





# **Zurich-Basel Plant Science Center**

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# **Working Book** 2021









# Content:

Informations	2
Day-by-Day Workbook	4
Monday	
Tuesday	7
Wednesday	
Thursday	
Friday	20

# Informations

**Case studies:** You will work in teams of 3-4 with the following 5 cases studies:

- GROUP CASE 1: Digital technologies in micro farms: how can they link farmers and (urban) communities? Facilitators: Paschke, Ning, Lütschg, Augsburger
- GROUP CASE 2: How to Implement Circular Approaches in Urban Food Systems? Sounding Board: Paschke, Sonnevelt
- GROUP CASE 3: Vertical Farming: from Hype to Contributing to a Sustainable Local Food System? Sounding Board: Lütschg, Augsburger, Schaffner, Sonnevelt
- GROUP CASE 4: How to Create Sustainable and Resilient Energy, Food and Biodiversity Landscapes? Sounding Board: Schaffner, Kleinschroth, Paschke, Sonnevelt
- GROUP CASE 5: Stewardship of Land Use Changes How can Drones Offer Support? Sounding Board: Ning, Lütschg, Paschke

You can decide on the focus they want to give their case studies. Will it be a prototype e.g. of a product (e.g. a new dripping system in vertical farming), a new social interaction, a research question that is responsive to societal needs or a policy recommendation based on their analysis of the problem?

Prototypes: A prototype is for us for example a drawing, a presentation, a role play etc. of the solution that you want to implement for your problem.

Every day the teams have a day-specific task to be solved. These tasks are also part of the workshops of the respective day. Members of the daily sounding board follow the presentations of the teams every day, give feedback and ask questions.

# Daily schedule of the case studies

- During the workshops exemplary case studies from the examples are used to learn to implement the workshop techniques, theory or tools.
- Case study work 1: allows to apply the workshop content and to work towards the outcomes of the day (between 16:15 – 17:30). Facilitators can join the teams, especially for the days when you are on site. Please rotate between the teams.





- **Sounding board presentation:** teams present the outcome of your team on either flip chart or via beamer. Max 3' pitch + 2' for feedback & questions of sounding board. (17:30 18:00)
- **Case study work 2:** to dig deeper in the content, to discuss, to prepare & finish the presentation for day 5 (between 20:00 22:00). No need of facilitators to join the groups.







# Day-by-Day Workbook

#### Monday

Define the problem statement that describes the challenge you want to address within your case study. It needs to be linked to at least one of the SDGs.

What is your group case about? Write down in one sentence.

Who are your stakeholders? (be specific!) Draw a map.

Put yourself in the role of the stakeholder: What questions, concerns, interests might they have?

#### How could you interact with these stakeholders?

Tell an inspirational story that explains where your ideas come from, who you would like to interact with, and why.

Explain your problem statement.

# SCIENTIFIC RIGOUR

- What are your underlying assumptions?
- What facts and figures did you rely on?

#### SYSTEM THINKING

• How is the problem embedded in the ecological, societal and economical context?

At the end of the afternoon session (17:30) - Outcome: Present your findings of day 1 to the sounding board: Schuurbiers, Paschke, Kleinschroth, Mazotti





# **Stakeholder Map**

Used to map and collect the stakeholder ecosystem that you work in. Please use this template on flipchart.



Hemmati, M. (2020). Stakeholder engagement. With contribution of: Maier, B. In: Paschke, M. and Dahinden, M. (eds.): Engaging in the science-policy dialogue, Workbook 2. Zurich: Zurich-Basel Plant Science Center.







# STAKEHOLDER PERSONA

STAKEHOLDER PERSONA	Why does x has an interest in the problem?	What are needs and expectations towards any solution?	What are the benefits <b>x</b> is interested in?
NAME	What are concerns towards any solutions?	What are current paint points and frustrations?	What are the questions?
STAKEHOLDER			







We want you to critically reflect the following questions concerning your stakeholders and their underlying values:

Develop a deeper understanding of ethical values of your stakeholders following the value-based design process.

Consolidate collected information on values and stakeholders. Complete the persona from day 1.

At the end of the afternoon session (17:30):

Outcome: Present outcomes to the sounding board of the day: Melanie Paschke, Verena Lütschg





# **EVQUR Assessment Template**

Core Value	Value Quality	Ethical Value Quality Requirement	Evaluation criterion







# Ethical Risk Assessment Scenario I/II

# Scenario:

Impact on Core Value(s)	Risks for Stakeholders	Mitigation
	Stakeholder Risk 1:	
	Risk 2:	
	Stakeholder Risk 3:	
	Risk 4:	
	Stakeholder Risk 5:	
	Risk 6:	
	Stakeholder Risk 1:	
	Risk 2:	
	Stakeholder Risk 3:	
	Risk 4:	





Please use this template on flipchart!



Ethical Risk Assessment Template II/II







#### Wednesday

What is the possible solution (prototype) to your problem statement from day 1. It could be a product, a service, a policy ...

# Reflect on the following questions:

Understand what your stakeholders really need (not what they think they need).

Capture what motivates them, their needs, their worldviews and their (hidden) values, their barriers and what they will seize an opportunity.

Build a service, product through the design thinking process.

#### FEASIBILITY

- How feasible is your solution?
- Are there uncertainties related that would need further clarification?

#### SYSTEMS THINKING

- How is the problem and solution embedded in the ecological, societal, and economical context of your stakeholders?
- What are the implications and trade-offs of your solution for them?

At the end of the afternoon session:

Outcome: Present your results of day 3 to the sounding board: Christian Schaffner, Michael Augsburger and Melanie Paschke







# Thursday

How can your innovation, solution, service, product or research support the transformation of complex systems for a sustainable and equitable future?

Critically reflect on the following questions:

What are the social practices that link to your prototype? What does it need to make your prototype work in the social context? Define your change hypothesis.

How should your experimental innovation plan look like to test your change hypotheses?

What do you need to know to implement in the near future to evolve your prototype one step further?

At the end of the afternoon session:

Outcome: Present your change hypothesis and an experimental innovation plan at the end of the afternoon to the sounding board: Melanie Paschke, Anais Sägesser, Christian Schaffner, Ning Wang







# **Social Innovation Playbook**

The following Canvases and guidelines are extracts from the Social Innovation Playbook (not yet published) designed by BjörnMüller, PeterEisenegger, PaoloMarioni with the feedback and support from Stephanie Frick and Anaïs Sägesser based on the STRIDE – Social Innovation Lab

















































# Friday

Presentations focus on the process and its intermediate steps as well as the results that you came up with. Students can present flipcharts, make a role play, let the plenary play out a new social interaction or present on a number of Power Points. They have 20' for the presentation. 10' for discussion.

The sounding board for these presentations: Melanie Paschke, Luisa Last, Ning Wang, Gerhard Schmitt