



# Transfer- and Cooperation projects for Sustainability Transformation

Kick-off at Sustainable University Day 2026

1 September 2026



**Imagine this flock is heading toward a transformed and more sustainable future. How are you contributing to this collective journey?**

# About us

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**Leslie Albracht**  
Project Manager, One Planet Lab  
WWF Switzerland



**Simon Zysset**  
Lead Sustainability in  
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WWF Switzerland



**Dr. Leonard Creutzburg**  
Co-Lead One Planet Lab /  
Lead New Economic Models  
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**Johanna Quirmbach**  
Intern Sustainable Universities  
WWF Switzerland

# Agenda



**13:30 Welcoming Words**

**13:40 Inputs: Transfer & Cooperation Projects**

**14:00 Q&A Session and Short Survey**

**14:30 Thematic & Strategic Workshops**

**15:40 Closing Plenary Session & Outlook**

**16:00 Apéro**



# WWF and Transfer? – Our Section “Innovation and Socio-Economic Change”

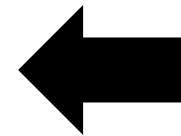
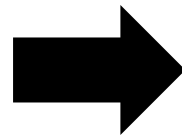


**Our goal: Transformation to a sustainable and equitable economy and society – in cooperation with partners**

**Collaboration with universities**

**New:** Transfer- and cooperation projects

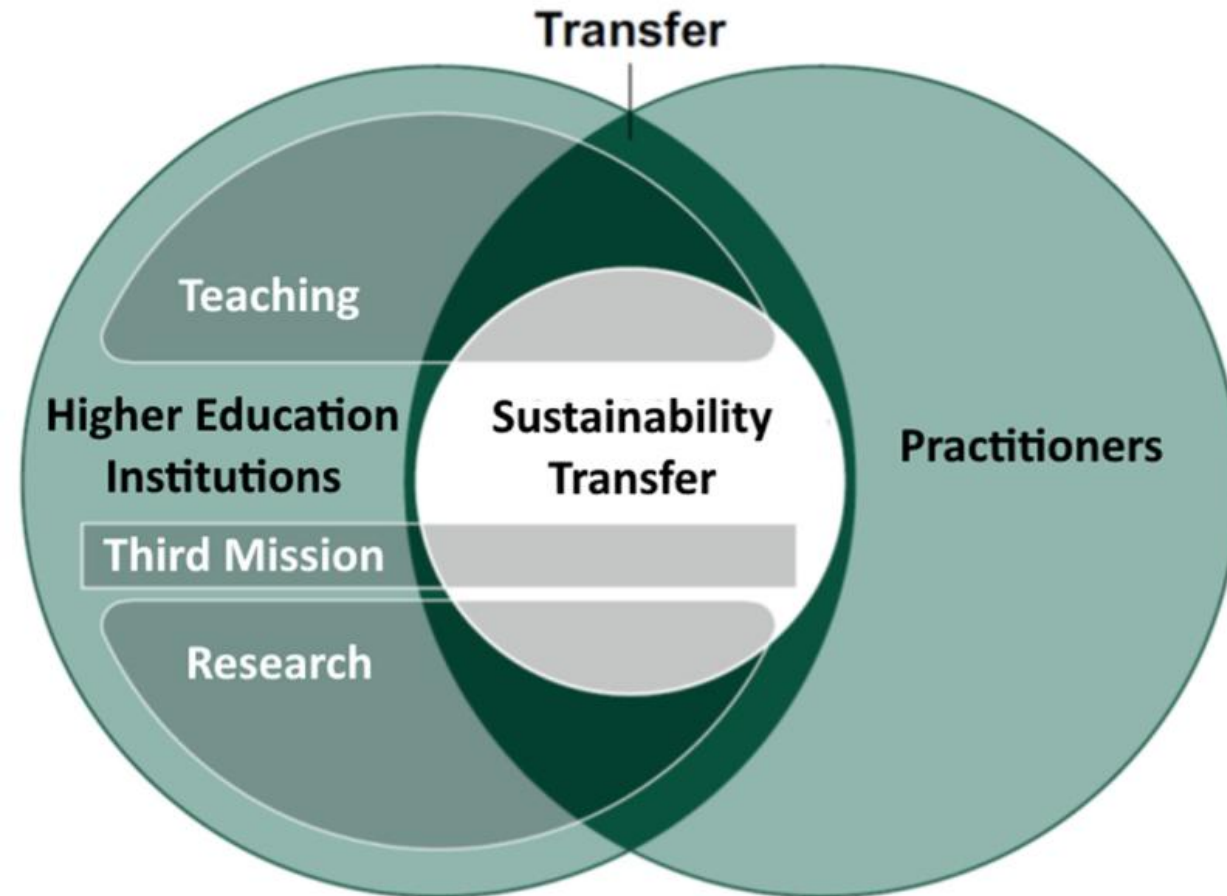
**One Planet Lab (OPL)-Network**



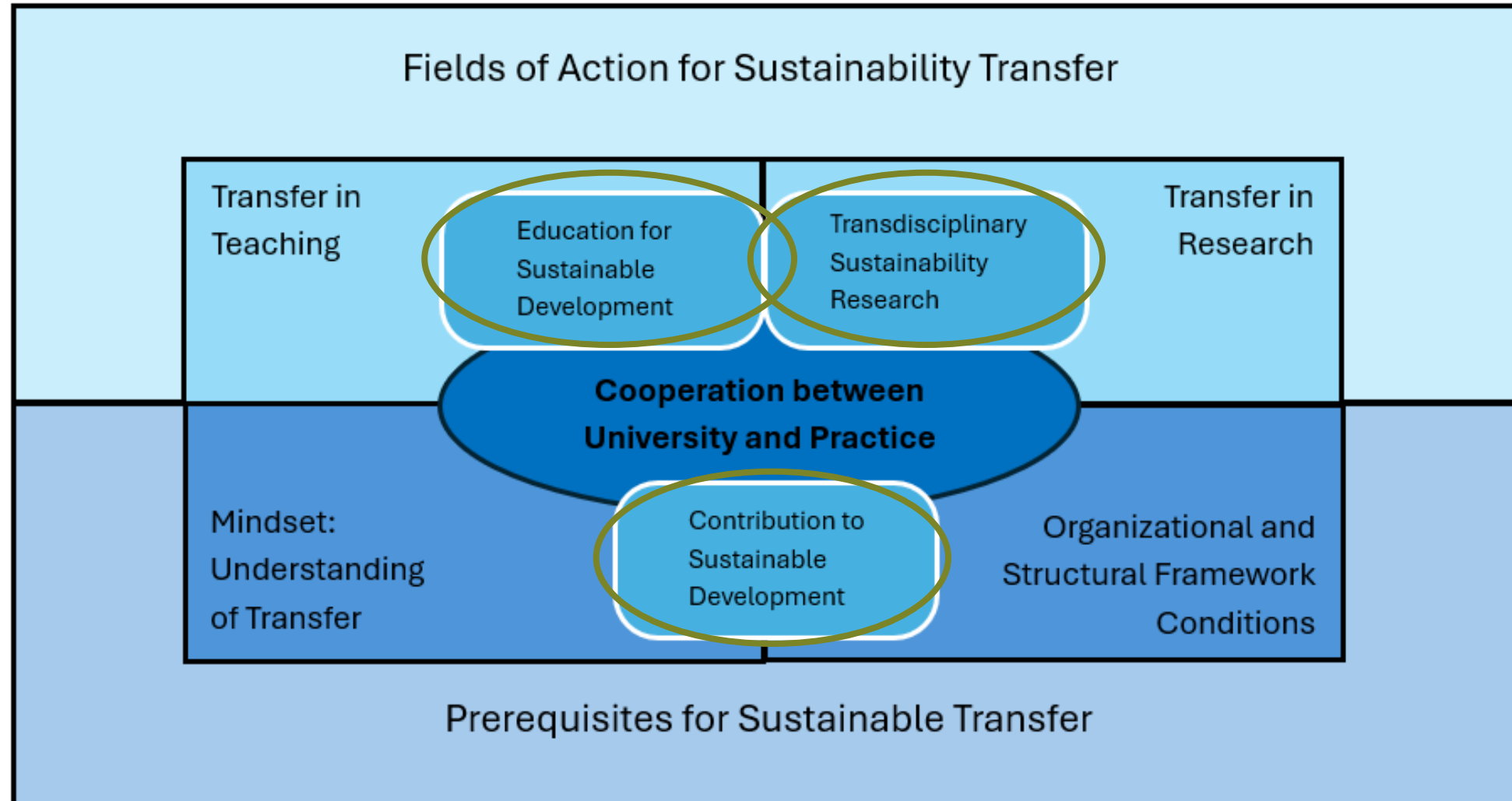
# What Is Sustainability Transfer?



