



Peace Boat Welcomes BTH to Share about Strategic Sustainable Development

In early September, MSLS Programme Director Tamara Connell, left Karlskrona to head south to Le Havre, France to join the 74th Global Voyage of the Peace Boat (see peaceboat.org).

The 74th voyage is 101 days long, and travels the globe with approximately 850 (primarily Japanese) participants who have decided to learn more about peace and sustainability. While on board, Tamara conducted one lecture on the basis of strategic planning towards sustainability (aka the ABCD planning process), one workshop on Human Needs, one workshop on a sustainability life cycle assessment (using a pair of jeans—see pictures to the right), and one game related to understanding and appreciating culture differences. Her six days on board covered the trip from Le Havre, France to Amsterdam, Copenhagen, and then to the port of disembarkment, Nynamsham, Sweden.

Tamara reflected, “It was truly an inspiring experience. I could not believe how diverse the group was—with people of all ages and walks of life. The projects that they are working on (many connected to the Tsunami and Nuclear disaster events from March of this year) show so much love and perseverance. It was an absolute pleasure, and I hope to be able to join future voyages if possible.”



Photos by Leon James

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Student Nominated for Design Award

This summer, one of our current MSLS students, Sijme Geurts, graduated from his masters course in Industrial Design at Eindhoven University of Technology (The Netherlands). During his graduation project he designed an interactive floor installation for facilitation of creative sessions. His work is named Traces and is recently nominated to be exhibited at the upcoming Dutch Design Week in The Netherlands.

Traces was designed for the Dutch Ministry of Infrastructure and the Environment. This ministry has a sub-department named LEF Future Centre, which is a rather luxurious complex where creative sessions (such as

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Message from the Programme Team

Welcome to our latest edition of the Trunk & Branches newsletter! In this edition, we'll share a few stories about the latest happenings at BTH in terms of both research and education. We have contributions from alumni as usual, with some personal updates and stories about how people are applying their training into different career paths after MSLS.

As for our team (and the behind-the-scene activity), so much has been happening that it is hard to summarize in just one short page. Since our last edition, we have graduated 52 amazing people from the MSLS class of 2011. They are already out making waves in the world, and two of our alumni updates share great news of first jobs after the programme. Their thesis projects were excellent, and on our homepage, you can find a link to the list of all of them. Several have completed excellent guidebooks or other quite practical resources, so you should really take a look! A few groups have launched companies already, and at least two more have won prizes for their work (not yet public information, so I can't say more... but it's quite exciting!).

The summer months were surprisingly busy for us, with SIDA sponsoring another Summer University programme, where we hosted and trained 24 students from the Baltic region. We were also carefully monitoring the conversations of the incoming MSLS students on their Facebook page and via other correspondence with BTH. With the implementation of tuition fees, there was an expectation by upper management at BTH that we'd have only 20-25 MSLS students. We are thrilled to announce that we actually more than doubled their expectations, and have welcomed 54 MSLS programme participants from 26 different countries (see their biographies online [here](#)). We also have another five participants that are following the first quarter or half of the programme. So, it's a full class once again, and they are busy with all their classes and assignments... and in general they are busy keeping us busy. ☺

This edition of the Trunk & Branches shares one story about our annual field trip – this year to Växjö City for a conference and Mundekulla retreat center for some additional fun.

In terms of staffing updates, on the MSLS programme team side of things, we had to wave a sad yet happy goodbye to Brendan Moore who had served two years as Programme Assistant, and now heads off to Oxford (yes, THE Oxford) for further studies. We all wish him the best of luck and know that he'll do great there. In September we added Pierre Johnson, and we are excited to have him on the team. Recently, our Programme Director, Tamara Connell, has decided that she is ready to return home to Vancouver, Canada after 4+ years on the job here at BTH. She'll be leaving BTH (physically) sometime in the coming month or so, and will continue to support us and the MSLS alumni network from Vancouver. We are currently in the midst of a hiring process and hope to announce some great news about who will replace her in the coming weeks. On the research side of things, we have added one new PhD student to our group – Massimo Panarotto, from Italy – who will work with Prof. Tobias Larsson and Prof. Göran Broman as advisors in the field of Sustainable Product-Service-System Innovation.

