



# Transfer- and Cooperationprojects for Sustainable Transformation

Online Event - Publication of Report

17.06.2026

# About us



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Higher Education  
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**Laurène Descamps**  
Co-responsible, One Planet Lab FR & DE  
WWF Switzerland

# Agenda



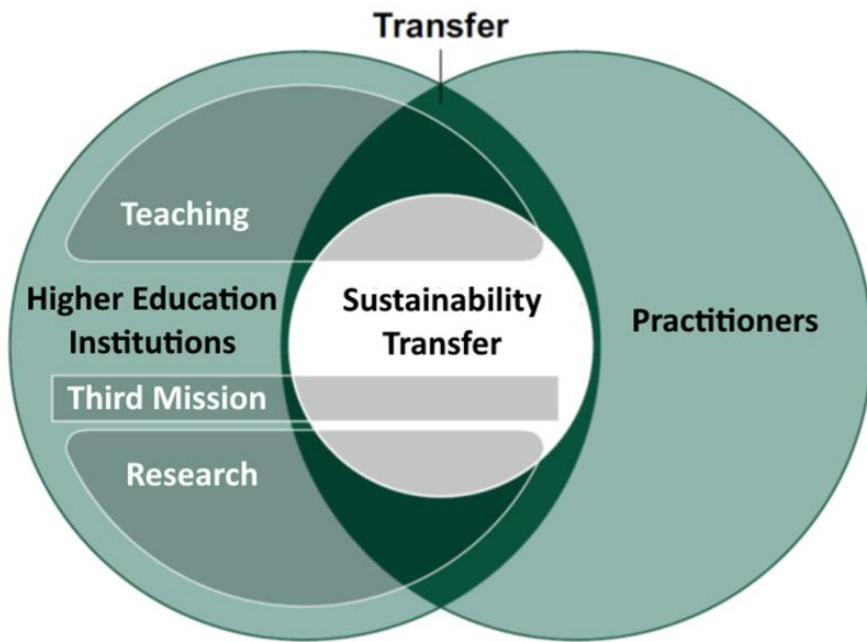
1. **Main insights of our report**
2. **Best-practice example: Real-world laboratory  
Jurapark Aargau**
3. **Pilot projects of One Planet Lab**
4. **Q&A Session - Exchange**
5. **Short outlook**



# Importance of Transfer- and Cooperationprojects



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

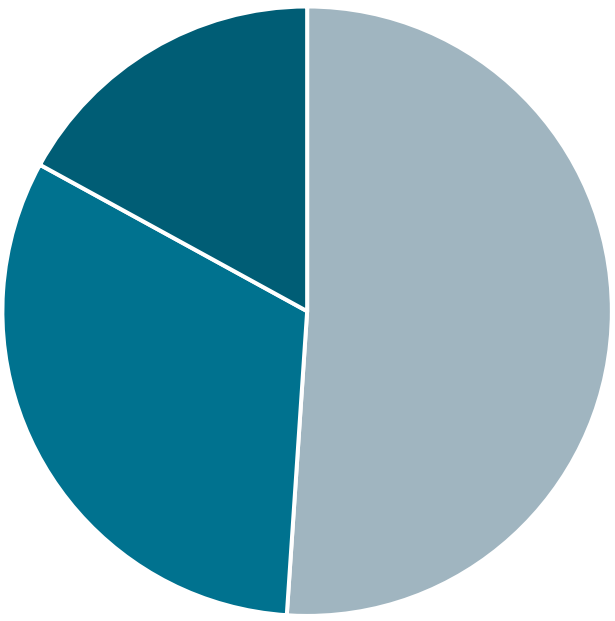


Culture of Transfer and Collaboration				
Institutional Requirements	<b>Strategy</b> Is knowledge transfer an integral part of goal-setting processes and internal/external performance evaluations?	<b>Incentives and Recognition</b> Is the transfer recognized as a relevant dimension of academic performance and actively promoted?	<b>Operational Processes and Structures</b> Are there operational structures and processes in place to provide service-oriented support for the activities and stakeholders within the transfer?	<b>Staff and Resources</b> What staff and financial resources are available for the transfer?
	<b>Research-Based Collaboration and Commercialization</b> Applying research findings for societal and economic benefit	<b>Relationship Management</b> Building and developing personal relationships for potential future transfer activities	<b>Research Infrastructure</b> Provision of technical (large-scale equipment, databases) and non-technical resources (libraries, collections)	<b>Entrepreneurship</b> Fostering entrepreneurial thinking and action, and supporting startup initiatives
Transfer fields	<b>Transfer-Oriented Teaching and Continuing Education</b> Involvement of Non-Academic Partners in Teaching and Learning Formats	<b>Scientific Advice for Decision-Makers and Affected Parties</b> Structured activities to support science-based decision-making	<b>Research and Development in Partnership with Society</b> Involving societal stakeholders in the research process and in the development of solutions	<b>Science Dialogue</b> Dialogue-based formats for science communication with the public

# Main insights of our report

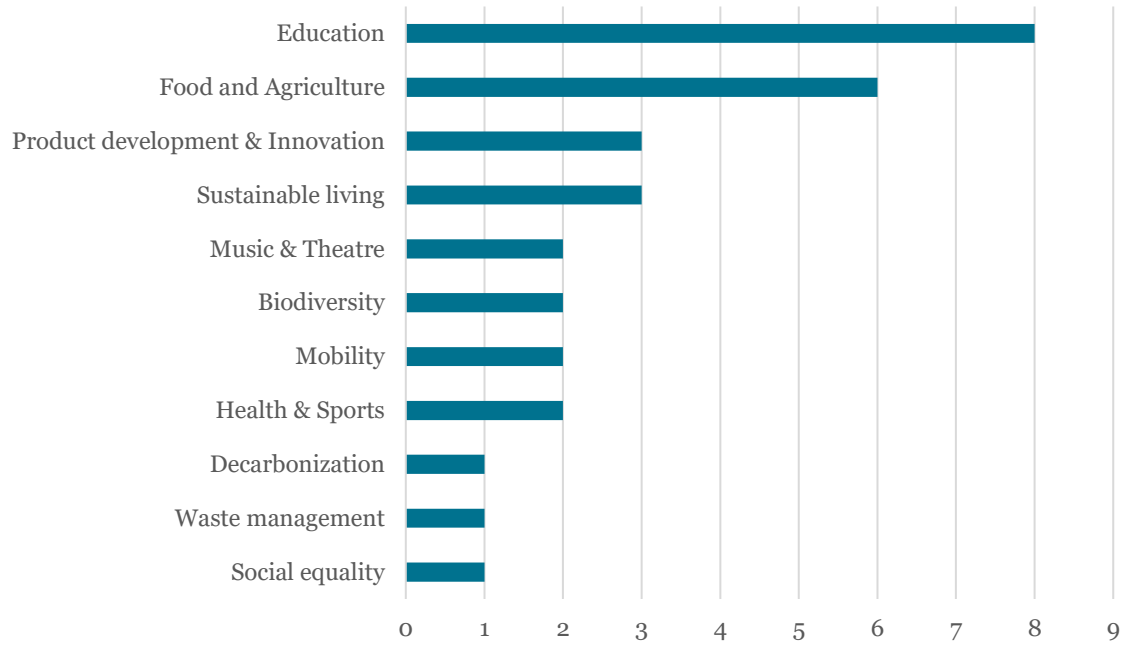


Share of higher education institutions



■ Universities of applied sciences   ■ Universities   ■ Universities of Teacher Education