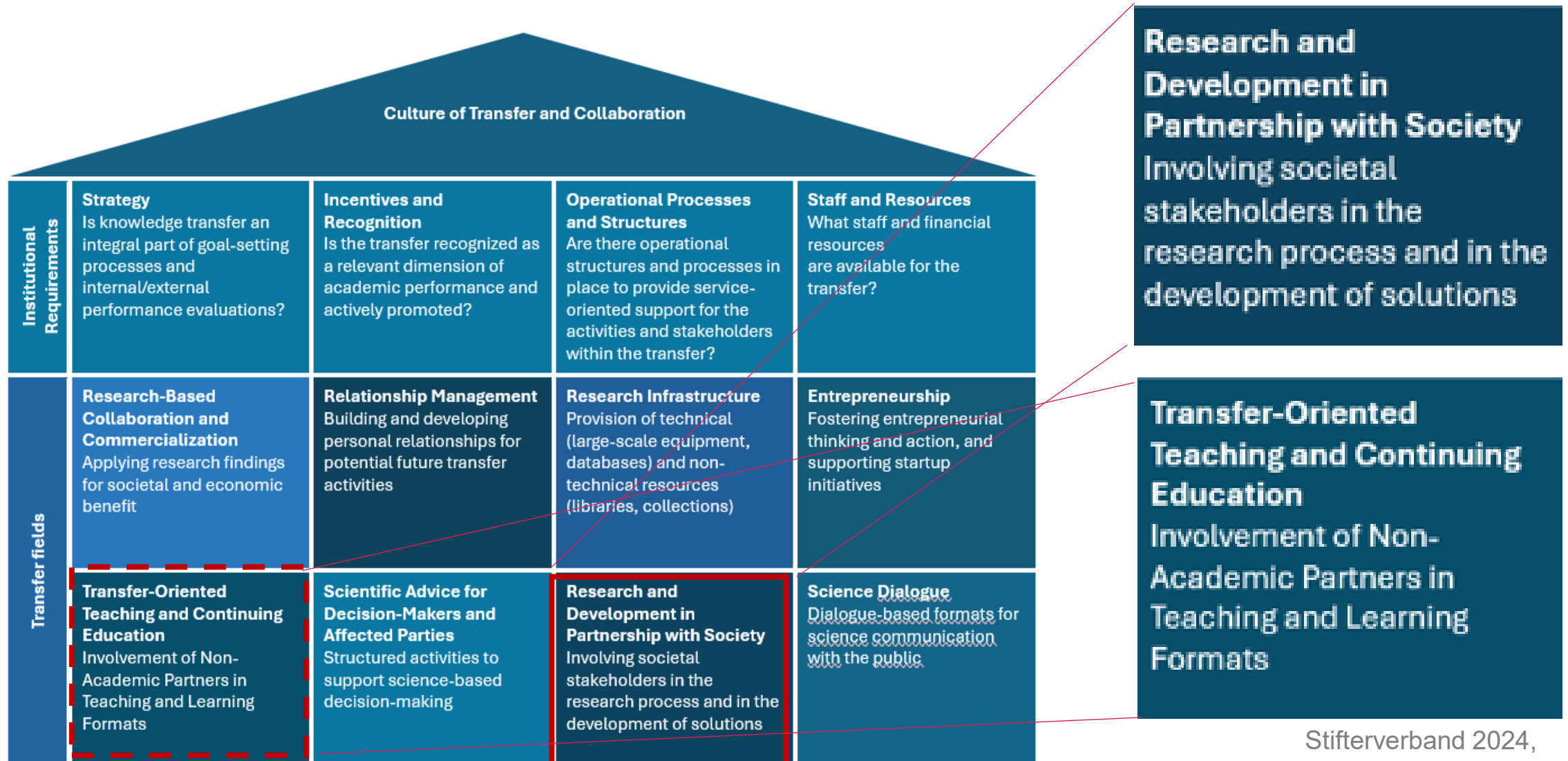
The Third Mission = third core function of universities alongside teaching and research



