

ENDBERICHT

[604.610] Study Excursion to SEE or CEE (International Management) &
[602.993] Creative & Cultural Entrepreneurship (Media and Convergence Management)

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EINLEITUNG

Im akademischen Jahr 2024/2025 förderte der W&R-Förderverein zwei folgende Kurse: *Study Excursion to SEE or CEE* im Rahmen des englischsprachigen Masterprogramms *International Management* (Wintersemester 2024/25) sowie *Creative & Cultural Entrepreneurship* im Rahmen des ebenfalls englischsprachigen Masterprogramms *Media and Convergence Management* (Sommersemester 2025). Beide Kurse folgten dem dreiteiligen methodischen Ansatz *Exploring, Experiencing and Exhibiting* und beinhalteten wesentliche Nachhaltigkeitselemente - Kreislaufwirtschaft im ersten, Sozial- und Öko-Entrepreneurship im zweiten Kurs. Die finanzielle Unterstützung des Vereins betraf den kreativen Bereich, nämlich den Druck der Poster für die abschließende Ausstellungsphase.

Im Folgenden wird ein Kurzbericht zur Umsetzung der beiden Kurse auf Basis des dreiteiligen methodischen Ansatzes präsentiert.

STUDY EXCURSION TO SEE OR CEE

Der Kurs widmete sich dem Thema „Die Rolle der Unternehmen für eine Kreislauf- und nachhaltige Wirtschaft“. Insgesamt nahmen 33 internationale Studierende des Masterprogramms *International Management* daran teil. Nach der Teilnahme an einer praxisorientierten Veranstaltung arbeiteten die Studierenden an Semesterprojekten, deren Ergebnisse zum Ende des Semesters präsentiert wurden.

Exploring

Im Mittelpunkt des Kurses standen Semesterprojekte, die in Kleingruppen bearbeitet wurden und das Ziel hatten, die Umsetzung der Prinzipien der Kreislaufwirtschaft in einem ausgewählten Land und anhand eines nachhaltigen Unternehmens zu analysieren. Nach der Recherche- und Analysephase sollten die Studierenden die gewonnenen Erkenntnisse kreativ in Form von Postern darstellen.

Experiencing

Am 21. November 2024 besuchten die Studierenden die internationale Veranstaltung „*CARINTHIA innovates*“ im benachbarten Lakeside Park.¹ Die von der BABEG Kärntner Betriebsansiedlungs- und Beteiligungsgesellschaft m.b.H. organisierte Veranstaltung diente dem Austausch von Innovationsideen sowie der Vernetzung zwischen Forschungseinrichtungen und Unternehmen. Ein Schwerpunkt lag auf Nachhaltigkeit, insbesondere der Kreislaufwirtschaft.

¹ <https://content.babeg.at/carinthia-innovates>

Die Studierenden nahmen an zwei interaktiven Workshops teil: „Kreislaufwirtschaft“ (geleitet von Green Tech Valley) und „Ökosysteme für soziale Innovationen“ (geleitet von Herrn Dr. Patrick Gregori, Alpen-Adria-Universität Klagenfurt). Die Teilnahme bot eine wertvolle Gelegenheit, neue Impulse für den Kursschwerpunkt Nachhaltigkeit und Kreislaufwirtschaft zu erhalten und Vertreter regionaler, nationaler sowie internationaler Unternehmen persönlich kennenzulernen.



Studierende des Masterprogramms *International Management* bei *CARINTHIA innovates*

Exhibiting

Zum Abschluss des Semesterprojekts fand am 30. Jänner 2025 im *inspire! Lab* (Lakeside Park) die Ausstellung der im Kurs erarbeiteten Poster statt. Präsentiert wurden insgesamt acht Projekte, die nachhaltige Praktiken und Maßnahmen im Sinne der Kreislaufwirtschaft aufzeigten - sowohl bei großen, etablierten Unternehmen (z. B. IKEA, Siemens) als auch bei jungen, nachhaltigen Start-ups (z. B. Munch aus Ungarn). Die Projekte zeigten, wie die untersuchten Unternehmen neben wirtschaftlichem Erfolg auch ökologische und häufig soziale Mehrwerte schaffen. Ausgewählte Posterbeispiele sind im [Anhang 1](#) zu finden.

CREATIVE & CULTURAL ENTREPRENEURSHIP

Im Kurs arbeiteten 23 internationale Studierende des Masterprogramms *Media and Convergence Management* an unternehmerischer Praxis im kulturellen und kreativen Bereich, die darauf abzielt, nicht nur wirtschaftlichen, sondern auch ästhetischen, symbolischen und/oder sozialen Mehrwert zu schaffen. Nach einer einführenden Fallstudienanalyse erarbeiteten sie in Kleingruppen Semesterprojekte. Die Ergebnisse wurden bei der Abschlussausstellung im Juni präsentiert.

