

MSLS Students organize 350 Event for International Day of Climate Action

On a wet and cold Saturday morning, 24 October, over 175 Karlskrona residents gathered in the central square to create a human graph of carbon dioxide emissions, as part of the International Day of Climate Action. The dynamic human graph showed our current unsafe levels of carbon dioxide at 389 parts per million, and gave participants hope about how emissions can be brought down to safe levels of less than 350 parts per million.



Organized by this year's MSLS students, the Karlskrona human graph was one of more than 5,200 events in 181 countries around the world. Events focused on the figure 350 to urge world leaders to create a science-based climate agreement in Copenhagen in December that is also ambitious, binding and fair.

"Given climate change is one of the major challenges we face in terms of unsustainability and a need for significant leadership, we thought it was important that as well as studying these issues, we

create a positive local event to engage Karlskrona residents around climate change," said Kati Thompson, one of the organisers.

MSLS students did a series of presentations at two local high schools as part of the build up to the successful event, which featured in five newspaper articles.

You can see a time lapse of the 350 human graph in Karlskrona's Stortorget [here](#).

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Tuition Fees likely for 2011 intake

Tuition at higher education institutions in Sweden is currently free of charge. This means that all Swedish students and students from the EU/EEA are educated free of charge, as well as students from outside this area.

This situation is currently under review, and the most recent decision from the Swedish government is that tuition fees will be introduced for students from outside the EU/EEA, most likely starting for fall 2011 intake. However, as Sweden is

keen to attract top students from around the world, a system of scholarships may replace the current system.

Please note that the MSLS programme team does not yet have any further information on this matter, but does have regular contact with BTH administration to relay all information as soon as it becomes available. [Here you can find a press release](#) (in English) from the Government Offices of Sweden.

Message from the Sustainability Team

August 31, 2009 signaled the start of class for the newest students in the Master's of Strategic Leadership towards Sustainability (MSLS) programme.

In their traditional manner, they hit the ground running, with passion and purpose... and a whole lot of fun! This year's master's class consists of 67 students, representing 21 different countries. With the help of new collaboration tools such as Facebook, they were already planning events before they even arrived, so we continue to try to keep up with all their amazing enthusiasm and stamina. You can see evidence of this across the pages, with events such as the International Day of Climate Action (see front page), World Usability Day (see page 10), and 'Moustache Appreciation Week' (not fit for readers with a weak stomach, but see page 11)... just to name a few.

Their open space report demonstrated one aspect of their creativity. It provided their collective answer to the question, "What do we want to create together?" It was a great start to the academic year. (Thanks, Pablo, for the great picture!)



Now we are in the midst of the final exam for Period 1 and looking ahead into Period 2 where the students will begin new classes and start testing and experimenting more with the concepts they have learned so far. We are also already beginning to compile a great collection of thesis collaboration proposals—if there is something you would like to submit, please check out the 'Thesis Collaboration'

link on our homepage: www.bth.se/msls.

In addition to the MSLS programme, we are working behind the scenes to put everything in place for the upcoming application period, running from Dec. 1—Feb. 1, including lots of information on the exciting new 2-year Master's programme, MSPI. Our application process has changed slightly from previous years, so please check the last page of this edition of the Trunk & Branches for further information on application dates and procedures.

We are also working to expand and communicate our additional sustainability-related courses—please see the following page for a brief overview. We encourage you to get in contact with us if you have ideas for additional courses or suggestions for how to customize one for your organization. (Note that we also have several English and Swedish on-campus courses which we now offer to Bachelor and Master students at other programmes in BTH. It is great to be expanding our work throughout BTH!)

If you are able to help us spread the word about our programmes and courses, we would be greatly appreciative. We all know the world needs as much sustainability education as we can all deliver!

Finally, we'd like to wish the best to Karen Miller, who has worked with the BTH sustainability team for the past year and a half. She move onto new sustainability change work in early November. It has been great to have you on the team!

Once again, thanks for taking the time to explore our latest sustainability-related happenings.

Thanks, too, to Kara Stonehouse for this great artistic Trunk & Branches piece.

All the best!