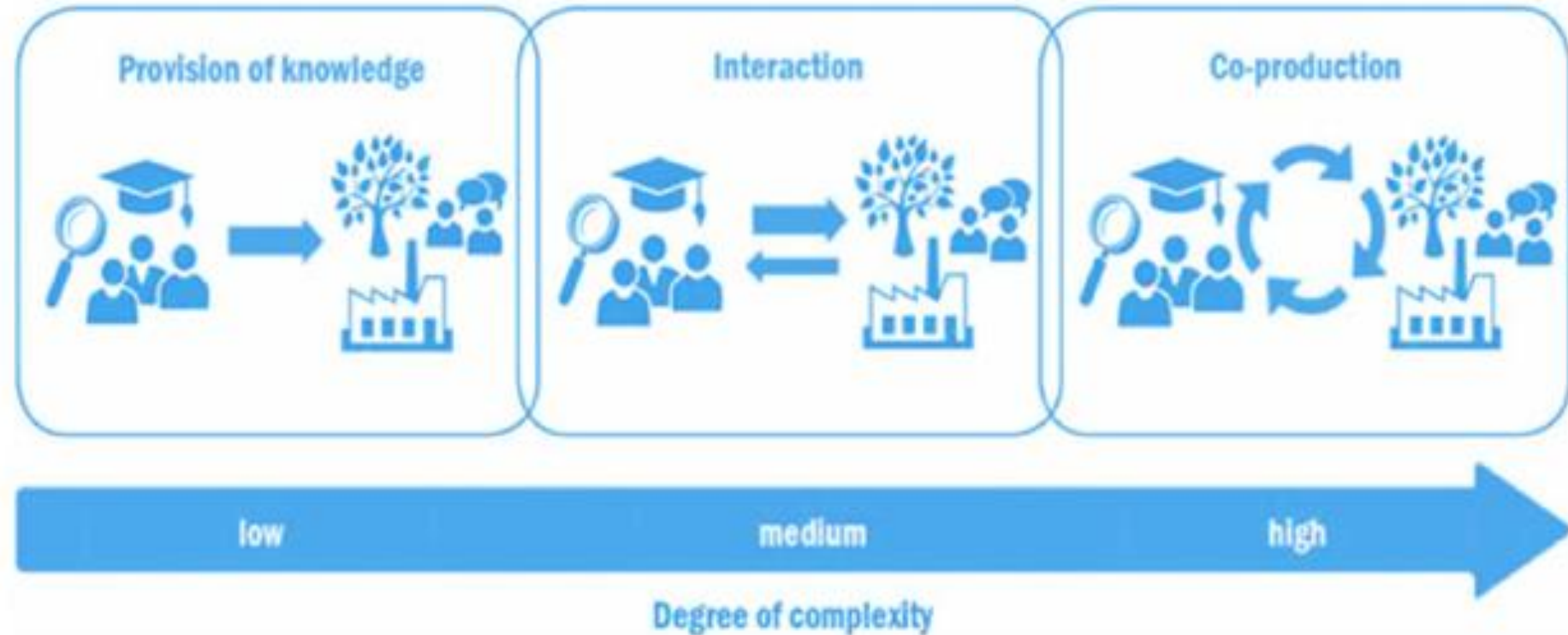
# What Means Cooperation University-Practice?



# We Focus on Two Formats for Transfer and Cooperation



# Various Degrees of Cooperation are possible



Source: *Demele et al 2021*

# It Is the Degree of Impact Generated that Makes the Difference



Degree of impact generation

## First order

Limited in space and time, **affect directly involved partners**. Include learning processes, the integration of scientific and practical knowledge and the development of context-specific solutions or capacity building

## Second order

Project results are taken up by actors beyond the framework of the project. **Knowledge share through networks or replication** in other projects. Practical outputs such as workshops, guidelines, tools, and prototypes.

## Third order

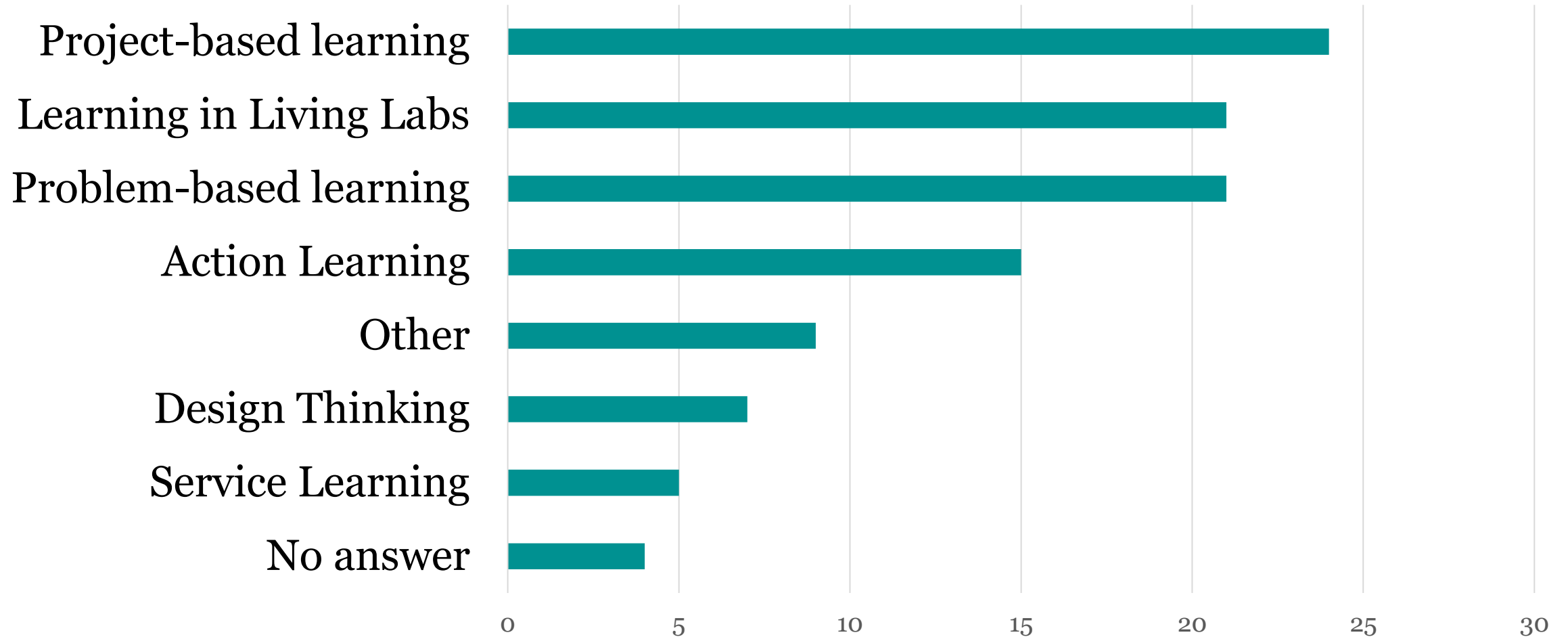
Outcomes become institutionalised or are adopted across a broader field of practice, e.g. changes in **regulations, standards, organisational practices**.