Despite all this activity, we are already preparing ourselves for the coming student application period. If you know of any good candidates, please feel free to introduce them to us via the webpage or any of our email addresses.

We have increased our social media presence in the world by utilizing both Facebook and Twitter to share our news, so please feel free to join us there for more frequent updates, and share any interesting posts with your own networks.

Thanks for reading, and for your continued support and interest in our work!

The Sustainability Group at BTH.

(Cecilia, Cesar, Heleen, Henrik, Göran, Kalle, Marco, Massimo, Merlina, Pia, Pierre, Sophie, Tamara, Tobias, Tony, Treva, and Zaida)

Field Trip Highlights (15-17th September 2011)

By *Nathalie Nathe*

1. Växjö Greenest Cities conference (www.greenestcities2011.se)

First stop, after a 5am rise, was the 2011 Greenest Cities conference. It was held in Europe's greenest city: Växjö, which prides itself in its reduction in per capita carbon emissions since 1993 (www.vaxjo.se). The event involved a plethora of fascinating speakers and business networking opportunities. Highlights included talks by the Mayors of the greenest cities of the world, such as Curitiba in Brazil; an eye-opening speech by the President of the World Business Council for Sustainable Development on the urgency and scale of today's sustainability challenges; and – not least - the entertaining nature of the moderator, Ms Mie Jernbeck.

2. Mundekulla Retreat (<http://www.mundekulla.se>)

After a full day of stimulating talks, we were exhausted and glad to reach our next destination: the Mundekulla Retreat.

Mundekulla is a place of deep tranquility, creativity and community-spirit, located in a secluded 60-hectare setting, near Emmaboda in southern Sweden. We stayed in shared sleeping areas in eco-buildings, dating back as far as the 1820s, which the founder, Peter, both renovated and built from scratch, using the most sustainable designs and materials.

The highlight for most was the delectable meals, made with fresh organic ingredients, and the on-site wooden sauna (pictured), with a conveniently-located pond for the brave-hearted. It was certainly an opportunity for profound bonding and rich learning and sharing for the group. We were fortunate to: experience dance-meditation; go on a guided historical tour of the property; be involved in collaborative participation to express what “home” means to us as individuals; and learn about the importance of cultural sensitivity through workshops and games.

When asking the group for reflections on the experience, words that came to mind were “enlightenment, laughter, sharing, friendship” and “we won't give up”, which was a song that the founder sang to us on the first night.

We all came back feeling a warm buzz... Stimulated, engaged, nourished and pleasantly exhausted!



Alumni Spotlight



Annita Seckinger '09 (USA)

After graduation I did the usual “recent graduate thing”, (I think) which was to travel about Europe a bit. I went to Norway (highly recommended), Paris, Spain, Bulgaria and Berlin, (not to be missed) before trying to figure out “what next”. After traveling about, I decide to do some volunteer work for a short stretch, while musing on my future. I spent a month in Mexico in the province of Chihuahua working in the Sierras helping the Indian community of the Tarahumara, with the fertility of their soils. They were having a terrible time with their crops due to poor soil conditions, and people were starving. From there I went to Haiti attempting to do the same type of work, but the Haitian people were less interested, so that project was shelved. In Haiti, unfortunately, anything to do with agriculture is heavily stigmatized, as it is still, to this day, associated with the slave trade.

Currently I am the Executive Director of The Chesapeake Institute for Local Sustainable Food and Agriculture. This is an Institute that I am in the process of creating. Our purpose and mission is to instill the love and understanding for the importance of sustainable, and in particular, local agriculture and awaken once again connection, respect and love for the land in our population. We do this by inviting students, from kindergarden through to grade 12 to come to a 30 year old Organic farm in Potomac, Maryland and learn about the possibilities for urban agriculture, sustainable and organic farming practices, soil and water conservation and food security. The farm is actually threatened to be bulldozed and have soccer fields built in its place, but we are fighting like tigers to prevent this. We aim to succeed. Stay tuned for further news.