2009-2010

Sustainability Team



Sustainability Education at BTH—A Quick Overview

On-Campus Master's Programmes:



- Master's in Strategic Leadership towards Sustainability
- One-Year Programme
- Contact: Tamara Connell: tamara.connell@bth.se
- www.bth.se/msls

- Master's in Sustainable Product-Service System Innovation
- Two-Year Programme
- Contact: Sophie Hallstedt: mspi@bth.se
- www.bth.se/mspi

Distance Courses

SUSTAINABILITY DISTANCE COURSES

Act globally Learn locally

Learn about sustainability without increasing your ecological footprint by taking credit courses from home.

Introduction to Sustainability with Social Science Applications

BACHELORS LEVEL
7.5 ECTS credits
Open to students with at least 120 ECTS credits (or equivalent)

Objective: For students studying any speciality to learn about the core concepts of Strategic Sustainable Development (SSD). The course will cover how the concepts of SSD relate to, and are affected by economics, public policy, planning and land-use, and organisational learning and change. The underlying theme of the course will also include an exploration of leadership skills and how these skills can be applied within the chosen speciality of the student.

Course Specifics:

- Core concepts of Strategic Sustainable Development (SSD)
- Application of SSD framework to:
 - > Micro-Economics
 - > Governance & Public Policy
 - > Urban Planning & Land Use
 - > Organisational Learning & Change

Introduction to Sustainable Engineering

BACHELORS LEVEL
7.5 ECTS credits
Open to registered university students from any academic discipline

Objective: To introduce the core concepts of Strategic Sustainable Development (SSD), and how topics such as energy, sustainable product development, and environmental management systems relate to a sustainable future. The course is grounded in the traditions of engineering, providing a comprehensive 'systems-oriented' sustainability framework informed by physics. However, it is designed to be 'transdisciplinary' and is relevant to students of all professional and academic backgrounds with an interest in sustainability, providing the essential scientific foundation.

Course Specifics:

- Core concepts of Strategic Sustainable Development (SSD)
- Application of SSD framework to:
 - > Energy Systems & Transport
 - > Sustainable Product Development
 - > Environmental Management Systems & Regulatory Frameworks

Introduction to Strategic Sustainable Development

MASTERS LEVEL
7.5 ECTS credits
Open to students with at least 180 ECTS credits (or equivalent)

Objective: For the advanced student studying any speciality to learn about the core concepts of Strategic Sustainable Development (SSD). The students will gain understanding in the major sustainability challenges facing our society today, and learn the importance of taking a whole-systems perspective when identifying problems and solutions. Students will assess common tools and concepts related to sustainable development, and provide recommendations on their most appropriate uses.

Course Specifics:

- Core concepts of Strategic Sustainable Development (SSD)
- Application of SSD framework to:
 - > Assessment of common tools & concepts related to sustainable development

100% ONLINE - ENGLISH PROFICIENCY REQUIRED - NO TUITION COSTS - FOR MORE INFORMATION bth.se/sustainability

- 100% Distance Courses. Currently free for all students.
- Duration: 10-14 weeks for each course
- See more at www.bth.se/sustainability
- Sustainabilitydistancelearning@bth.se

Professional (Paid Courses)

Leading Change for a Sustainable Chemical Industry

A unique distance course for industry professionals

7.5 Credit Advanced Certificate

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Leading Change for a Sustainable ICT Industry

A unique distance course for industry professionals

7.5 Credit Advanced Certificate

Cooperation between:

- Professional-level, industry specific courses to engage the whole supply chain
- Duration: 10 months (flexible)
- Run with our partners, The Natural Step
- Blended learning (mix of distance learning plus in-person workshops and seminars)

- Professional-level short courses available to train small groups (10-35 people)
- Training available at BTH, or at clients' site
- 1-week and 2-week courses
- See more at www.bth.se/sustainability

Introduction to Strategic Sustainable Development

Course Objectives:

The results of sustainable human development are societal well-being, climate change, species extinction, global poverty, and inequality are deteriorating our capacity to sustain our way of life. Our society needs more effective ways of changing our ways and structures to create positive change.

The purpose of this course is to consider these sustainability challenges using a combination of new, interdisciplinary, or transdisciplinary approach is needed to deal with the sustainable challenge of meeting our society's needs today and into the future. The course is delivered over two traditional educational periods with associated online, flexible learning methods, to enable flexible learning.

If you are interested to help take action towards sustainability with your organization, the course is for you!