# Approaches used to conduct transdisciplinary research



- Real-world laboratories
- Living labs
- Real-world experiment
- Citizen science
- Other
- No answer

# Methods used to conduct transdisciplinary learning for students



# Urban Future Lab Webergut and the Real-World Laboratory Jurapark Aargau

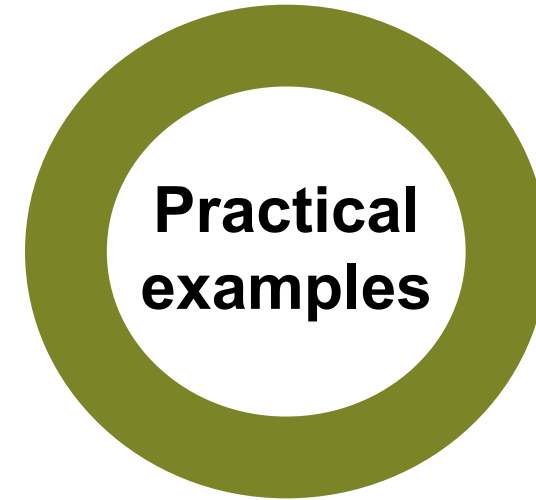
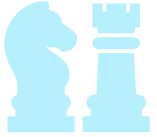


Image 3-5: The renovation work is scheduled to be completed in 2028. (source: images provided by the project lead)

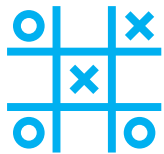
# Our Recommendations



1. **Strategy:** Development and implementation of a third mission strategy



2. **Framework conditions:** expand funding structures, resources and cross-university collaboration to strengthen the third mission



3. **Approaches and projects:** start from a relevant sustainability challenge and tackle, implement and further develop it in an ambitious and scalable manner



4. **Understanding of transfer:** develop a transfer mindset at universities; involve practice partners right from the design stage and cooperate on an equal footing



5. **Students:** involve more students through links with practical modules and utilise these for the practical acquisition of knowledge and the development of students' skills

# One Planet Lab Switzerland

We support pioneers who develop solutions for the world of tomorrow.



## KNOWLEDGE

We share practical and theoretical knowledge. We curate a network of 130 experts.



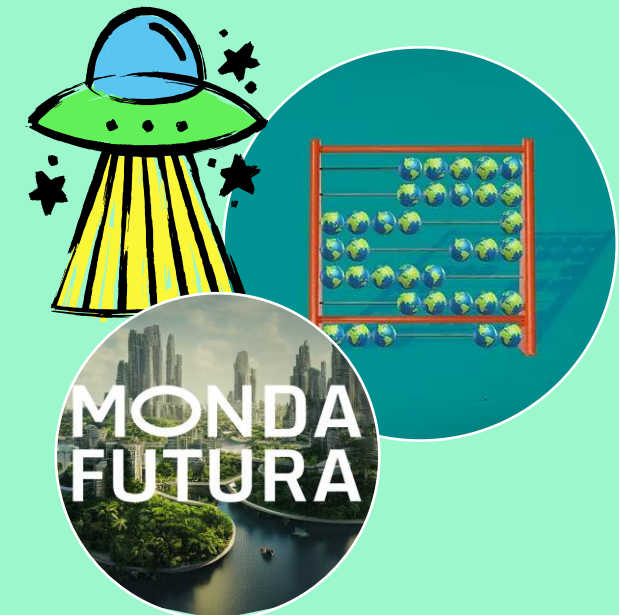
## NETWORK

140+ partner organisations. We connect people and organisations around central topics and demands.