Melinda Jolley '11 (Canada)

Here is an update of my first three months as an MSLS graduate: The first adventure was being invited to present our thesis research at the UNESCO Biosphere Reserve EuroMAB 2011 Conference in Sweden. Pierre Johnson, one of my two incredible thesis-mates and I hosted a World Café workshop exploring “Strategic Methods in Community Engagement” with 60 Biosphere Reserve managers and staff from Europe and Canada. Being in a room full of leaders tasked with the goal of balancing conservation and sustainable development in their diverse regions was incredibly inspiring and really brought our research to life. You can explore our findings and workshop [here](#).

To mellow out after this I spent three weeks on a farm close to Lake Vanern in Sweden where I learned about traditional farming methods that enhance biodiversity, like when to harvest hay, the importance of pollarding trees, which invasive species to pull from the field and how to build beetle condos. Making wild cherry pies, black current saft (or cordial), picking chanterelles and puttering around on a beautiful old wooden boat with a tractor engine were other highlights.

While staying on the farm I had a job interview over Skype with the City of Victoria, so pulled out my business jacket, washed off the farm dirt and did an hour interview at midnight before heading back out to the campfire. A week later I received an email that the communications position with the Sustainability Department was mine if I'd like it. So, I spent another few days relaxing on the farm and planned a train trip to northern Sweden and Norway, before flying back home.

I am now back home in Victoria where I am beginning to help the Sustainability Department with internal and external communications in order to move towards their goal of carbon neutral municipal operations and the larger goal of decreasing the community's carbon footprint by 33% by 2020, along with other broader sustainability goals. I have been enjoying alumni connections already including coffee with Dave Waldron and Jessica Webster, a dinner with Sophie Graine and Adrian Mohareb and most recently sharing a house with Maarten Dankers. Keep in touch and come and visit beautiful Victoria!

Alumni Spotlight ...continued

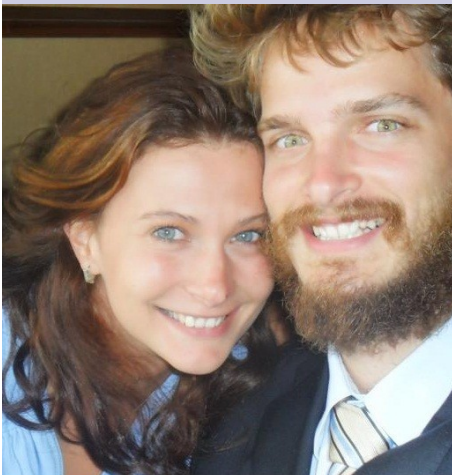


Mohamed Ireg '09 (Sudan)

Since I finished my thesis on community engagement from MSLS Program I've found myself so interested in community development and engagement; I directly returned back to Sudan and have been lucky enough to have a chance with UNDP as program officer working on peacebuilding projects and reintegration of Darfur displaced people and ex-combatants into their own communities; MSLS has helped me to do my job with different ways, but the important thing is that I was the only employee there who have been able to deal with the whole picture, looking to the whole system and try to understand its pieces. With all the concepts and tools that I got from MSLS, I was able to help other colleagues, interact and be positive most of the time. This year I left UNDP and joined a none for profit organization called CARE International as a Manager for livelihood and microfinance program.

After graduation; I truly missed all my MSLS colleagues and the time I spent in BTH; the only benefit I've got is that concepts like system thinking, FSSD, Framework for general planning, Max Neef theory, organizational change and backcasting have proved that they are very useful in my work as well as my life in general; these tools and concepts have made a great impact on my work and my career.

Now I'm planning to get a PhD opportunity to explore the precise combination of unsustainable social and natural factors that is responsible for disaster in Darfur and I'm sure the MSLS experience will help me a lot on this research.