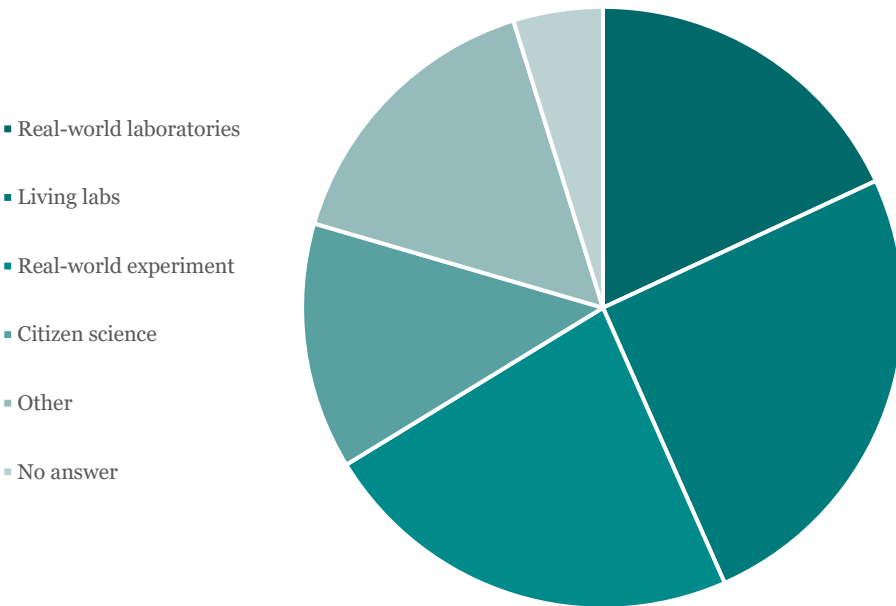
Research field



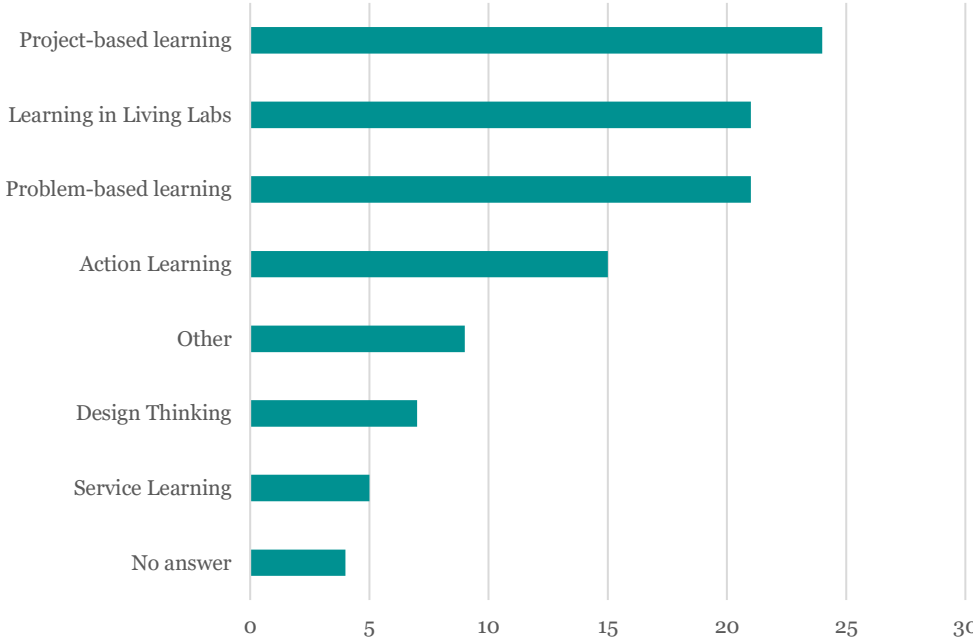
# Main insights of our report



Methods used to conduct research



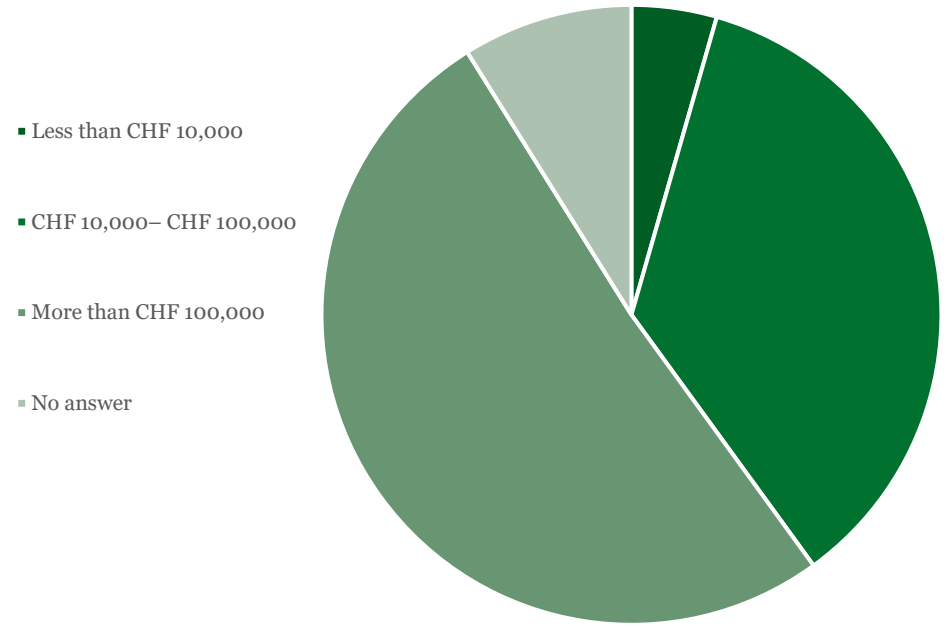
Method used to conduct the transdisciplinary learning project for students