Exploring

Die Semesterprojekte basierten auf eigenen (Gruppen-)Feldstudien, bei denen die Studierenden eine ausgewählte kreative oder kulturelle Branche (z.B. Bildende Kunst, Kulturerbe,

Architektur, Musik) sowie die unternehmerische Praxis und kulturelle Produktion eines gewählten Kreativ- oder Kulturunternehmers analysierten. Als theoretische Grundlage diente der soziologische Ansatz von Pierre Bourdieu zur „kulturellen Produktion“.² Neben der Analyse von Branchenstatistiken durch Webrecherche hatten die Studierenden vor allem persönlichen Kontakt zu den Unternehmer*innen, führten Interviews und wurden teilweise auch zu Veranstaltungen, etwa einem Musikkonzert lokaler Künstler*innen, eingeladen.

Experiencing

Am 2. April 2025 beschäftigten sich die Studierenden im kreativen Raum *inspire! Lab* mit der Fallstudie zur *Aftertaste Foundation*. Sie analysierten die Entstehung und Entwicklung der kulturellen Non-Profit-Organisation. Im Mittelpunkt standen die Motive der Gründung, die Mobilisierung von Ressourcen, das Geschäftsmodell sowie Herausforderungen und Strategien zu deren Bewältigung. Die *Aftertaste Foundation* unterstützt Frauen aus armen Stadtteilen Mumbais, die nachhaltiges Kunsthandwerk herstellen, welches an Firmen- und Privatkunden verkauft wird. Das Geschäftsmodell des Kulturbetriebs zielt somit darauf ab, sowohl kulturellen als auch sozialen Impact zu erzeugen. Die Fallstudienanalyse vermittelte erste Impulse und Grundlagen zum kulturellen Unternehmertum als Basis für die Semesterprojekte.



*Aftertaste Foundation - Art for Empowerment*³

Exhibiting

Am 18. Juni 2025 präsentierten die Studierenden ihre Semesterprojekte in Form von Postern im *inspire! Lab*. Die Vielfalt der Projekte reichte von einer Non-Profit-Kulturinitiative mit musikalischen Events über Fotografie bis hin zu einer Gamified App zur Förderung nachhaltiger Ziele - größtenteils aus Österreich. Auch Beiträge über Kunstunternehmer*innen aus Asien (Heritage) und Afrika (Bildende Kunst) waren Teil der Ausstellung. Insgesamt gab es sechs Projekte. Den Abschluss des Kurses bildete eine lebhafte Diskussion über die Bedeutung kulturellen Unternehmertums und die verschiedenen Wege, gesellschaftlichen Mehrwert mit Kunst zu schaffen. Ausgewählte Posterbeispiele sind im [Anhang 2](#) zu finden.

² McIntyre P., Fulton J., Kerrigan S. and M. Meany (2023): "Entrepreneurship in the Creative Industries. How Innovative Agents, Skills and Networks Interact", Palgrave Macmillan (chapter 4)

³ <https://aftertaste.co.in/>

REFLEXION (BEIDE KURE)

Zum Abschluss beider Kurse verfassten die Studierenden individuelle Reflexionen zu ihren neu gewonnenen Erfahrungen und Lernergebnissen. Anhand bereitgestellter Leitfragen waren sie eingeladen, das zentrale Leitmotiv des jeweiligen Kurses sowohl aus fachlicher Perspektive („What have I learned?“) als auch aus emotionaler Sicht („What moved/inspired me the most?“) zu betrachten.

Beide Lehrveranstaltungen wurden von den Studierenden mit der höchstmöglichen Note („1“) bewertet.

Herzlichen Dank an den W&R-Förderverein für die finanzielle Unterstützung!

ANHANG 1 - POSTERBEISPIELE (STUDY EXCURSION TO SEE OR CEE)

TOO GOOD TO GO

WE DREAM A PLANET WITH NO FOOD WASTE



DENMARK

- SUSTAINABILITY – DANISH APPROACH THAT INCLUDES RENEWABLE ENERGY, WATER MANAGEMENT, WASTE RECYCLING, AND GREEN TRANSPORTATION (BIKING CULTURE).
- SPECIFIC ACTION PLAN TO ACHIEVE THE 1% SDG BY ADDRESSING BOTH ENVIRONMENTAL SUSTAINABILITY AND SOCIAL GOALS LIKE EQUALITY AND INCLUSION.
- IN 2022, IT RANKED 1ST IN THE ENVIRONMENTAL PERFORMANCE INDEX.