Xavier Koenig '11 (Mauritius)

Leaving Sweden is something I started to realise half way through our ['Ideas on Tour'](#) bicycle ride to Serbia with Nanond Nopparat (MSPI 2012). Since then and after some more travelling, I've landed back home on Mauritius Island, and was lucky enough to discover and join a company called ELIA: [Ecological Living In Action](#). When going through their web site for the first time I thought "it can't be!!" Co-creation, collective consciousness, system dynamics, ecological design and more key words like these were written all over it! They were only two in the company, and only work with people genuinely interested in pursuing sustainability; they don't try to convince their clients of anything, they propose their services making it clear that collaboration should be about co-creation and co-learning – a familiar vibe!

Maja Zidov (MSLS 2011, in photo) arrived in Mauritius 3 weeks after me, and we are now both part of the ELIA team. She is currently working on developing sustainability indicators, and is also involved in ELIA's eco-literacy program, investigating how to expand the current work with the Catholic Schools of the country. This is now based on making the kids calculate the ecological footprint of their schools and then search for solutions through systems thinking. For my part I am writing the GRI report of a leading sugar/energy producer. Meanwhile we wrote part of a proposal for an "FSSD analysis" of a touristic development, and were asked to prepare workshops for various sustainability training programs.

In Mauritius, a lot of lip service has been paid to the government's commitment to sustainable development since the inception of the "Mauritius Sustainable Island" project in 2008. Now it really looks like scattered yet connected "small beginnings" are starting to take momentum – with word of mouth and the local media helping a lot. I was in fact in a national Sunday paper a few weeks back, reporting on the bicycle trip and sustainability action in Europe. Things are moving at a national level too: one of ELIA's directors has recently facilitated the national climate change policy development, and a few days ago I attended a "Green Building Workshop" at the Mauritius Research Council... Some other projects are also ongoing in the region beyond Mauritius, which we hope to get into soon!

Student Nominated for Design Award (continued from cover)

brainstorms) are hosted for internal workgroups. Out of the thirteen available spaces one room specifically stands out: The Theatre. There, a total of fifteen projectors ensure an intense experience of digital media in all directions. In this room projections are used to guide the discussion of participants in a certain way. For example, quiet places are projected when the facilitator aims for honesty in the discussion. To the contrary, noisy arenas are projected to help participants in uttering prejudgements. It was Sijme's task to make this space interactive, so that the projections changed according to the actions of participants.

The most important finding from an earlier performed investigation was that during subgroup sessions participants were very active in generating and discussing ideas. However, this attitude often changed in the plenary meeting afterwards. Typically the results from a subgroup were summarized by one presenter, who (accidentally) conflated the ideas of other members from his subgroup with his personal vision. As a result the 'vision of the group' started to differ from the vision of individual participants. During the study it was found that this slowly led to a less active attitude from many participants. Eventually this negatively influenced the participants' eagerness to implement the results in their daily work.



In an iterative process a prototype was designed which aimed to avoid such plenary presentations by encouraging one-on-one communication. This version was tested in a large user study with 72 participants for Dr Jelle van Dijk's PhD study.

The observations and feedback from participants fueled an optimal future implementation.

In the newest version of Traces the creative session is split in three phases. The session starts with a conventional brainstorm where

all participants receive a digital camera. Participants are encouraged to take pictures of matters which they consider worthy to discuss later on, such as sticky notes, objects or persons. Once the facilitator estimates that enough ideas have been generated, the group moves to the interactive space where the photos of participants are projected in front of them. All personal projections will follow when walking around. Participants can interact with their images using dedicated devices which allow both for drawing and for manipulating images. The projections on the floor allow multiple people to discuss their ideas simultaneously (instead of in a plenary session). Also, the thumbnails of others trigger curiosity, which help the less expressive participants to fully utter their ideas. The third phase is again initiated by the facilitator. This is the part where participants aim to integrate, to come to one winning concept (or combination). This is done using projections on the walls, which allow for quickly switching from projected content to faces of others.