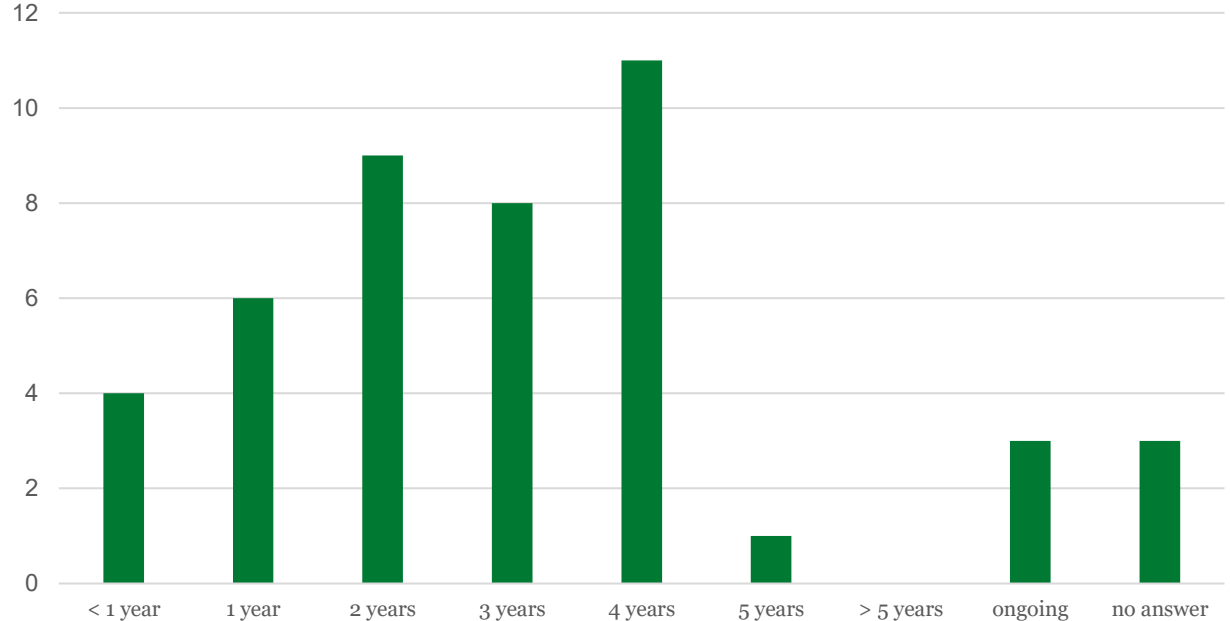
# Main insights of our report



Total budget (including staff costs)



Project duration



# Our Recommendations



1. **Strategy:** Development and implementation of a third mission strategy on a national level by swissuniversities and at individual university level
2. **Framework conditions:** expand funding structures, resources and cross-university collaboration to strengthen the third mission, and in particular transfer and cooperation projects for the sustainability transformation; in state research and innovation funding, specifically promote transfer and cooperation projects for the sustainability transformation
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; strive for co-creation
5. **Students:** involve them more closely; involve more students through links with practical modules and utilize these for the practical acquisition of knowledge and the development of students' skills; harness students' potential and creativity through student projects

# Preview of best-practice examples



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

## 5.1. Real-World Laboratory Jurapark Aargau

Jurapark Aargau is a regional nature park of national importance in Switzerland. Organised as an association, it collaborates closely with local authorities and a wide range of stakeholders to promote sustainable regional development. The park connects habitats and brings people together through cooperative initiatives and partnerships. Its mission is to preserve and enhance the area's natural and cultural heritage whilst strengthening the regional economy and contributing to a high quality of life for local communities.



Image 1: Learning in the fresh air – the forest classroom in Densbüren. (Photo: Yuri Schmid)

Within this context, the Real-World Laboratory Jurapark Aargau brings together residents, practitioners, and researchers from institutions across the ETH-Domain to develop and test solutions for sustainable regional development. The Real-World Lab Jurapark Aargau is a joint initiative led by ETH Zurich and the Swiss Federal Research Institute WSL in close collaboration with Jurapark Aargau and a range of regional, national partners and national research institutes. Running until the end of 2026, the initiative focuses on real-world experiments in water management, climate adaptation, and circular economy.