EASY TO USE

- Find a store near you on the app
- Collect your surplus food at the designated time
- Enjoy your meal for free!

SAVE MONEY

BUY MEALS AND FOOD AT DISCOUNTED PRICES (UP TO -70%!)

DISCOVER NEW BUSINESSES

EXPLORE BAKERIES, RESTAURANTS, OR GROCERY STORES NEAR YOU (+1,000,000 PARTNER STORES IN 19 COUNTRIES)

Impact: 2.7KG CO2 saved, 2.8M² of plastic saved, 810 trees planted

GOAL 12.3: BY 2030, HALVE PER CAPITA GLOBAL FOOD WASTE

Community: 3 TYPES OF PARTNERS: 1. LARGE CHAIN PARTNERS (E.G. ALDI, SPAR, CARREFOUR), 2. INDEPENDENT STORES (HEART AND SOUL OF THE BUSINESS), 3. PARCEL PARTNERS

Since 2016, they have saved more than 1% million meals (1 meal = 1kg of food)

18th 19th Study Excursion to SEE or CEE: Institute für Nachhaltige Entwicklung, Parkstr. 1, 10179 Berlin, Germany

MUNCH

1 ABOUT HUNGARY

The current circular material use is 0%, compared to the EU average of 22%. A key challenge is the insufficient infrastructure for waste collection and recycling. The National Waste Management Plan (2021-2027) aims to improve resource efficiency and reduce waste. Avoidable Waste in 2023: over 10.6 kg, mostly prepared food.

2 ABOUT MUNCH

Munch is a platform where restaurants, bakeries and other food providers can sell their surplus food at a discounted price in the form of surprise packages. They are a youthful, rapidly growing team, whose members work day by day to make the world a better place. Working at Munch is more than a job, it's a calling driven by pride in supporting sustainability through reducing food waste and promoting sustainable travel.

3 TIMELINE

- 2020: Founded by two University students
- 2021: 250+ businesses in 13 Hungarian cities, 40,000 downloads, "The Social Agency" Hungary
- 2023: 1000+ businesses in 15 cities, 100,000+ downloads, "The Social Agency" Hungary
- 2024: 1500+ businesses in 18 cities, 150,000+ downloads, "The Social Agency" Hungary

4 MISSION & VISION

Revolutionize food waste management and promote sustainability. Maximize the value of every piece of food produced and consumed. Transform global perceptions of food waste. Create sustainable food management becomes a universal norm.

4 3M

Country: Hungary, Food Packages Saved: 3M

5 COMMUNITY

Munch collaborates with prominent brands like Starbucks, PANN Market, WASKAI, and many more. The company has a very active social media presence on Instagram and TikTok, gaining popularity by promoting food waste reduction and sustainability to the younger generations.

6 GOALS

Munch has grown into a rapidly expanding startup in the heart of Budapest, fighting against food waste. Their goal is to spread the word about Munch and the battle against food waste worldwide, creating a global environment in the process. We are committed to fostering individual growth and innovative thinking.

From idea to revolution, saving food at the same *green* knowledge.

FOREST GUM

CHEWING GUM THAT SAVES THE PLANET

GERMANY:

Germany is a global leader in sustainability, with robust environmental policies and widespread adoption of the circular economy. Fact: Germany aims to achieve climate neutrality by 2045.

- 85 million people
- 356,000 km²
- Language: German

THE PLASTIC PROBLEM

Fact: Over 300 million tons of plastic are produced annually, much of which ends up polluting oceans and landfills. Traditional chewing gum contains plastic, contributing to non-biodegradable waste.

ABOUT FOREST GUM

Founded in Germany, Forest Gum is committed to producing natural, plastic-free chewing gum that benefits both people and the planet.

MISSION AND VISION:

- To create a sustainable future by offering products that are 100% biodegradable, eco-friendly, and socially responsible.
- Promoting awareness about the environmental impact of traditional chewing gum and the benefits of natural alternatives.

CIRCULAR ECONOMY IN PRACTICE:

RENEWABLE RESOURCES:

- Chicle: A natural, renewable sap from sapodilla trees, harvested sustainably without harming the trees.
- By using chicle, Forest Gum supports a closed-loop system that minimizes environmental impact.

BIODEGRADABLE PRODUCTS:

- Forest Gum decomposes within six months, fitting perfectly into the circular economy model by returning to nature without leaving harmful residues.

SUSTAINABLE FOREST MANAGEMENT:

- Through the Wildducks Project, the company restores damaged forests, ensuring natural regeneration and biodiversity, a key pillar of circular economy principles.

