solutions

ASSESSMENT AND LEARNING JOURNEY

- Assessing the experience of participants and facilitators from all regions with these explorative educational format
- Describing the learning journey of participants and facilitators, to derive conclusions for future 'labs'

Design and evaluation of the labs

- concept of labs: regional adaptation needed
- internal capacity building ('train the trainers')
- ongoing evaluation of both lab formats from all regions
 - of participants
 - of facilitators
- ongoing adaptations of the labs
- qualitative & quantitative assessment of evaluation results

How did we do that?

APPROACHES AND METHODS OF INNOVATION LABS

- **dreaming / doing / reflecting** (working with a concrete project to be aligned with the SDGs)
- **idea contest:** enabling 'SDGs beginners' to create own ideas to implement the SDGs within their company / departments
- **SDGs LOOPS:** identifying low-hanging fruits, outstanding SDGs, and opportunities
- development of a **tool to assess the sustainability** of new technologies to support SDGs-aligned decisions in the company
- **awareness raising** for the SDGs within a company, already working with sustainability

APPROACHES AND METHODS OF CO-LEARNING LABS

- designing a **food hub** (via design thinking approach)
- working **with selected SDGs** (6,8,17) related to regional challenges (water shortages, working conditions and partnerships)
- **jointly defining regional challenges** and **finding practical solutions**, e.g. using LOOPS, SDGs synergy triangle, ...

Learning points – lab formats

SDGs Innovation Labs:

- working on uncommon tasks, in unusual team settings and roles can evoke new ideas and innovation
- raising awareness for non-technological view of innovation
- balancing visionary aspects and concrete challenges

SDGs Co-Learning Labs:

- bringing together different persons can create 'co-learning', exchange of expertise and inspiration
- working on a specific task can initiate long-term collaboration

Learning points – general

- selected SDGs or integrative approach - both approaches worked well
 - often sustainability activities are already carried out but not considered as „SDGs“ –related
 - working with the SDGs can help to broaden the view for further sustainability aims and activities in own organisation and region
 - openness / open-mindedness of participants is crucial
- a suiting setting allowing for trust, cooperation instead of competition, motivation by joint challenges and possibility to contribute to their solution