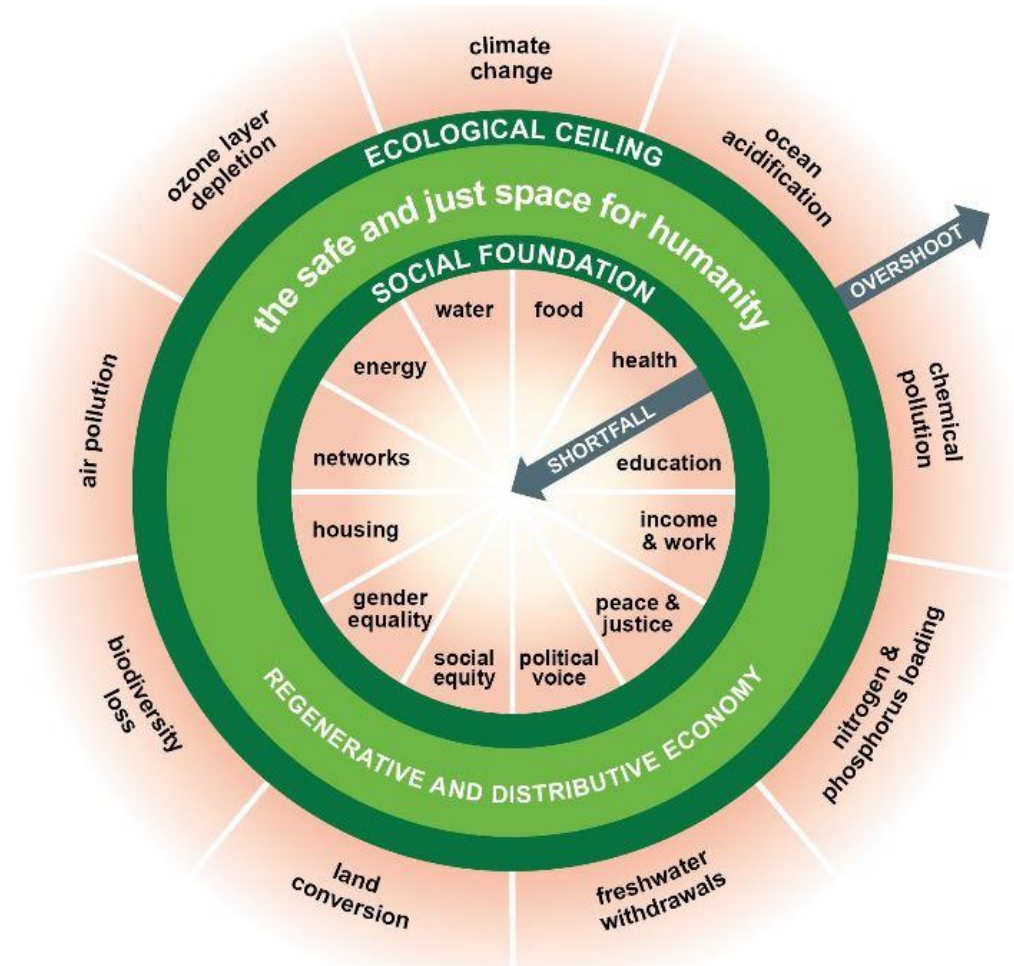
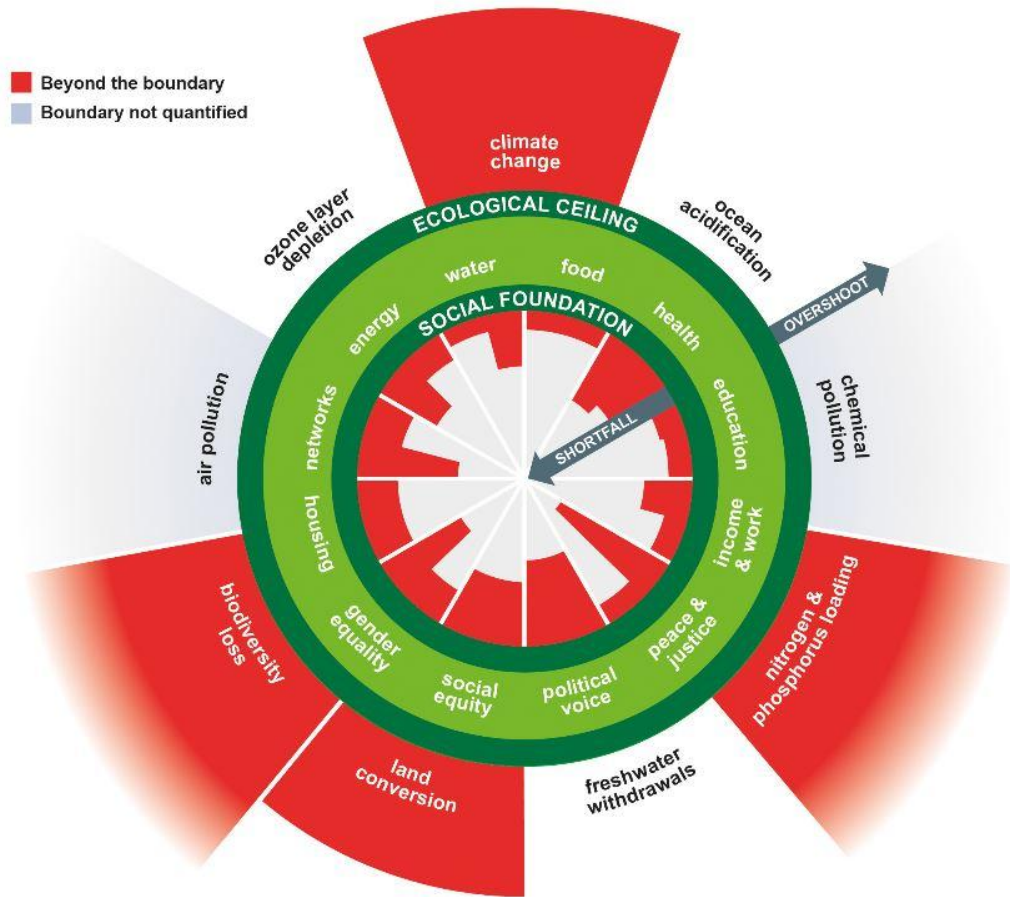
Save our Planet now!