WASTE REDUCTION IN PRODUCTION:

- Forest Gum's production process avoids plastic and harmful chemicals, minimizing industrial waste and environmental degradation.

SOCIAL AND ENVIRONMENTAL IMPACT:

COMBATING PLASTIC POLLUTION:

- Forest Gum prevents plastic pollution through its innovative product and packaging design.
- Fact: Plastic in traditional gum contributes significantly to global microplastic pollution. Forest Gum eliminates this entirely.

EMPOWERING COMMUNITIES:

- Collaboration with local communities in Central America fosters economic stability and sustainable practices, a hallmark of circular economy models.

RAISING AWARENESS:

- Educational campaigns on the benefits of circular economy principles and the hidden plastic in traditional gum empower consumers to make sustainable choices.

Study Excursion to SEE or CEE: 18th/19th Institute für Nachhaltige Entwicklung, Parkstr. 1, 10179 Berlin, Germany

AUSTRIA: ON THE PATH TO A SUSTAINABLE AND CIRCULAR ECONOMY

Prepared by: Tzipora Florence Thwelenpamba, Connor Mallon, Otavio Augusto Muraro Brandao.

IKEA COMPANY OVERVIEW

Founded in 1943 by Ingvar Kamprad in Sweden, IKEA is a well-known furniture retailer with a reputation for producing reasonably priced, useful and fashionable goods. IKEA began as a mail-order business and launched its first furniture store in 1958 in Älmhult, Sweden. Since then, it has expanded to become a global brand with locations in more than 85 countries. Mission: "To create a better everyday life for the many people." Vision: "To make well-designed, functional and sustainable home furnishings available to a wide range of customers at prices they can afford."

IKEA'S Circular economic practices.

Key initiatives in transitioning to a circular economy:

- Investing in research and development (R&D) for circular products.
- Partnering with NGOs and governments to promote circularity.
- Implementing circular design principles across all product lines.
- Establishing take-back programs for used products.
- Investing in recycling technologies to improve material recovery.

Reuse: In 2022, IKEA introduced its "Second-Hand" and "Buy Back" initiatives, allowing customers to sell their used furniture to IKEA, which then resells them to other customers. The year 2022, IKEA used 22 million products, serving as a marketplace connecting second-hand furniture sales with customers looking for affordable pre-owned items.

Refurbish: IKEA is dedicated to extending the lifespan of its products by providing repair services, spare parts, and repair kits. Since 2020, customers have been able to order spare parts for the majority of products for free to facilitate repairs. In 2022, IKEA distributed 23 million spare parts, helping to extend the life of furniture.

Recycle: IKEA emphasizes "designing with the reuse" and "designing for reuse" as key strategies to reduce waste. In 2022, IKEA implemented a circular design process, ensuring that all new products are designed to be recycled. The materials are sorted into four material categories, which are then recycled into the supply chain.

Challenges

1. Linear production, distribution, and consumption models are highly efficient, with products mass-produced and shipped in smaller batches. Reverse logistics, however, are less efficient, as collecting, sorting, and preparing items for resale is time-consuming. The affordability of furniture today relies on efficient distribution, making circular distribution a potential challenge.

2. A logistical challenge is that newer, off-warehouse furniture is often located in affluent areas, while second-hand items are more sought after in less affluent regions. Moving goods across the country or internationally to match supply and demand may be viable for high-value products like cars, but it remains uncertain for lower-value items.

3. Offering second-hand furniture requires a steady supply of items that are currently in demand. Fashion cycles often cause people to reject last year's styles until they return as "retro." If consumers keep chasing trends, this will remain a barrier to circularity.

KEY INTERVIEW QUESTIONS

How does IKEA define sustainability within its business model?
 What was IKEA's motivation to adopt circular economy principles?
 What key materials does IKEA use for sustainable production?
 • Reclaimed wood in particleboard (SÅS) and fiberboard (up to 100% recycled-based glass and other renewable materials).

What advice do you have for other companies adopting circular principles?
 Set clear goals aligned with global standards like the Paris Agreement, foster partnerships across the supply chain, invest in innovation, use renewable materials and waste reduction technologies.

ANHANG 2 - POSTERBEISPIELE (CREATIVE & CULTURAL ENTREPRENEURSHIP)

"DOING SOMETHING IS BETTER THAN DOING NOTHING"

Felix's mindset is action-oriented and optimistic. He avoids overthinking, instead promoting rapid participation. His habits combine confidence, curiosity, and staying focused on missions.