Course Duration:

- 1-week course
- 2-week course
- Flexible learning methods

Alumni Spotlight



Shawn Westcott '08 (USA/Ireland)

I previously worked for eight years in politics and community development in the US, a pursuit based largely on desire to see a more just and equitable society. But in that pursuit, I tried to take on too much, and became more involved in the 'politics' of community building rather than the 'serving' of it. Finding a lack of balance in my own life, I

burned out, and I needed to get away to regroup and reconnect with my desire to merge the many societal needs with my own goals and happiness.

My time in Sweden, therefore, became a regrouping time, or, as I so often heard at BTH, learning to "slow down before I speed up." At BTH, I learned -- often the hard way -- to find my true inner self and direct my energies positively. The past year since graduation has been a whirlwind of learning, traveling, and finding my "inner change agent". In June of 2008, my thesis team (Molly Doyle and Dermot Hikisch) and I traveled to Geneva to attend the NetImpact Conference, where we presented our thesis findings and conducted a workshop on

developing sustainable change in the context of professional networks. Our paper was also published in *Klima 2008*. Overall, speaking to others about our research and finding practical application for our findings was a great learning experience, and resulted in several great opportunities. I then attended the Tällberg Forum in Sweden last year, where I met Kofi Annan, Manfred Max-Neef, and many other world leaders in civil society and the sustainability field. I also got to know my eventual employer, Alan AtKisson, who eventually offered me a job as Director of Marketing and Communications for his company, the AtKisson Group. I spent a six-month contract in that role, and learned a great deal from Alan and our colleagues.

Now, after two years in Sweden, I have decided to return to the US to start a new chapter in life. I continue to work with AtKisson as a sustainability consultant focusing on community and regional development, and I have also started a new firm with a couple of colleagues, working in sustainability initiatives in Pittsburgh, PA and the Great Lakes region. Additionally, I am starting a social entrepreneurship incubator in Pittsburgh, working to build greater collaboration among local change agents. I am happy to say that my time in Sweden, from my education and wonderful friends at BTH, to my professional experiences, has provided me a chance to find balance, happiness, and a more sustainable life. This will most certainly help as I continue to seek change in the world, a vision I look forward to achieving with my fellow alumni!



Ann Scheerer '05 (USA)

Ann Scheerer attended the first BTH MSLS class in 2004-2005. She was drawn to dig deeply into the complex nature of sustainability and the Master of Strategic Leadership towards Sustainability was just the thing.

Prior to BTH, Ann worked in local government developing infrastructure policy related primarily to solid waste and wastewater utilities in Washington State, US. After BTH, Ann committed herself to sustainable community development and worked with a variety of local government and non-profit sustainability organizations in Wisconsin and Washington, with the Interra Project, Sustainable Seattle, Sustain Dane, and Sustainable Ballard.

Ann has enjoyed a variety of volunteering experiences with a focus on community learning about sustainability. She is a big fan of the Northwest Earth Institute discussion circles and is a facilitator of Joanna Macy's The Work That Reconnects.

This fall, Ann began doctoral work at the University of Colorado's College of Architecture and Urban Planning and is a National Science Foundation IGERT (Integrative Graduate Education and Research Training) Fellow. Her research interests include community resilience and how local citizens are innovating sustainable best practices around the world (think Eco-municipalities, Transition Towns). Today, her research question is: What factors influence the intensity of community engagement in sustainability initiatives?

Ann has a Bachelor of Arts degree in Physics from Kalamazoo College (Kalamazoo, Michigan), a Bachelor of Science Mechanical Engineering degree from the University of Michigan (Ann Arbor), a Master of Public Administration degree from the University of Washington (Seattle), and a Master of Science degree in Strategic Leadership towards Sustainability from BTH (Sweden).

Alumni Spotlight



Dan Hendry '08 (Canada)

My time in Sweden was transforming. Although we were given a framework to help us see more clearly, I also started

to see the true destruction we as a species, are mindlessly bringing to the earth. This continues to trouble me.

After my year in Karlskrona, I returned to Korea to be with my fiancée and do what I enjoy, teach and learn. I love being there because of the expat community. I find by being with people who are detached from their own comfort zones and regular patterns, I was able to connect with so many diverse people without much effort. I had the opportunity to travel and experience new things and learn from them. In my heart, I knew that my true calling was working in the field of sustainable development. I returned to Canada and took a long, hard look at my future.