# One Planet Lab (WWF Switzerland)

Laurène Descamps, Co-responsible DE & FR

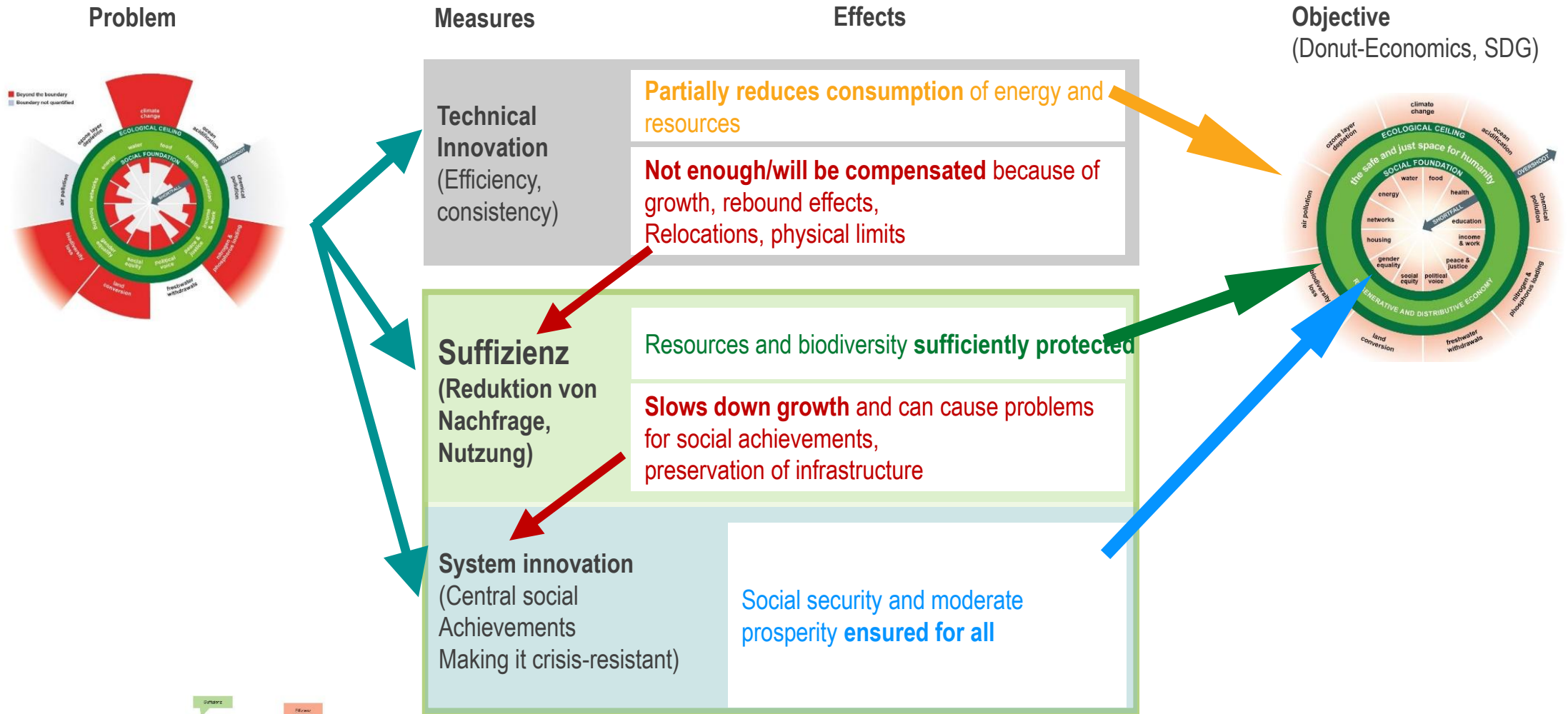


# The goal: a society and economy within planetary limits



Quelle: Doughnut Economy von Kate Raworth

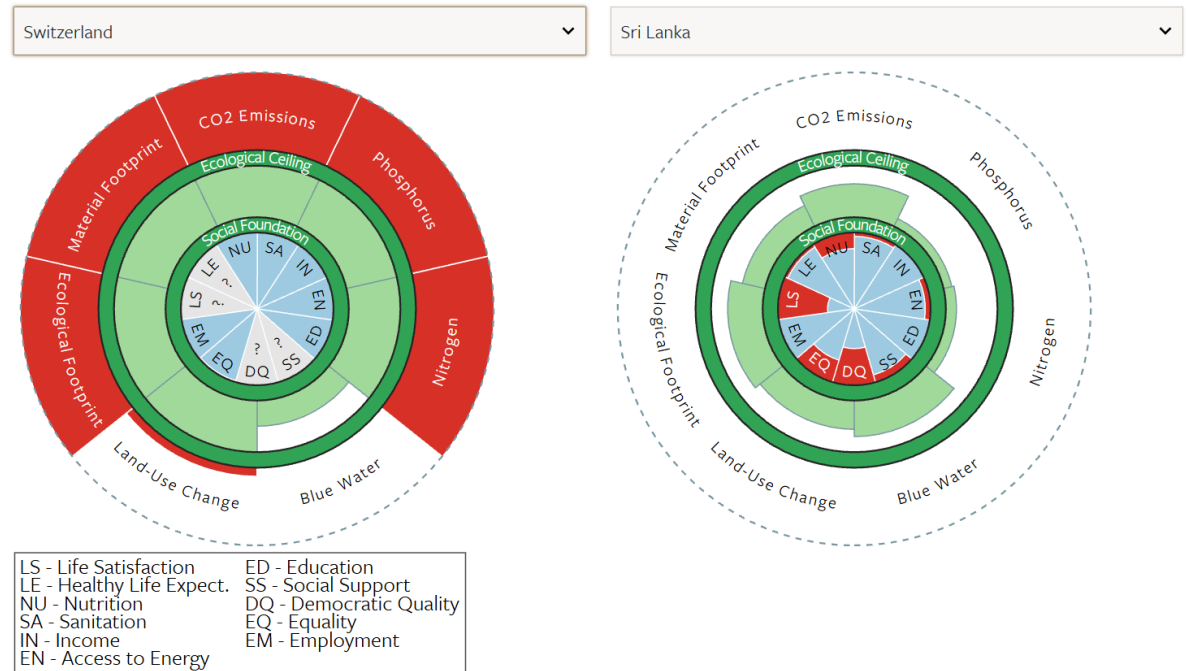
# Thematic focus: Sufficiency and system innovation as key elements of transformation



$$I_{mpact} = P_{opulation} * A_{ffluence} * T_{echnology}$$

Umweltbelastung = Anzahl Menschen \* materieller Wohlstand \* eingesetzte Technologie

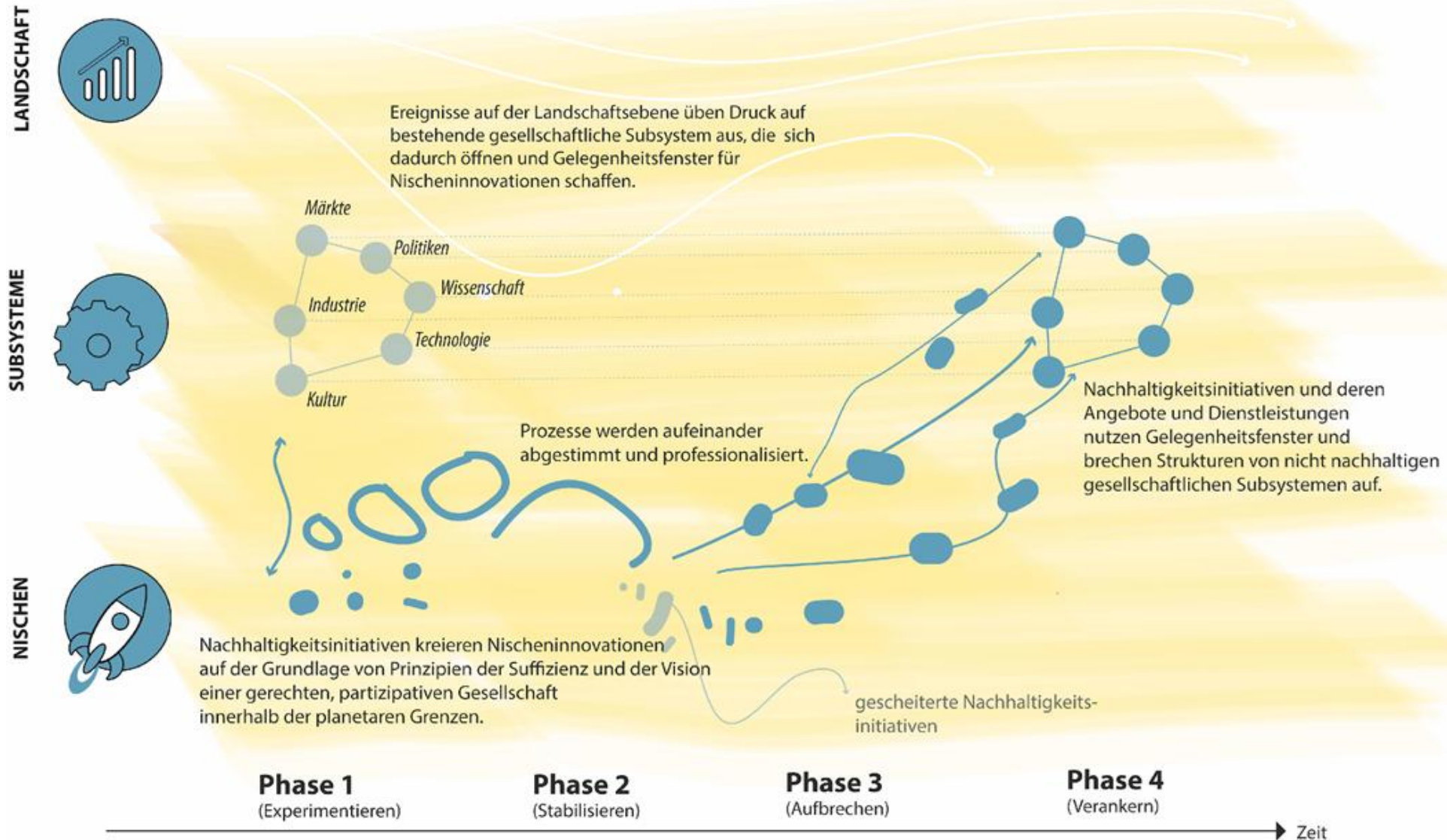
# What we need to achieve: Just transition