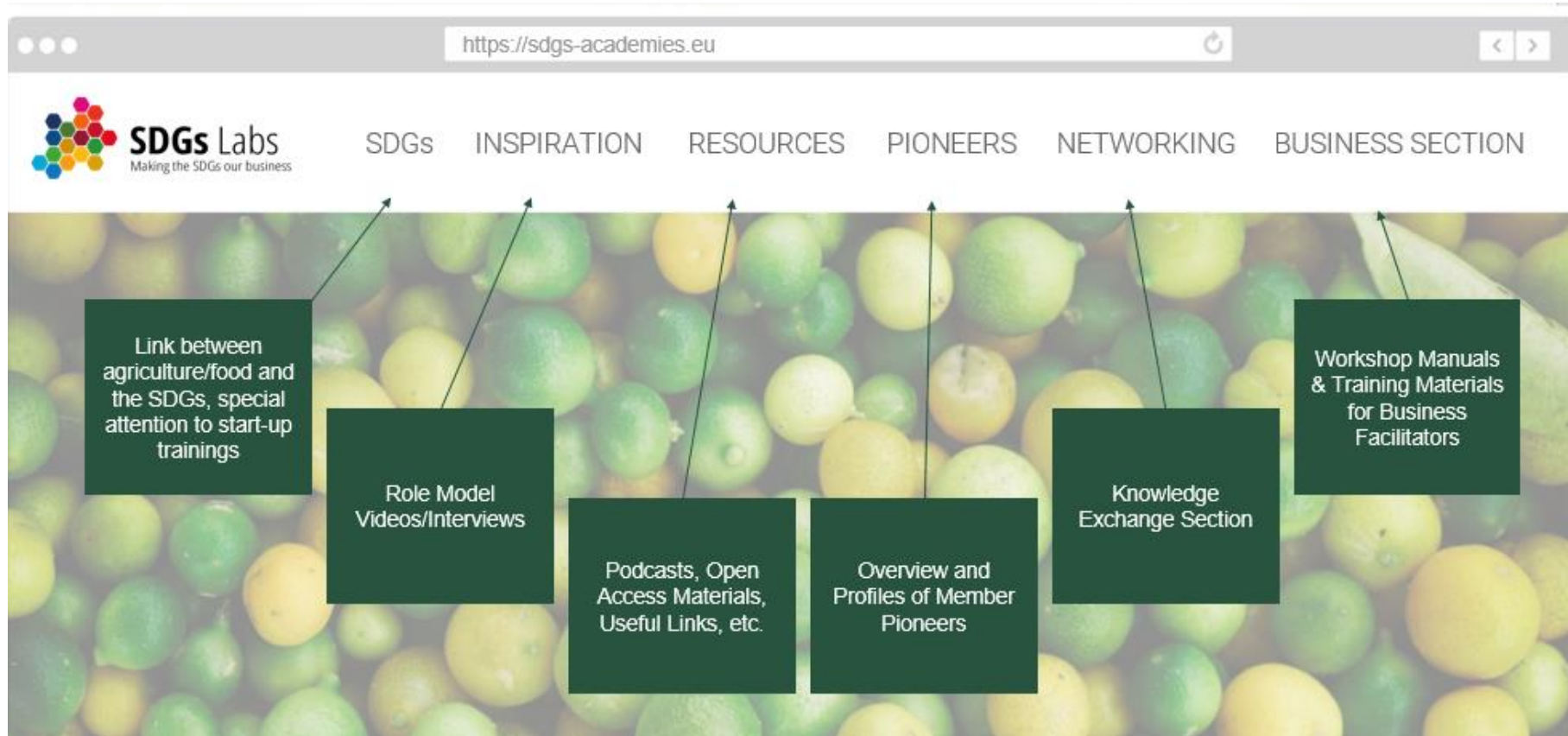
Learning points – role of facilitators

- close consultation before-hand, as well as on-going adaptation to meet expectations and create motivation
- break-up usual working settings, facilitate the dialogue between different stakeholders, create the setting to lead visionary thinking & ideation to practice-oriented outcomes
- facilitators do not act as experts on the subject, but support the participants to develop own approaches to implement the SDGs

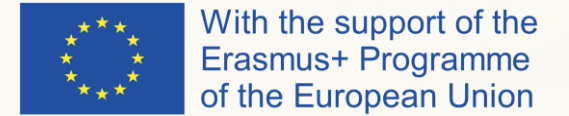
Insights from the agri-food sector

- most organisations we worked with showed a high awareness for the need for 'transformation'
 - At first, SDGs are perceived as too abstract
- to 'translate' the SDG into daily practice, a mix of methods is required
- showing inspiring examples of implementations from other companies ('role-models'),
 - enabling visionary thinking and breaking it down into concrete next steps

WHAT ARE WORKING ON RIGHT NOW?



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THANK YOU FOR YOUR
ATTENTION !

FOLLOW US ON SOCIAL
MEDIA AND OUR HOMEPAGE

Back up

SDGs Innovation Labs

| <i>Innovation Lab</i> | Vienna VI | Vechta (Oldenburg Münsterland) VE | South Tyrol ST | North Portugal NP | South Portugal SP |
|------------------------------|---|---|--------------------|-----------------------------|----------------------------------|
| <i>dates</i> | 7.12.20, 14.12.20, 15.02.21 | 27.01.21, 5.02.21, 12.02.21 | 11.12.20, 26.02.21 | 11.03.21, 12.03.21 | 21.01.21, 3.02.21, 10.02.21 |
| <i>format</i> | online | online | online | in person | online |
| <i>participants</i> | 4/3/4 | 17/17/15 | 7/6 | 6/6/6 | 3/3 |
| <i>participating company</i> | start-up / vegan restaurant and food provider | company that produces and markets poultry specialties | Family-run hotel | olive-oil producing company | support and services cooperative |