Traces will be exhibited at the Dutch Design Week, which will take place from 22 to 30 October in Eindhoven. You are most warmly invited to visit the exhibition at TU/e in The Netherlands! A video of the future concept, as well as the masters thesis can be found at www.sijme.com or <http://bit.ly/tracesproject>.

Sijme Geurts: www.sijme.com // sijme@sijme.com



Information on Applications to MSLS—Find out more!

If you are thinking about applying for the MSLS programme, we encourage you to begin your planning now. Official application dates are still being finalized by BTH, but in the meantime, please note that you can begin to prepare all your documents.

In order to complete a full application for the MSLS programme you need to send:

- Your degree certificates from previous studies
- Your certified transcripts from previous studies
- Proof of English language skills if English is not your native language
- Two letters of reference from individuals familiar with your professional and/or academic experience
- A personal essay that describes your interest in the MSLS programme, not longer than 5 pages.

More information regarding details for all of the above points can be found on our website: www.bth.se/msls —> Admission.

WEBINAR OPPORTUNITY:

There will be an opportunity to join a live webinar that will describe the Framework for Strategic Sustainable Development (one foundation of this programme), as well as some of the basic information regarding the research and education programmes (including MSLS) at BTH. There will be chances to ask questions.



To join this webinar, go to the following link to sign up: <http://bit.ly/oja8Uz>

The webinar is hosted by 21st Century Network, and will occur:

Thursday, November 3rd

19:30-20:30 GMT+0 (London, UK)

20:30-21:30 GMT+1 (Sweden)

12:30-13:30 GMT -8 (West Coast, N. America)

(note the changes in Daylight Savings time occur at the end of October for Sweden.)

BTH Research Updates

The BTH research team focusing on sustainable product-service system innovation (SPIRIT) submitted a big funding application to the Knowledge Foundation in September this fall. The funding applied for is for a so-called Profile Project that will be a part of the SPIRIT Environment. The applied amount is 36 MSEK over the coming six years. With match-funding from industry and BTH the project will have a volume of approximately 100 MSEK. The proposal has passed the first review and BTH and industry representatives are called to a hearing. Let's keep our fingers crossed for a continued positive review.

The SPIRIT team has also submitted a number of other proposals, some of which have already been granted and some of which remain to be decided upon. These include project titles such as Sustainability Criteria in Concept Evaluation Methodology, Green Charge (electrical vehicle

infrastructure), Integrating a Strategic Sustainability Perspective into Criteria Development Processes for Procurement and Product Labelling, Collaboration as enabler for Light-Weight Vehicles, Innovation Performance Measuring, etc.

During the fall the SPIRIT team has also, so far, produced one licentiate degree (Cecilia Bratt) and one PhD degree (Andreas Josefsson). Furthermore, a new PhD student has been welcomed to the team (Massimo Panarotto). There are also intense preparations for the next evolution of the Real Change program into a Global Alliance for Strategic Sustainable Development. In other words, the steam is up on the research side as usual.

For more information, please contact SPIRIT directors Prof. Göran Broman (GBR@bth.se) and Prof. Tobias Larsson (TLR@bth.se).

Reflections on Strategic Sustainable Development in Brazil

By Alexandra Lichtenberg (MSLS '08)

The shock of leaving the bubble and re-entering the real world is an unforgettable experience for all of us MSLSers, I dare say. I remember reading so much about sustainability initiatives happening in Brazil while I was in Karlskrona, and then returning home to find out most of it was only green washing anyway – and all of the energy and enthusiasm we had upon leaving BTH ended up “hitting the walls of the funnel”....

Things have started picking up as of the second half of last year, though. I have been having clients hire me to consult on green buildings in order to achieve measurable results instead of just aiming at getting a certification – which means a great change of heart, believe me! For this I worked together with Andre Winter '08 who developed great spreadsheets for us to calculate the ROI on sustainable initiatives as a decision making tool.

Just last week I delivered a one-day FSSD workshop for the Brazilian Franchising Association (which has been working on greening their members for 6 years already), plus a half-day workshop on Green Stores — using the sustainability principles adapted to the construction business by the Cascadia Green Building Council. They identified the FSSD as a great approach to aid their members in inserting sustainability into their core businesses, instead of only investing in corporate social responsibility.