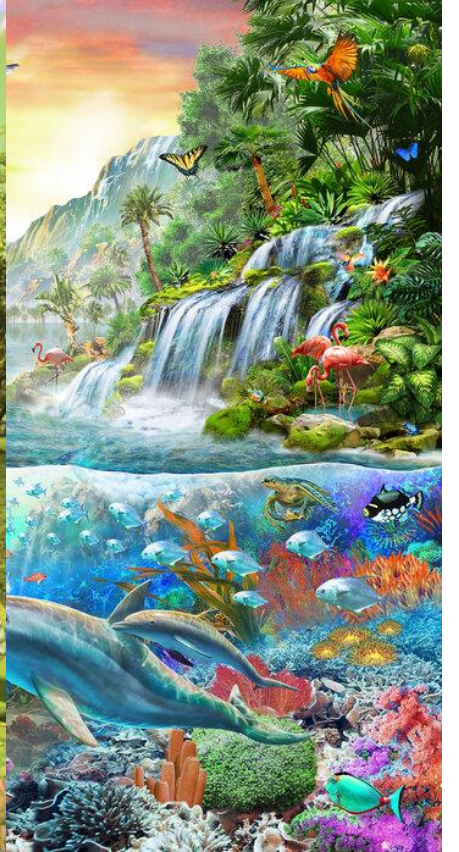
# Pathways to an economy within planetary boundaries



# How does the transition happen?







# 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.



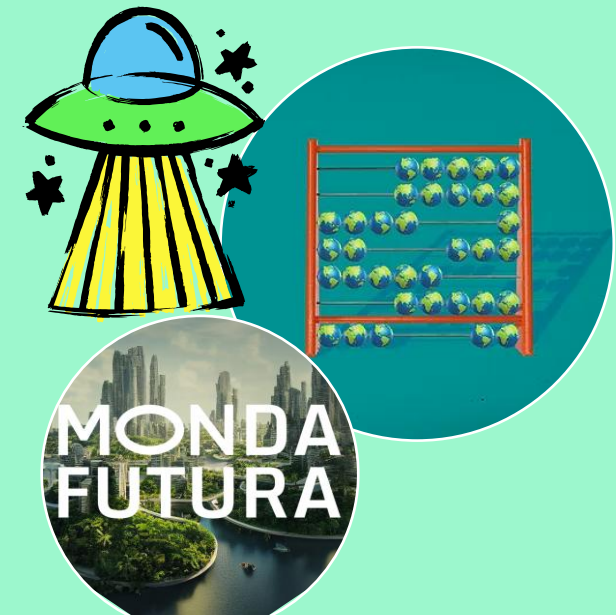
## NETWORK

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



## TESTING

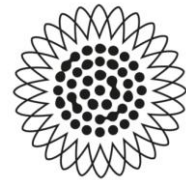
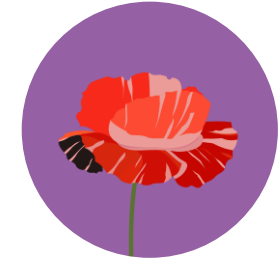
We support and develop pilot projects together, strengthen the exchange and support their scaling.



# Strengthening the ecosystem of transformation actors



## Partner-Update 2026



FABLAB



Koopernikus



LA CHAUX-DE-FONDS



IG Klimagenossenschaft



Ama-K Bro



# Testing: we support pilot projects



## Ernährung | *Alimentation*



Franc Paysan



LOCALI



Observatoire des Systèmes Alimentaires



Caisse lausannoise de l'alimentation



Aufbau einer regionalen Direktvermarktungs- und Logistikstruktur



AgriTcoltura

## Wohnen & Energie | *Habitat & Energie*



PIONIERQUARTIER



Klimagenossenschaft



Moratoire sur les constructions neuves



PALEO-ENERGETIQUE.ORG

Rétrofutur Suisse

## Postwachstum & neue Narrative | *Post-croissance & Nouveaux récits*



Redirection Post-croissance des PME



su-via



Audience Move: Wirkungorientierter Einsatz von filmischen Nachhaltigkeitsnarrativen

# Interest from projects to work with education & research institutions



## Already working with education bodies & unis

*CALIM Geneve & Lausanne, Franc Paysan, Enessert, Moratoire construction neuves, Retrofutur Suisse*

### Scope & reasons

*For some already in contact with universities and education bodies but looking for more systematic partners*

## Yes, would really like some (more) collaboration

*CALIM Lausanne, Franc Paysan, OBSA, Pionierquartier, Klimagenossenschaft, Audience Move, Redirection Post-Croissance*

### Scope & reasons

*creating the right indicators, impact assessment*

*Behavioural Change and behavioural economics*

*CO2 emissions measurements*

*Scientific backup and local legitimacy*

*Environmental communications, narratives*

## Maybe, haven't thought about it yet

*AgriTlcoltora, Su-via*

# Own pilot project



**Ernährungskasse Zürich**

**The idea:** In Switzerland, a healthy and sustainable diet is not affordable for around a third of the population, while organic shops and small producers are under strong economic pressure. A solidarity-based food fund enables citizens to regain control of the food system, ensure access to good food for all, and drive the transition to a sustainable and resilient food system. Participants receive a fixed monthly amount in a dedicated currency that can only be redeemed at selected stores. A pilot project is planned in Zurich – the first in German-speaking Switzerland.

**Partners:** ZHAW, Uniterre, Grüne Zürich, volunteers from Solawi networks and civil society

# “Good Food for All” as example of fostering collaboration



## Sharing knowledge & Advocacy

## Pilot projects and experiments

## Foster interdisciplinary collaborations

## Higher Education collaboration

Good Food For All | Gute Ernährung für Alle | Une bonne alimentation pour tous et toutes

Why & what do we mean by this?



Vernetzungstreffen: Ein  
25. März 20

**SOLIDARISCHE ERNÄHRUNGSKASSE ZÜRICH – FAIR, LOKAL UND FÜR ALLE ZUGÄNGLICH**



Identify, support and scale pilot solutions in that topical field



Initiate own Pilotproject in that field:  
Ernährungskasse Zürich



FUTURE URBAN SOCIETY



IDEATION (CALL FOR IDEAS)

GOOD FOOD FOR ALL

14. April 26 | 14:00 - 17:30

Bern



Gutes Essen für alle

Stefan Geissberger, Benedict Butikofer, Milena Trinker

Case in module of  
competence center  
of development

u<sup>b</sup>

UNIVERSITÄT BERN

Zürcher Hochschule für Angewandte Wissenschaften

zhaw

# How collaboration can look like



## Integrate practical knowledge into teaching formats

*Contribute real-world insights, case studies, and methodologies through courses and modules—delivered by One Planet Lab team members or representatives from our pilot projects.*

## Bring real-world challenges into academia

*Source concrete challenges from partners and pilot projects (e.g. within modules such as ZHAW's System Change Module or CDE Uni Bern) to enable hands-on learning.*