Table 3: SDGs Innovation Labs

SDGs Co-Learning Labs

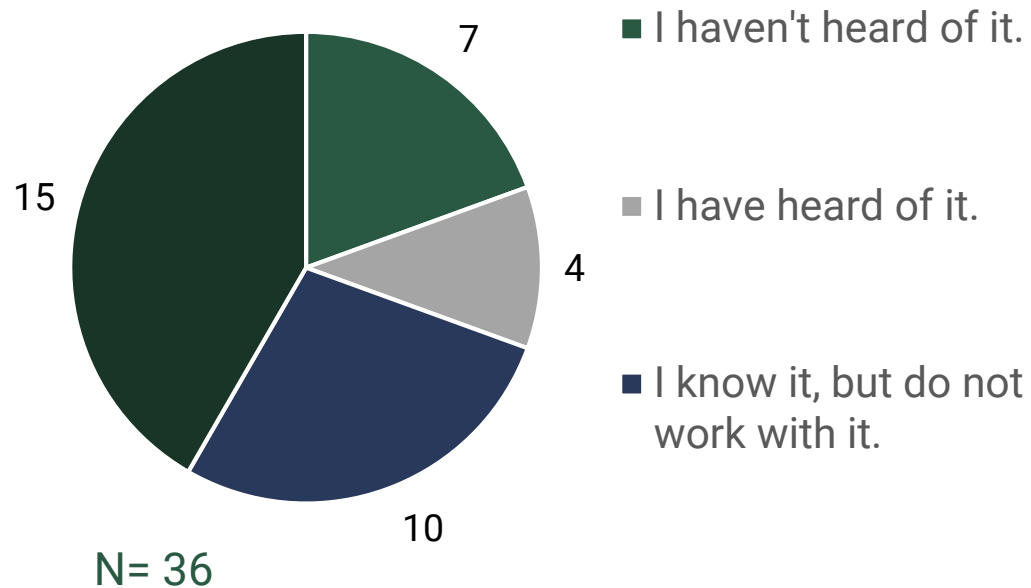
| <i>Co-Learning Lab</i> | Vienna VI | Vechta (Oldenburg Münsterland) VE | South Tyrol ST | North Portugal NP | South Portugal SP |
|------------------------------|--|--|---|---|--|
| <i>dates</i> | 20.01.21, 21.01.21 | 9.02.21, 11.02.21 | 27.11.20, 3.12.20 | 22.01.21, 29.01.21 | 10.12.20 (morning and afternoon) |
| <i>format</i> | online | online | online | online | online |
| <i>participants</i> | 13/13 | 7/8 | 18/14 | 16/16 | 10 |
| <i>participating company</i> | initiating a food hub in Vienna, "Re:localisation" | WS 1: challenges of the sector, WS 2: implementation in own organisation | 1. challenges of the sector as identified in WP1, 2. implementation in own organisation | challenges of the sector as identified in WP1 | Selected SDGs 6, 8,17 relating to water shortages, working conditions and partnerships |

Table 8: SDGs Co-Learning Labs

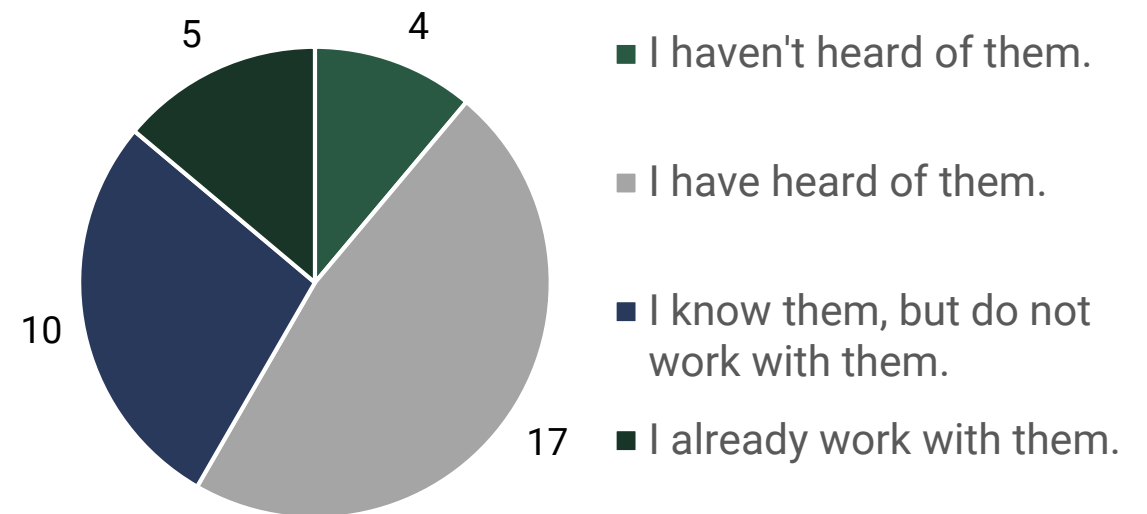
Selected results

INNOVATION LAB PARTICIPANTS – BEFORE THE START OF THE LABS

Q1. How familiar are you with sustainability?