Thanks to the alumni list, I found a link to a YWCA youth eco-internship program. With this in my kit bag, I confronted a start-up education centre. The founder didn't have the financial capability to hire me on so I linked him with the YWCA's program and together we established a nine-month long internship.

The Kingston Sustainability Centre is a not for profit, store front on a bustling corner in the downtown of Kingston, Ontario, Canada. The focus of the centre is to provide a hub for the community to utilize as a tool on their journey to the other side of the funnel. The centre has ample space to be used for workshop facilitation, events or promotions. My role in the centre is to get people engaged and talking. I am developing programs for the centre as well as organizing volunteers and working with the public. I think this centre is essential. It provides a spot where people can collaborate, share and celebrate.

Other than this project, I am volunteering on the Red Cross disaster management team and anxiously waiting for Sang Eun (my fiancée) to come to Canada.

I am proud to be part of this network and to have gone through the K-town experience. I hope everyone out there is happy and healthy.



Geoff Stack '08 (USA)

My return to home in the post-Karlskrona world has held a few lessons in self-organization.

I took the scenic route in getting home. After our year of mental workouts, I had the distinct urge to simply go dig in the dirt for a while, and I used my first post-Europe summer to

sculpt the frog pond that my aunt and uncle had always wanted next to their home in rural Canada. Having made some new reptilian friends, I ventured south and continued the dirt trend by spending three months teaching 5th and 6th graders at an ecology education school along Maine's southern coast. During my weekly lessons there, I tried a few different ways of explaining to my 12-year olds students that (duh!)

natural systems are (1) diverse, (2) interdependent and (3) self-organizing. They were okay with the first two. I always lost them on the third. Go figure.

After the school had closed for the winter, I returned to Baltimore and to the unsettled complexities of strategic sustainability. My time and efforts since then have mostly been tied up in trying to organize a niche for myself within the local green movement here, and I've established a practice called [STACK Coordination](#) to help bring our high-flying strategy down to the ground level.

But with this grounding comes a new urge for the scenic route again. This summer, I took part in a Center for Whole Communities workshop (well recommended) during a working vacation to Canada and Vermont this summer. Last spring, I took a buddy up on an offer to fly across the US in a two-seater airplane from Baltimore to Denver in 3 days (awesome). And it was a short trip down to Washington to see President Obama sworn in on the steps of the US Capitol in January (more awesome).

Everything points to more scenic self-organization ahead. For now, I'll call it a strategic plan.

Travel Light—Travel Deep

-By Ronny Daniel

A journey always begins with packing. You selected your shoes, shirts and hats. A pile goes into the suitcase; a bigger pile awaits unknown judgment.

There is another suitcase you take with you, of perceptions and ideas, prejudice and assumptions. Since your brain is usually big enough, you may take most of it with you, here the important things are the ones you leave behind, those thought bubbles that don't define who you are but may prevent you from being who you want to be.

If you take a journey and have no willingness to be changed by it, the journey is not necessary at all, stay at home.

Coming here, to Karlskrona, is a window for a different life, different pace and an opportunity to be a part of a community which is fuelled by common ideal and not common flags. MSLS is that crossroad, a meeting point between Israeli and Iranians, Jews and Muslims. A reminder that a laugh is a laugh, a smile is a smile. You approach the ones you are told are your enemies and

then layers are peeled and humans are inside. If we find differences they are a source of strength, another pillar for our diversity.

What binds us all is the love for earth, cats, mango trees and chocolate, Objects that does not understand politics and pollution but recognize a seagull being choked to death by plastic corks.

In each academic task we are asked to form a group consisting of other nationalities, a test for our thought patterns, deal with the difference or be overwhelmed by it.

A polluted river is smarter than us all, it knows no borders. Will we be just as smart to form our solutions?

“Sustainability is not a problem but an opportunity”, a sentence which is often spoken but rarely applied. But new friendships, what are they, if not an invitation to pack again? And this time, together.

Not despite our differences but because of them.

Fossil fuels can be burned away, but our belief in ourselves, in one another, and in a borderless future, is the one true source of renewable energy.