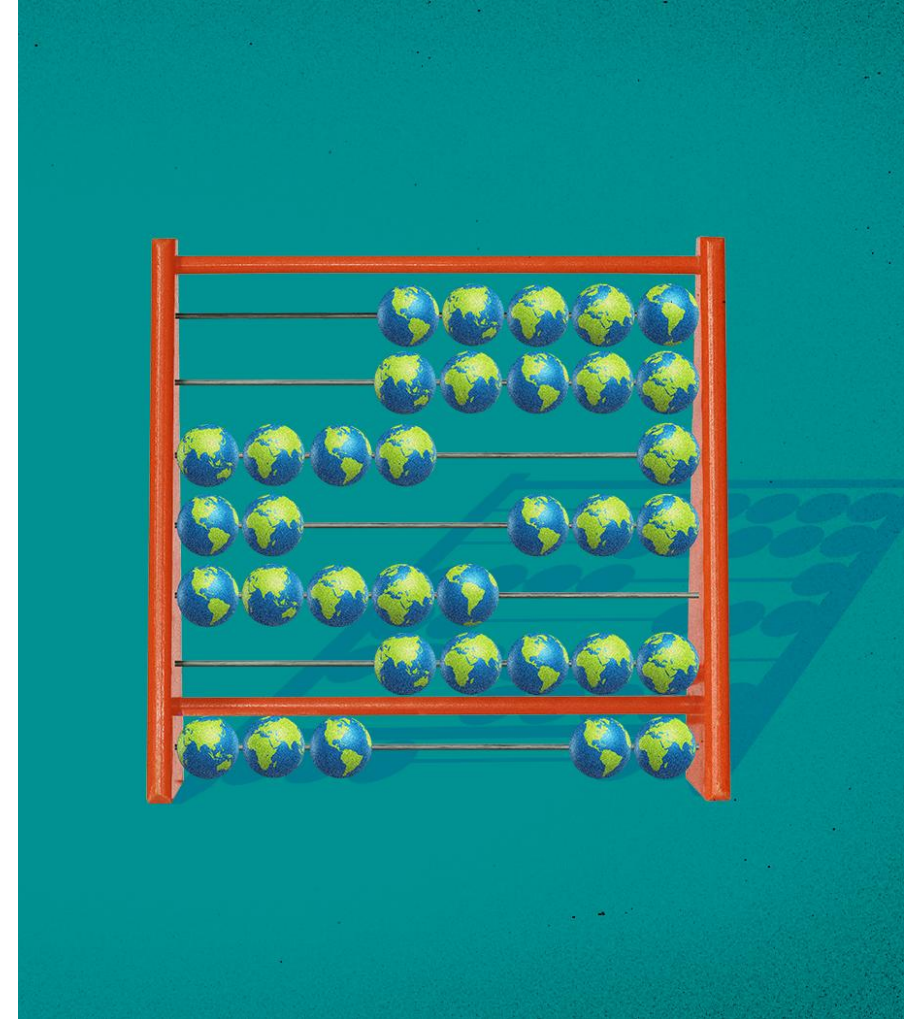
## TESTING

We support and develop pilot projects together, strengthen the exchange and support their scaling.



# General acknowledgement and remarks

- ✓ **There is rising interest among partners and pilot projects** to engage with research and education institutions.
- ✓ **Embed real-world challenges and needs from the start** to ensure relevance and impact.
- ✓ **Key role of academia in the transition:** Universities and education actors provide scientific grounding, legitimacy, awareness-raising, critical debate, and essential human and institutional resources to these experiments.



# How collaboration can look like



## **Integrate practical knowledge into teaching formats**

Insights, case studies and methods delivered in courses by our team or pilot partners.