In preparing for this workshop I studied their efforts, as well as those of the companies listed in the BM&F (stock and futures Exchange market) to find out that 99% of the initiatives described are in CSR. The feedback I got from the audience exceeded my expectations, all attendees paid full attention the whole time, asking questions and offering comments, and they all came to thank me



personally (with hugs and kisses!) at the end of the two days (very unusual!).

I have also taught two FSSD courses, as an extension programme – two and a half months long each – at the Catholic University in Rio. TNS Canada was very helpful in allowing me to translate their great Sustainability Primer into Portuguese, which I use in teaching the FSSD. That was a lot of work, and I was lucky to have Andre Winter '08 to revise the translation job. I am now trying to sell this course to another university, which is more focused in the business area, and this will make it possible to replicate the course in Belo Horizonte (Andre Winter '08) and in Brasília (Sergio Monforte '08).

The highlight of my latest job is the Rio Sustainable City Project, developed by Cebds (local WBCSD chapter) and Axia (local management consulting firm), together with the municipal and state governments. Its objective is to pilot the implementation of 7 sustainability initiatives in a slum area in the city (all sponsored by Cebds member companies), measure their results to present them at the Rio+20 conference next year, to show how this can be replicated to all the slum areas in the city and in the country to improve their resident's life quality.

Reflections on Strategic Sustainable Development in Brazil

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I am in charge of the Home Retrofit initiative, where we will first work with assuring the structural integrity of the house, and then open up to the owner a choice of initiatives including plumbing, electrical, roof slab weather proofing, interior and exterior wall cladding and painting, installation of windows to improve natural lighting and ventilation, rain water collection and use, and solar water heating, as well as the use of the roof slab for urban agriculture using bags to plant the vegetables.

The Banks participating in the project have arranged credit facilities for the home owners, who will pay for the construction materials they use, and the work will be made by several groups of residents who are going to be trained

by the participating companies in different trades like masonry, plumbing, electrical, etc.

The purpose is to transfer ownership of the Project and retrofit initiatives to the community, as well as training the people in new capacities, which will help them in getting better jobs. The great majority of the people who have shown interest in the capacity building courses are women !

We (Brazilian MSLSers) are now engaging in discussions on how to position ourselves to improve the dissemination of the FSSD in the country, with TNS's new international engagement plans!

Much love to BTH, miss you all!!

Did you know?

You can also follow us on different social media:

 [@sustainBTH](https://twitter.com/sustainBTH)



BTH Sustainability Masters (Page)

**Strategic Leadership
towards Sustainability**



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MSLS alumni fundraising campaign aims to provide scholarships for students in need

With tuition fees being introduced in 2011 for students coming to BTH from outside the European Union, donations to support education for Strategic Sustainable Development have taken on even greater importance. The yearly tuition fees of 100,000 SEK—roughly \$15,000 USD—represent a major obstacle for many potential students of the MSLS programme. In response, StratLeade is aiming to provide scholarships to accepted applicants who require financial assistance to complete their studies in Karlskrona, especially those from developing countries.

In 2010, we were able to support a fantastic student from Guatemala. In 2011, we are currently supporting another fine candidate from Rwanda. We hope to be able to offer at least one full scholarship for an incoming student for the 2012-2013 co-hort.

We recently conducted a short email campaign to our network members and have successfully raised more than **\$11,800 USD, with another \$4,500 pledged**. This fiscal year we managed to get donations from **84 different companies or individuals**, which shows that many people see value in StratLeade's initiative to support students in studying Strategic Sustainable Development.

Thanks to all of you who have supported us!

If you missed your chance and still wish to donate, please join this effort by visiting www.stratleade.org to make an online donation. You may also send checks/cheques (payable to StratLeade Sustainability Education, Inc.) through the mail to:

StratLeade Sustainability Education, Inc.
1 University Lane
Manchester, MA 01944
USA

Donations may be tax deductible for donors filing US tax returns.