Made-In-MSLS Wedding, Edition 2

We're happy to announce the second 'made-in-msls' couple to have officially tied the knot! Laura MacKay ('05) and Mitch Rhodes ('05) were wed in a ceremony with a small group of family and friends on July 3rd, 2009 in Halifax, Nova Scotia, Canada. The ceremony took place under sail power in the Halifax Harbour. The ceremony,

reception and dance later were all clustered in one area of downtown Halifax so that guests could walk from one location to the next. Laura and Mitch exchanged vows they wrote for each other, and traded sweetgrass and medicine bags, following a tradition of the Mi'kmaq people in Nova Scotia.

Congratulations to the both of you!



Stanford University – Silicon Valley International Conference on Engineering Design ICED 09

-By César Levy
França



With its beautiful campus built around a cluster of Spanish mission-style buildings, Stanford University not only nourishes the Silicon Valley with world-class research, it is the cause of it. There the atmosphere of start-up dreams are well documented

since when engineering students William Hewlett and David Packard were encouraged to transform their graduate thesis into a commercial product known today as HP, also cases like the PhD students, Larry Page and Sergey Brin that began developing a project called “Back-Rub”, named for its process of analyzing back links to a website and then had to drop out their graduate studies to start-up their own business known as Google. Stanford President John L. Hennessy says that coming out of school with a company is more productive than simply writing a thesis.

guidance for how to integrate a strategic sustainability perspective in core business decisions systems” at the International Conference on Engineering Design ICED, hosted by Stanford University. The conference was also an opportunity to visit some of those companies, schools and professors behind such great innovative initiatives. To mention a few highlights it was inspiring to visit D. School and listen to Prof Bernie Roth talk about his story and how the school evolved and changed the life of thousands of people through the power of design thinking, innovation and research. Also our visit to Google at their Mountain View headquarters to see in practice one of the key to their success known as Google’s flat management structure.



Stanford and ICED provided us also an environment for dialogue and collaboration with people from different areas, such as the one initiated with the Global Climate and Energy Project GCEP to study tools used to assess new energy technologies. Also motivating was to take part of the learning activities promoted by a group of PhD students from Sweden, PIEp (Product Innovation Engineering Program), a Swedish long term venture to increase innovation capability in people and organizations, thanks to Prof. Tobias Larsson.

One thing that I keep in my mind is that at Stanford University people understand that sometimes the biggest way to deliver an effect to the world is not just by writing a paper but by taking also some approach or technology you believe and making something of it.

This year a group from Blekinge Institute of Technology BTH, Prof. Göran Broman Dr. Sophie Hallstedt, and I presented the paper: “Systematic

Field trip to Växjö– Europe's Greenest City

-By Nathan Stinnette

On September 18th, the MSLS class loaded into a couple of buses for our first field trip of the year. Our first stop was Växjö (pronounced like 'vek-wha'), which has been called "the greenest city in Europe" for its success in reducing CO₂ emissions.

When we arrived I was impressed by all the bicycles parked outside the shops and between the lanes of the main street. The town has encouraged cycling and public transit, and 46% of the population does not own a car. Many residents even ride their bikes through the cold Swedish winters!

At the city hall, the Environmental Manager gave a talk about the town's efforts towards sustainability. After a successful lake cleanup in the 1960's, Växjö undertook a series of ambitious environmental projects. Since 1993, CO₂ emissions have been reduced by 35%, with the goal of a 70% reduction by 2025. We saw an impressive graph comparing the town's carbon reductions and its economic growth, which has climbed as fast as emissions have declined.

In time, the town plans to become carbon neutral, or even to have negative carbon emissions. These goals have the unanimous support of the region's politicians, although the conservative party currently has the majority. It would be nice if we had conservatives like this in the United States! Each year, the U.S. emits about 20 tons of CO₂ per person and Sweden emits about 6 tons, but Växjö only emits 3. Buildings are connected to a district heating system that circulates waste heat from a biomass-burning power plant, and over 90% of the town's heat and power are renewably sourced. Schools have solar photovoltaic power and electronic displays that show energy consumption, so children learn about conservation from an early age.



After lunch we visited Limnologen, a modern block of high rise apartments built from locally harvested wood to sequester carbon. Designed for efficiency, the attractive buildings feature balconies overlooking a lake, with the biomass generation plant visible on the far shore. We also saw an urban infill neighborhood where homes clustered around inviting common spaces, creating a feeling of community. It was possible to peer right into the windows of houses in this pedestrian-friendly development, but this didn't seem to concern anyone. Perhaps Swedes simply see this as an opportunity to invite their neighbors in for a chat.