## **Bring real-world challenges into academia**

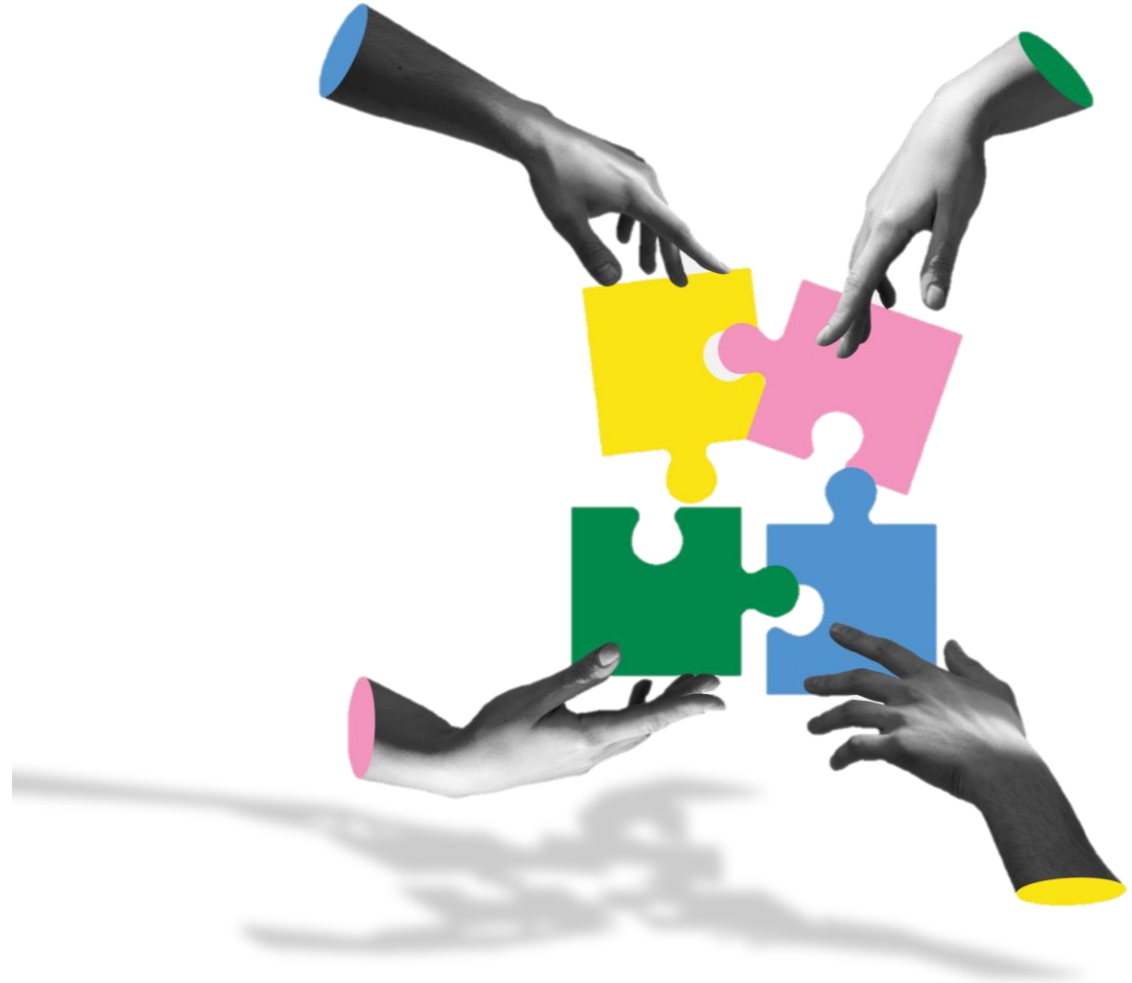
Concrete partner and pilot challenges (e.g. “System Change Lab” at ZHAW) for hands-on learning.

## **Act as a bridge to practice, civil society and policy**

A partner in real-world experiments, linking academia with NGO practice and policy.

## **Co-create guiding questions and joint projects**

Define key research questions and joint projects on living within planetary boundaries.



# Themes



We prioritise projects addressing the following sustainability challenges:



**Sustainable Food  
Systems**



**Consumption and  
Advertisement**



**Sufficiency in  
Business**

# Themes

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Other topics that also fit our thematic focus areas:

Sustainable Digitalisation & AI

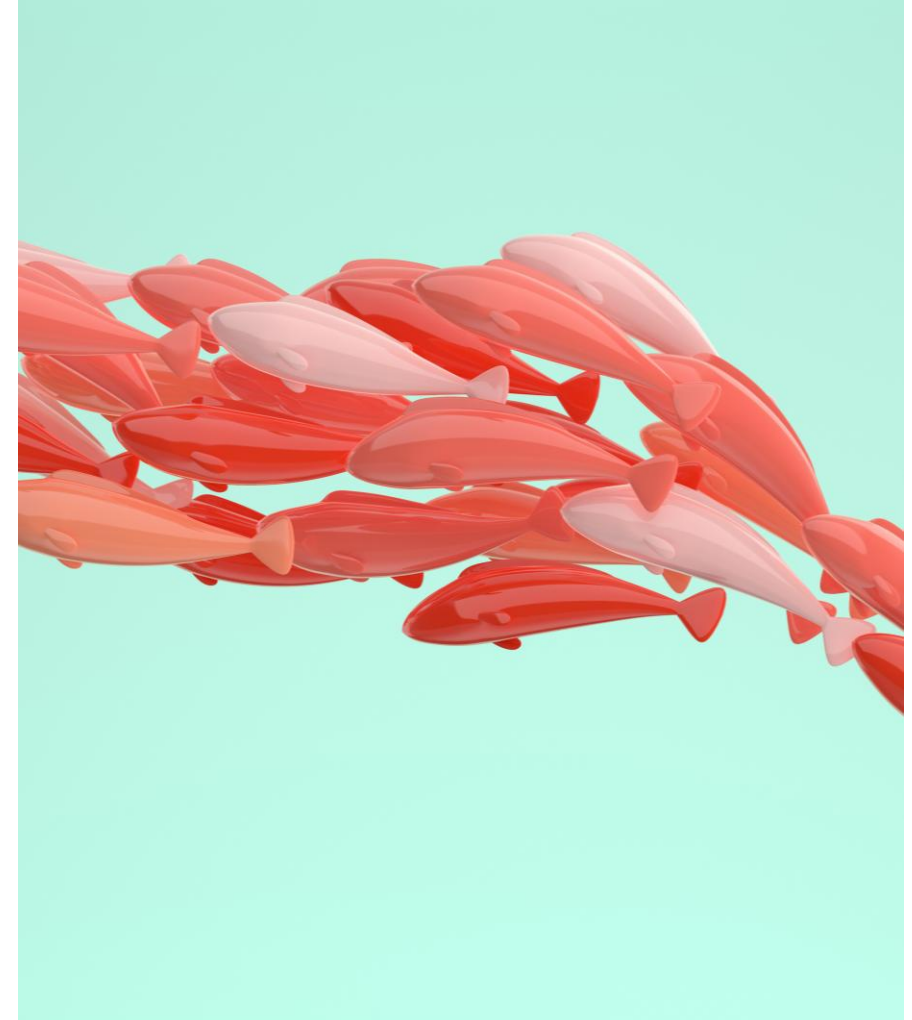
Sustainable Mobility

Social Security beyond economic growth

Buildings, Energy and Housing

# A future “Project Cooperation Call”

- We’re interested in co-creating projects
- Thematic input and support
- We can establish exchange between universities and practitioners, and participate as an organisational partner
- Planned start: in the course of 2027
- Funding: research funds (via universities and in cooperation with us)





# Q&A Session

# Participants' Questionnaire

**Questionnaire regarding your  
interest in cooperation projects**



# Workshop Facilitators



**Franziska Zoller**  
Head Innovation & Socio-  
economic Change  
WWF Switzerland



**Dr. Jeannette Behringer**  
Head of Sustainable Develop-  
ment in Research and Teaching  
at the UZH & Director of the  
ZKSD Sufficiency Programme



**Léo Gilliard**  
Lead Science-to-Policy and  
Advocacy  
WWF Switzerland



**Simon Zysset**  
Lead Sustainability in  
Higher Education  
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# Workshop Facilitators

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**Leslie Albracht**  
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**Sandra Sgarbossa**  
Intern Innovation & Socio-  
Economic Change, One Planet Lab  
WWF Switzerland



**Dr. Leonard Creutzburg**  
Co-Lead One Planet Lab /  
Lead New Economic Models  
WWF Switzerland

# Workshops



## *Strategic focus*



### **Transformative Research for Sustainability Transformation**

Franziska Zoller & Jeannette Behringer



### **Enabling Conditions for Impact-Oriented Transfer & Cooperation**

Léo Gilliard



### **Transformative Teaching and Learning in Transfer and Cooperation Projects**

Simon Zysset

## *Thematic focus*



### **Local Food Fund**

Leslie Albracht



### **Consumption and Advertisement**

Sandra Sgarbossa



### **Sufficiency in Business**

Dr. Leonard Creutzburg

# Workshops



## Thank you!

- Analysis of survey results and workshop outcomes
- Integration of your feedback in the process
- 2027: Launch of a Call for applications

For questions, support and specific requests, please contact Simon Zysset:

*[simon.zysset@wwf.ch](mailto:simon.zysset@wwf.ch)*



# Resource Recommendation: Sustainability in Academia – SiA



SiA is a sustainability knowledge hub and collaborative platform that collects educational resources around sustainability-related topics.

SiA is an open access platform:

<https://sustainabilityinacademia.org/>

**Browse through our collection of open teaching resources to embed sustainability into Business Education**

## Case studies and research papers

Develop structured reasoning through real-world analysis and evidence-based critical thinking.



## Full courses, lesson plans and syllabi

Provide comprehensive learning frameworks with systematic progression and clear objectives.



## Interactive visuals and infographics

Transform complex data into accessible formats that reveal patterns and systemic relationships.



# Resources and Online Events



**Save the date! 17<sup>th</sup> of September 2026**

**12pm–1pm**

Online webinar about the *Potential of Plural Economics for Teaching and Research*.

Guest speakers: Katy Shields & Anthony Patt.  
Moderation: Florian Bally-Rommel.

Register on our website:

<https://www.he-sustainability.ch/>



# Let's stay connected via our newsletters



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# Feedback Form

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