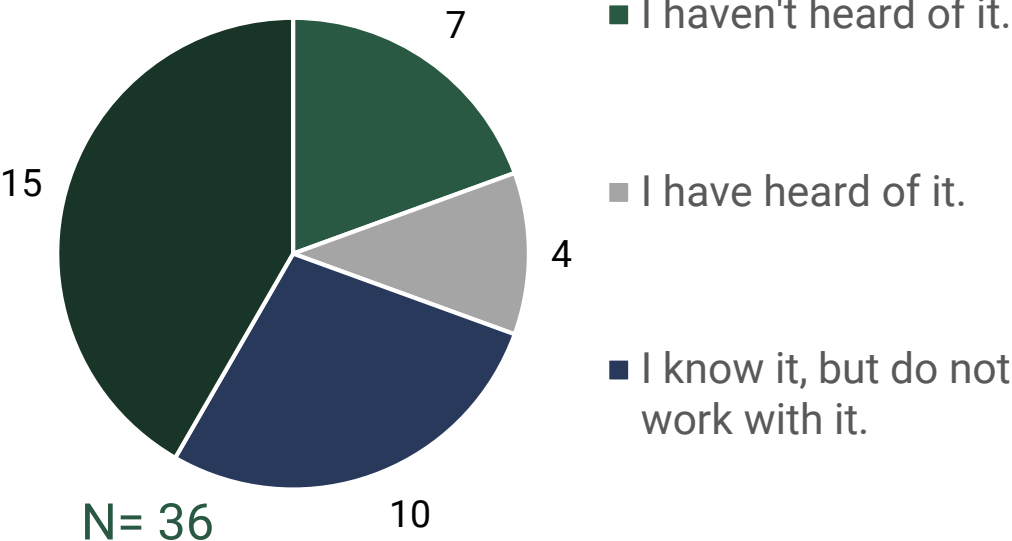
Q2. How familiar are you with to the Sustainable Development Goals (SDGs)?



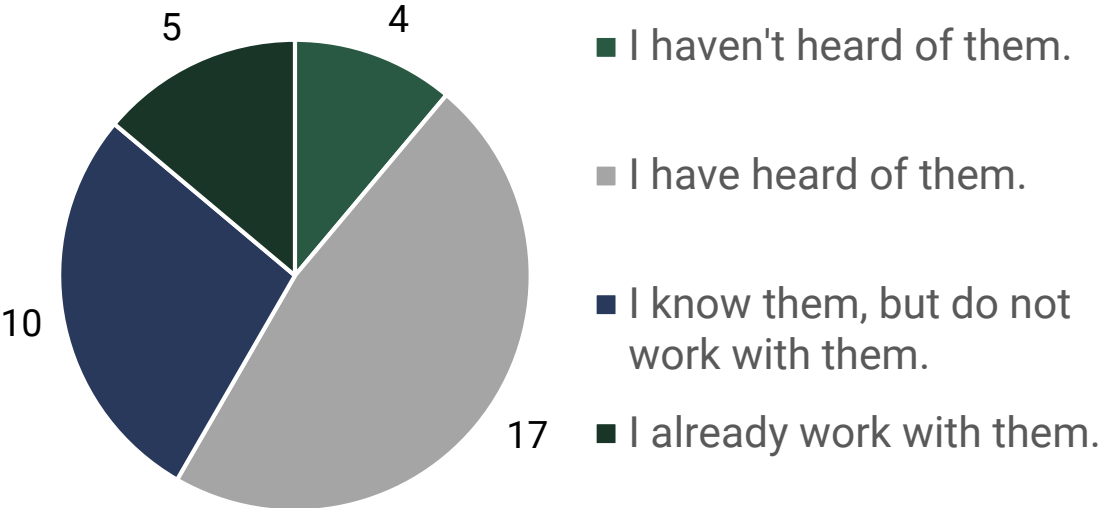
Average prior knowledge of sustainability reported, by region: Vienna: 4, Vechta: 2,78, South Tyrol: 2,86, North Portugal: 2,67, South Portugal: 3,5. Average prior knowledge of the SDGs reported, by region: Vienna: 2,33, Vechta: 2,44, South Tyrol: 3,00, North Portugal: 1,67, South Portugal: 3,00

INNOVATION LAB PARTICIPANTS BEFORE THE START OF THE LABS

Q1. How familiar are you with sustainability?



Q2. How familiar are you with to the Sustainable Development Goals (SDGs)?