After some free time exploring the historic church and the rest of the downtown area, it was time to leave. We all enjoyed our visit to Europe's "greenest city" and I'm sure many of us will be returning to spend more time in Växjö.



Student Report of Activities to Date

-By Maureen Dickson

I decided to take a yearlong departure from the working world in hopes of discovering how to become a sustainability leader and bring about positive social change. The Master's in Strategic Leadership towards Sustainability (MSLS) program at BTH has brought together some amazing people from all four corners of the globe to study The Natural Step Framework, one of its key founders being Dr. Karl-Henrik Robèrt.

Our community is composed of warm, motivated, and intelligent friends and future colleagues. We represent six continents and a myriad of backgrounds - from engineers to designers, scientists to artists, and, community activists to educators. And above all, we are humanitarians. Amongst them, I stand, feeling inspired and very fortunate to be apart of this tight-knit network. I am beginning to open my mind to new ideas, cultural understanding and a shared vision for our future.

As each one of the MSLS students arrived to the quaint, seaside town, we quickly become acquainted with each other. Our orientation week allowed us the opportunity to get to know one another as we shared in a number of activities and excursions. These included listening to a Jazz band play as we watched the sunset off of Mjølneholmen Island, spending the day working on the Skärva Eco Farm, a lively karaoke night at the Fox and Anchor pub and biking across Aspö Island.

The MSLS program commenced with an explosion of passionate conversations on sustainability. Two full days of open space discussions covered topics ranging from our involvement in the Karlskrona community to how to bring about organizational and social change. We began to dig deeper into what sustainability meant to each of us as individuals and how the MSLS community could make a positive contribution towards sustainability.

A few weeks into the program, we gained a solid understanding of the Framework for Strategic Sustainable Development (FSSD). We applied the ABCD process of backcasting from sustainability principles, on a range of organizations, products and process – such as mobile phones, bicycles, paper use at BTH, and a downtown café. As a result, we recommended a number of actions that could be implemented over the short and long-term to achieve sustainability. In addition to the collaborative and enriching group work, we have had the pleasure of being taught by a number of knowledgeable sustainability guest lecturers – including Göran Carstedt, former CEO of Volvo and IKEA; Dr. Mark Everard, Consultant and Senior Advisor for the UK Environment Agency; Sophie Dunkerley, United Nations Environment Programme; and Mark Anielski,

Author and Consultant.

The MSLS class also took a well-deserved field trip to Växjö, Sweden, also known as the greenest city in Europe. [See adjacent report for more info on Växjö.]

We continued on to Blidingsholm, located in a picturesque forested setting, where we participated in a full day of leadership workshops. These workshops included an exercise in deep listening, effective feedback and cultural empathy.

Finally, we visited the Wanås Foundation where we experienced the outdoor art exhibit – “Footprints”. Here, a number of artists have built art installations throughout the outdoor grounds to showcase man's relationship with nature.



Above: Art piece from Wanås art park. See more field trip pics on the last page of this Trunk & Branches.

As the weeks move forward, the MSLS community has grown stronger through our involvement in various social activities, fundraisers and community projects. On October 24, we participated in the International Day of Climate Action where both the MSLS class and the Karlskrona community formed a human graph illustrating rising and declining carbon dioxide emissions. In December, we are hoping to attend the COP-15 UN Climate Change Conference in Copenhagen. A sustainability-themed film festival is also being planned for the Karlskrona community and a demonstration garden is in the works. It is becoming more apparent that together, change truly is possible.



-By Kara Davis

On Thursday, November 12, cities and towns around the world will be celebrating World Usability Day 2009. This year's theme is "Designing for a Sustainable World." In Karlskrona, Blekinge Tekniska Högskola is hosting a design contest that invites students and community members to design a product or service that promotes sustainability and makes life simpler for a person, a community, or a business.

Contestants in The Karlskrona Challenge will spend the next month developing and testing their design concepts with relevant stakeholders. To assist them in their efforts, BTH will host workshops to discuss participatory design (PD) and user-centered design (UCD), share user research methods and tactics, and discuss sustainability as defined by the Natural Step's four system conditions. For more information and to register as a contestant, visit <http://karlskronachallenge.org>

Recognizing that we are all designers and that we each hold different pieces of the sustainable design equation, The Karlskrona Challenge provides an opportunity for urban planners to learn from mobile designers, for engineers to learn from business minds, for sustainability practitioners to learn from product designers.