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

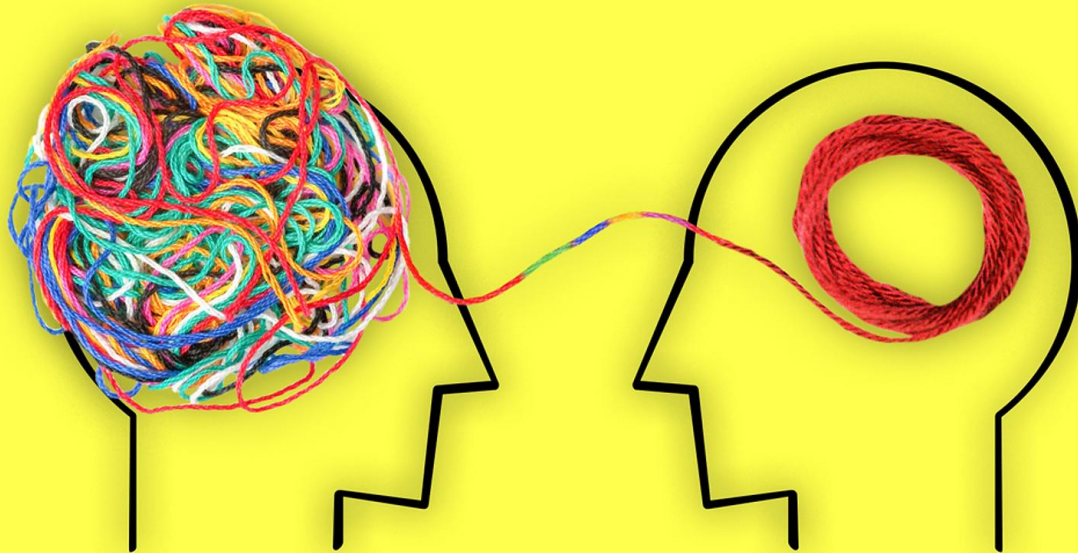
*We can serve as a partner in real-world experiments, connecting academic work with NGO practice and policy processes.*

## Co-create guiding questions and joint projects

*Collaborate with the One Planet Lab / WWF team to define key research questions and develop joint exploratory projects on how to operate within planetary boundaries.*

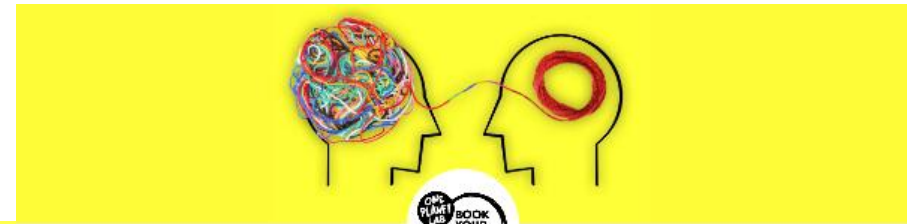


# BookYourExpert



**130+** experts to support your projects

→ reach out to: [info@bookyourexpert.ch](mailto:info@bookyourexpert.ch)



## One Planet Lab Booking Portal

Q Search Tags - Language -

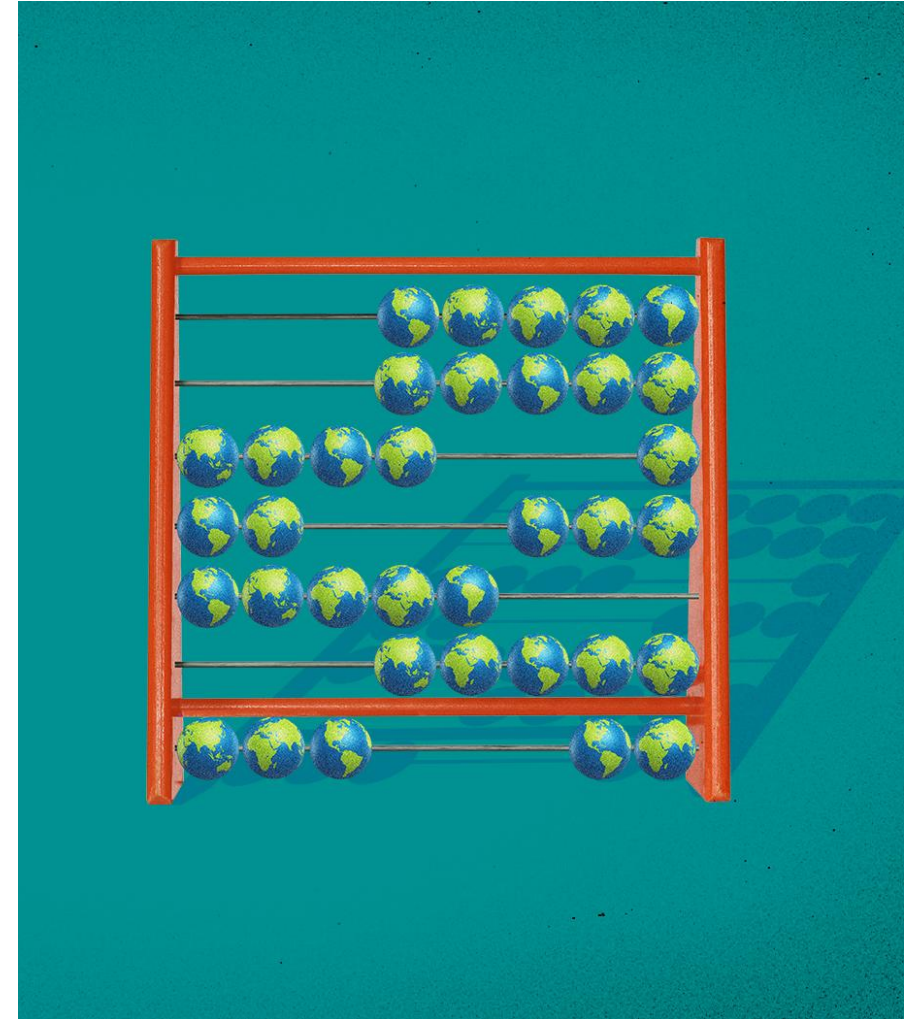
 <p><b>Abena Lauber</b> Community building   Fundraising   Partnerships</p>	 <p><b>Alexandre Le Thiec</b> Business design   Circular economy   Communication   Leadership   Marketing</p>	 <p><b>Andreas Renggli</b> Brand management   Communication   Content marketing   Media relations</p>	 <p><b>Andreea Hossmann</b> Impact Innovation   Regenerative economy   Self-organized teams   Strategy</p>
 <p><b>Anja Nieveler</b> Business design   Circular economy   Doughnut economics   Fundraising</p>	 <p><b>Anna Schulenburg</b> Business design   Carbon negative technologies   Carbon Removal   CO2</p>	 <p><b>Anna Koriath</b> Communication   Content marketing   Design   Illustration   Social media</p>	 <p><b>Anne Jomard</b> Nutrition   Sustainable food</p>
 <p><b>Anne-Käthi Leuenberger</b> Advocacy   Business development   Carbon footprint   Climate targets</p>	 <p><b>Ashima Rajput</b> Carbon footprint   Circular economy   Climate Targets   CO2 reduction path   CO2</p>	 <p><b>Barbara Chastellain (Fanti)</b> B Leader   Carbon footprint   Circular economy   Climate Fresk   CSR   Financial</p>	 <p><b>Barbara Dubach</b> Advocacy   Circular economy   Communication   CSR   Design thinking   GRI</p>