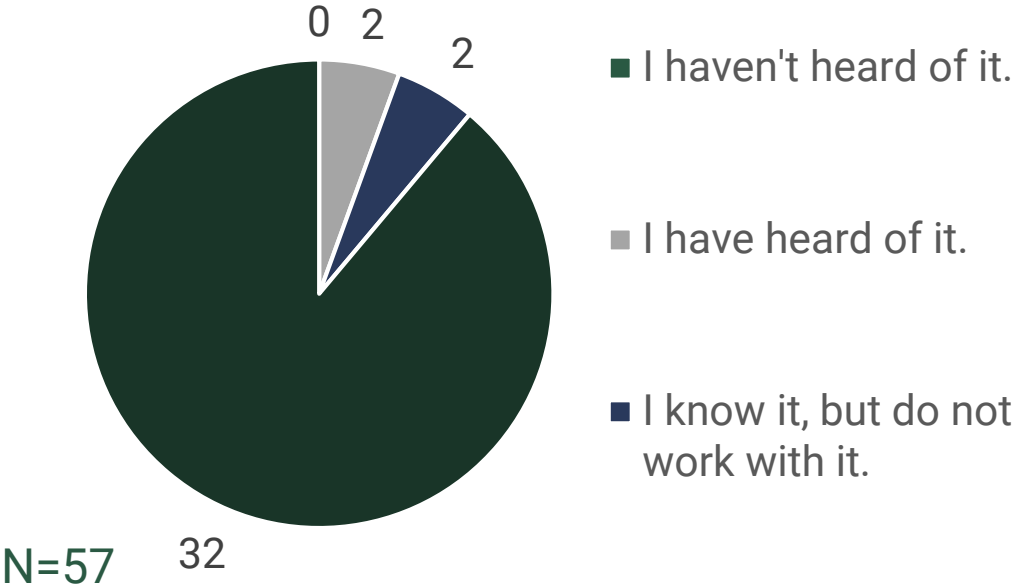


Motivation and expectations:

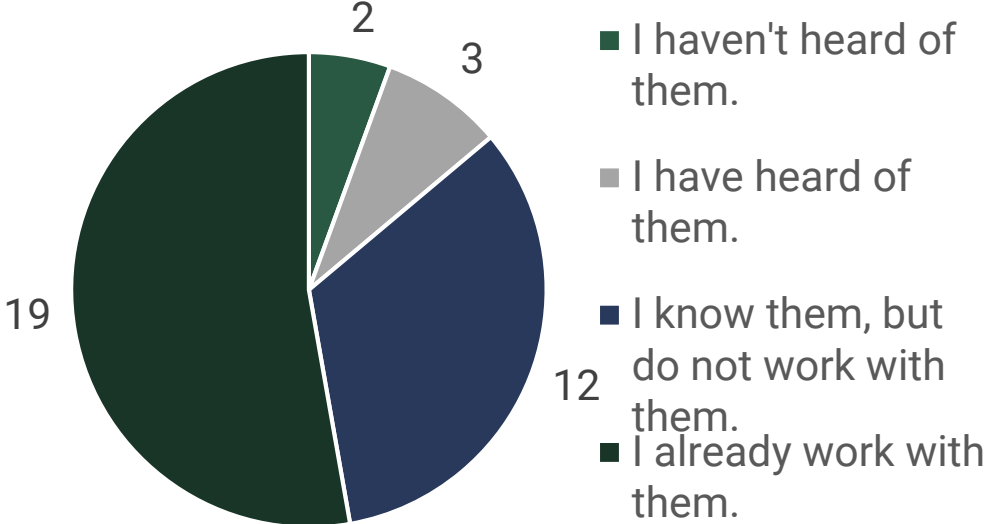
- Learning specific approaches for implementing the SDGs in their own work or company. (9)
- More detailed knowledge about the goals (9)
- Ideas and inspiration for further activities and processes
- Interest in learning about other participants' perspectives and experiences (3)
- Teambuilding (1)

CO-LEARNING LAB PARTICIPANTS – BEFORE THE START OF THE LABS

Q1. How familiar are you with sustainability?



Q2. How familiar are you with the Sustainable Development Goals?



Motivation and expectations:

- Interest in “Exchange and networking” (10 out of 23 replies) (in line with facilitators’ aims for the lab)
 - sometimes very concrete ideas: “find fellow campaigners” (CL102), future partnerships/ collaborations, and the sharing of experience with a diversity of stakeholders.
- the desire for ideas on how to implement the SDGs in specific areas (9 replies, as for IL).
 - Specific interests e.g.: the role of renewable energy or “agriculture, digital innovation and rural development” when implementing the SDGs.
 - very concrete vision “To learn to make the SDGs a part of my day-to-day activity, i.e. to carry them out effortlessly.” (one participant, CL417),
 - gain at least “1 idea for action” (CL408).
- Interest in learning and gaining new or deeper knowledge on application of the SDGs in the sector.
 - However, no further detail was provided, so it can be assumed that participants were generally open to learning about the SDGs.