Felix Krainer & Planet Matters

Felix works in the growing field of youth-led climate entrepreneurship, where success comes from community engagement and creative activism. He competes for attention alongside influencers and NGOs, yet stands out by offering both entertainment and impact.

"Seeing all that plastic in nature - I just knew I had to do something."
- Felix Krainer, Founder of Planet Matters

01. INDUSTRY CONTEXT

Austria is a global leader in sustainability, known for its circular economy and recycling efforts. But today, it's young voices driving the climate conversation - especially through social media.

One standout example is Planet Matters, a youth-led initiative by Austrian student Felix Krainer. His project blends activism, entrepreneurship, and digital storytelling, showing how the next generation is shaping real-world change.

02. MOTIVATION

While traveling, Felix was struck by the plastic pollution in natural landscapes. Instead of feeling helpless, he took action - and invited others to do the same. Using TikTok, he shared cleanup videos with humor and relatability, proving that every small action counts.

His message:
"Even picking up one bottle matters."

03. Development

- 2022: Launched on TikTok
- Viral Growth:** Within weeks, his fun, fast-paced videos gained millions of views
- Global Reach:** over 3 million followers and volunteers in 30+ countries by 2024
- Registered Business:** Planet Matters GmbH to manage operations
- Gamified App:** Launched a mobile app rewarding clean-up efforts with "Planet Coins"
- National Tour:** Organized a clean-up campaign in every Austrian district
- Workshops & Consulting:** advises companies on environmental strategy and social media

04. BOURDIEU'S FRAMEWORK

Bourdieu's framework helps explain how different forms of capital - cultural, social, economic, and symbolic - contributed to Felix effectively build and grow "Planet Matters."

Cultural Capital

- Early passion for digital media and entrepreneurship
- Developed key skills: communication, cross-cultural understanding, and creative vision.

Social Capital

- Built a global network of volunteers and local partnerships (schools, NGOs, municipalities).
- Collaborates with corporate sponsors, brand partners and small internal team.

Cultural Capital

- Self-funded and sustainable model with income from: Brand partnerships, sponsorships, social media, and consulting.
- Revenue reinvested into app development and awareness campaigns.

Symbolic Capital

- Widely recognized as a top environmental creator on TikTok.
- Speaker at major events like the Austrian World Summit; featured by EarthDay.org and media outlets.

05. Challenges and Coping Strategies

- Public Apathy**
People thought, "What can one person do?" Felix shows that small actions matter. Gamification, fun challenges, and emotional storytelling turned passive viewers into active volunteers.
- Criticism & Doubt**
"You're not perfect - why should we listen?" Felix stays focused on progress, not perfection. He addresses criticism calmly and uses transparency, showing both success and struggle to maintain trust.
- Sustainability & Scale**
Managing a fast-growing platform is demanding. Felix responded by registering a business, hiring a core team, and balancing mission with monetization. This allows the initiative to grow while staying true to its core values.

06. Advice to future entrepreneurs

"Start small. Act now. Use your skills - and don't wait to be perfect."

Felix believes young people shouldn't wait for permission to start. Whether you're creating an app or just picking up litter, impact begins with action. He encourages others to explore purposeful entrepreneurship, where social and environmental missions drive innovation.

WALDARENA

CULTURE FOR EVERYONE
by Christian Salmhofer

"Culture is being human. It's connection. It should belong to everyone."

Free & Open for All
No matter our age or income

Real Music
Acting song, blues, jazz

Fair to Artists
30% of donations go to them

No Elitism
Unleash unexpected events, welcome a broad variety, not just jazz

What Makes Waldarena Social

Why It Matters to the Region

- A unique space where everyone belongs
- A true alternative to paid events
- A real stage and real support for artists
- Strengthens community spirit

The Challenges He Faces

- Bad weather
- Uncertain donations
- Not everyone understands

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Muhammad Arif Khan
Artist, Creative & Cultural Entrepreneur
Principle at Bahria Foundation School
Mansehra, Pakistan

Artist's Info:

- A Passionate artist and educator, blending landscape calligraphy and painting.
- Founder of Multiple exhibitions in Moscow, Iran and Dubai.
- Teaches Art to students for free in his institute.

Artist's Focus:

- Inspired by the beauty of nature and environmental issues.
- His work promotes eco-tourism and cultural preservation.

Books & Contributions:

- Author of "Journey Through An Artist's Eyes" sharing his artistic and entrepreneurial journey.

Philanthropic Efforts:

- Teaching art free of charge to young students, fostering creative talent.

Journey through an Artist Eyes
A creative Journey
Muhammad Khan

ISLAMABAD
Promoting Pakistan's scenic splendor

Making headlines with his work.