# General acknowledgement and remarks

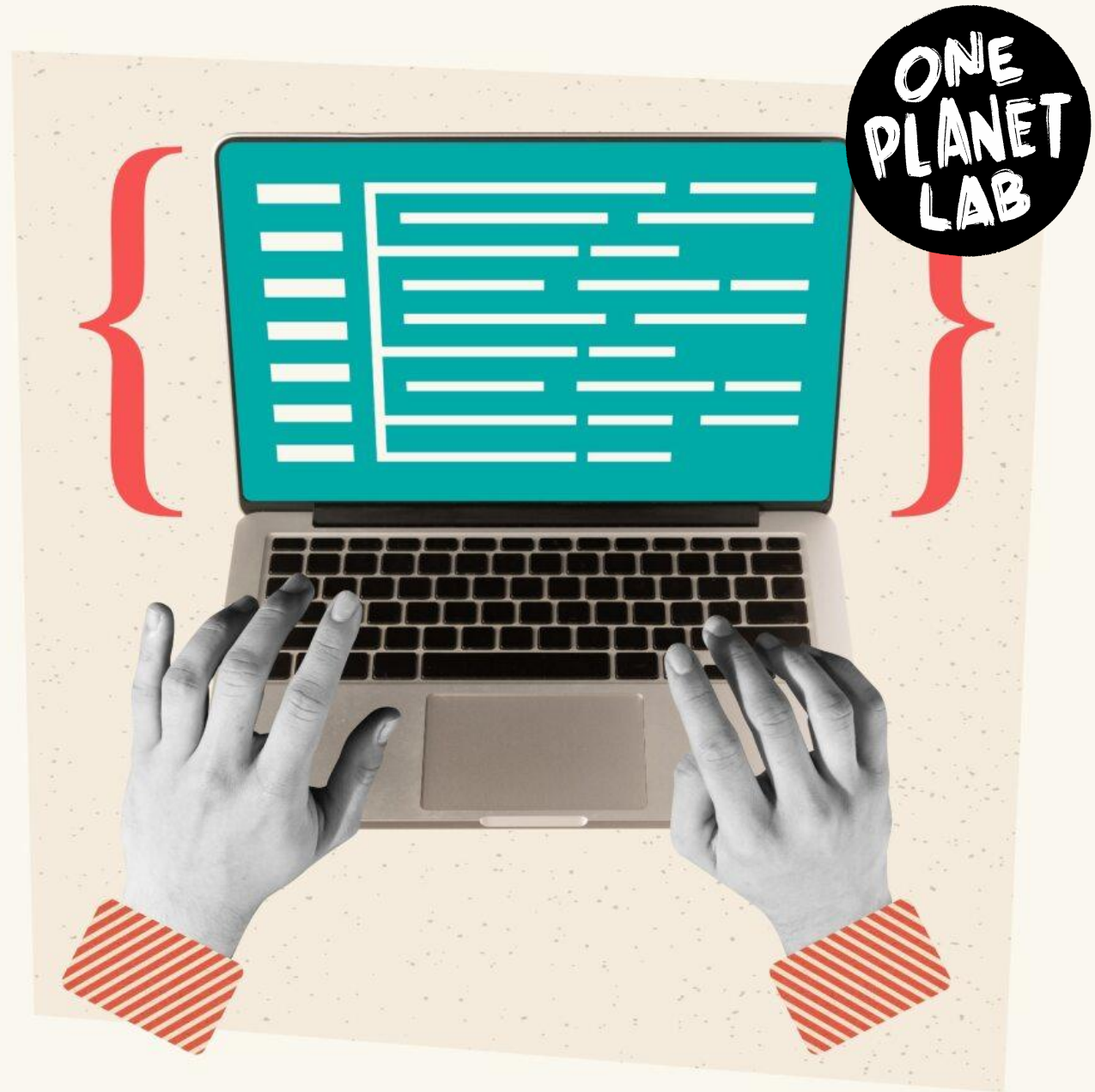


- ✓ **There is rising interest among partners and pilot projects** to engage with research and education institutions.
- ✓ **Embed real world challenges and needs from the start** to ensure relevance and impact.
- ✓ **Key role of academia in the transition:** Universities and education actors provide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

See you at the **Sustainable University Day SUD on 1 September 2026 at Kulturpark ZH**: in collaboration with Zurich Knowledge Center for Sustainable Development (ZKSD) !



**One Planet Lab  
Newsletter:  
Inscrivez-vous ici !  
Meldet euch hier an!**



# THANK YOU!



Feel free to contact me!  
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Co-responsible  
One Planet Lab,  
WWF Suisse



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One Planet Lab Schweiz /Suisse  
Instagram  
[@oneplanetlab\\_schweiz](https://www.instagram.com/oneplanetlab_schweiz)





# Q&A Session

# Save the date - SUD 2026 and Workshop for Transfer- and Cooperation Approches



**Sustainable University Day SUD 2026** hosted by the Zurich Knowledge Center for Sustainable Development (ZKSD), *One Planet Lab* and *WWF Switzerland*

**WHEN?** *September 1st 2026*

**WHERE?** *Zurich Kulturpark*

**WHAT?** *In the morning:* Sustainability Network of swissuniversities and its thematic working groups such as sustainable business travel, green labs, climate neutrality, and reporting.

*In the afternoon:* Kick-off event for transfer and cooperation projects between universities and practice partners for sustainability transformation, organized by One Planet Lab and WWF Switzerland.

**WHO?** Anyone - whether out of academic or non-academic interest - who would like to learn more about the Sustainability Network of swissuniversities, transfer and cooperation projects, meet representatives from higher education and practice partners and network for future collaboration.

-----The program and registration details will follow-----

# Further links

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Transfer and Cooperation Projects for Sustainable Transformation - An Overview of Projects and Support Structures at Universities in Switzerland 2026: [www.wwf.ch/transfer](http://www.wwf.ch/transfer)

Advancing Sustainability in Swiss Higher Education:  
[www.wwf.ch/universities](http://www.wwf.ch/universities)

For more events, online event recordings and the study guide:  
Higher Education Website: <https://www.he-sustainability.ch/>

Teaching and Learning Material:  
Sustainability in Academia: <https://sustainabilityinacademia.org>



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