When we design well, it is beautiful; we design systems, services, and products with a clear understanding of who will use them, why, and under what circumstances. When we design poorly, we create

anxiety and inefficiency.

In this age of climate change, economic depression, and resource depletion, good design is pivotal. Designers are in a difficult position, charged with finding almost magical solutions that don't create new problems. We need help. World Usability Day 2009 gives us a chance to investigate user-centered design practices across fields and develop a clear, shared understanding of sustainability.

Final contest entries will be presented as posters on November 12 at the Rotundan on the Karlskrona campus. Entries will be judged by a panel of experts, and prizes will be awarded that evening. The event will be open to the public and to industry representatives between 16:00 and 20:00.

Interested participants should register online at <http://karlskronachallenge.org> by November 5.

World Usability Day was founded in 2005 by the Usability Professionals Association. In 2008, over 200 events were celebrated in more than 40 countries worldwide. The Karlskrona Challenge is the only event registered in Sweden at this time. Learn more at <http://www.worldusabilityday.org>

For sponsorship opportunities, please contact Germain Acka (+46) 760806549 or Erkin Gunay (+46) 708290195

MSLS 2010 keeps a stiff upper lip

-By Brendan Seale and Wyeth Larson

...Or at least a hairy one. To combat the stresses of final term presentations and a looming exam, the MSLS class of 2010 coined the final week of the term "Moustache Appreciation Week".

Various styles were trotted out over the course of the week, in some cases being debuted to rapturous applause. Some of the women even took part, with the help of a whiteboard marker.

Of course we couldn't let it be all fun and games, so we decided to do a quick ABCD analysis of shaving to ensure our facial hair was in line with our ultimate vision of success and sustainability. Our baseline analysis was led by the intrepid John Silkey, who first proposed we analyze our current situation to create a successful moustache appreciation week. Each looked at his current status, clean shaven, sometimes razor-burned, with high daily water use, clearly contributing to the violation of Sustainability Principles 1 and 2 in the creation of our Mach 5's and Nivea for men. And of course there's disposal (SP 3). Last we checked, most people aren't into reusing razors. And don't

even get us started on SP 4; shaving takes a serious bite out of our time for idleness. Why else do you think Max-Neef has such a glorious beard?

We decided that creative solutions were best left to the individual, but the action plan we followed was fairly similar. The first step was to stop shaving all together.

By growing out all facial hair, the benefit of not shaving was maximized, and maximum water and shaving materials were saved. Furthermore, by having the maximum amount of facial hair, it provided a flexible platform for sculpting. As the last week of October approached, the process was indeed often rough, but most stayed the course and were rewarded with a first class ticket to moustache heaven in the final week. The solutions were creative and varied, and all are helping minimize the impact of shaving on their life and society.

Thanks, guys! Those were great and tons of fun — now, please get rid of them. :)



Strategic Leadership towards Sustainability



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Application Update

Are you interested to join us for one of our sustainability programmes at BTH?

If you are planning to apply for the upcoming intake of students for MSLS or MSPI, please note that the application process has changed slightly from previous years.

Here's a quick summary of how it will work. For more information, please see our webpages. The most important changes are for International students, with a shortened online application period, and the fact that Studera will handle the receipt and initial scan of all documents.

International Students

- Apply via www.studera.nu
- Online application will be open from Dec. 1st to Jan. 15th
- Documents must arrive at Studera's offices before Feb. 1st. (Do **NOT** send documents to BTH)
- Studera will complete the initial document screen (degrees, transcripts, and proof of English will be checked by them)
- The MSLS and MSPI programme teams will review your application (degree, transcripts, English, etc.) plus your CV, Letters of Reference, and Personal Essay and to rank and select applicants.
- You will be notified if accepted in early May 2010

Swedish Students

- Apply via www.studera.nu
- Online application will be open from Mar. 15th to Apr. 15th
- The Swedish process will continue the same as previous years.
- **Please note** that Swedish applicants must also send in their CV, Letters of Reference and Personal Essay for us to review.



Field trip photos: Lunch at Blidingsholm (L) and workshop on Cultural Understanding (R)