

# University Meets Social Responsibility

EUCEN Conference, Mainz, June 7-9, 2017, Dr. Katharina Resch, University of Vienna, Austria



## Introduction

- Universities are **embedded within local communities**.
- Local stakeholders around the university are in **need of innovation** and research results in order to be as competitive and innovative as possible on the market (business) or in response to societal needs (NGOs).
- Nowadays, pressure has increased for universities to strengthen their **social responsibility** to stakeholders through their research and higher education activities (impact) → improve relevance of HE in society.
- USR derived from CSR means **university's social responsibility**
- USR is a concept whereby universities integrate social responsibility into their research and academic activities and in their interaction with their stakeholders **on a voluntary basis**.

## Main principles of USR implementation

- USR needs to be a management concept, working from the top to the bottom, starting with the rectorate.
- The university should focus on specific area(s) of USR / emphasis and prioritize their efforts well.
- It is important not to reduce USR to an administrative unit.
- The dialogue with stakeholders can have various modes and ways of cooperation.
- Knowing and evaluating the impact produced by the university is difficult and a complex documentation process.

## UNIBILITY project

- Within the UNIBILITY-project (“University Meets Social Responsibility”) **6 universities and eucen** have worked on strengthening the role of universities towards their **stakeholders**, namely: **towards NGOs and business partners.**
- [UNIBILITY, co-funded in Erasmus+ KA2 (2015-2017), coordinator: University of Vienna, Austria]





## UNIVERSITY MEETS NGO

Workshop series



Lessons from DCU: learning from inter-generational activities between older and younger people

23 March, 2017, 2-4 pm

Location: DCU in the Community,  
Shangan Court, Shangan Rd, Ballymun,  
Dublin

Keeping an active mind is increasingly recognized as being of prime importance in healthy aging. In this presentation and workshop, Dr Trudy Corrigan will talk about the importance of lifelong learning and introduce participants to Active Age initiatives which have been implemented in DCU. These have reciprocal benefits for both older and younger people in terms of overall health, well-being and a reduction in stress levels. Participants will also be given the opportunity to participate in conversation and learning activities in relation to this topic.

Workshop Leader: Dr  
Trudy Corrigan, Institute  
of Education, Dublin  
City University

[www.postgraduatecenter.at/unibility](http://www.postgraduatecenter.at/unibility)

## UNIVERSITY MEETS NGO

Workshop series

NGOs play an important role in their local community. Unfortunately, community-based organizations usually lack permanent funding and budget for education and training for their staff members. Universities can fulfill their social responsibility and use their knowledge to educate NGO members. This leads to sustainable engagements between Universities and NGOs and furthermore helps to professionalize NGOs community work.

Field of tension

INTERCULTURAL COMPETENCE AND DIVERSITY

5<sup>th</sup> of April 2017, 9 am - 1 pm

Place Campus Lounge – Postgraduate Center  
Yard 1, Entrance 1.13.3, Spitalgasse 2, 1090 Vienna

**Content** Healthcare provision has become increasingly diverse, from the range of patients accessing services and their heterogeneous needs to practitioners regularly working in transcultural teams. The workshop aims at fostering transcultural competences by introducing participants to Margalit Cohen-Emerique's Critical Incidents Methodology and analysing Critical Incidents the participating health care professionals have made.

**Experts**  
Dr. Katharina Resch, MSc  
University of Vienna  
Agnes Raschauer, MA  
University of Vienna

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## UNIVERSITY MEETS NGO

Workshop series

# University Meets NGO

NGOs often do not have a separate budget for continuing education, but would greatly benefit from universities' research. 11 workshops with NGOs took place, actively seeking mutual cooperation from Jan-May 2017.

# Tackling societal needs: University meets NGO

- **Overlapping interests**
- Tackling social problems together
- Meeting educational needs
- Human resource management
- Research and data collection
- Common projects with public funding



# Tackling societal needs: University meets NGO

- **Types of cooperation**

- Formal cooperation: projects, licenses, development projects ...
- Trainings and teaching cooperation
  - HE teachers provide trainings or mentoring for NGOs.
  - NGO staff members are invited as practitioners into classrooms
  - Universities arrange workshops, conferences, exhibitions, job fairs, or other events, that are either exclusive for one NGO or for different stakeholders
- Research collaboration involving staff and students:
  - Students contribute to the work of NGOs – i.e. in service learning projects
  - Students do internships at NGOs under guidance of staff



# Tackling societal needs: University meets NGO

- WORKSHOP at the University of Vienna
- The University of Vienna approached one specific NGO working in the field of social work (Diakonie) with limited budget for training their staff members. The workshop by the University of Vienna was held in April 2017 for ½ day for 12 staff members of the Diakonie about intercultural skills and diversity. Participants all worked with refugees, in care, support, counseling, or middle management positions, and encountered intercultural conflicts often. They learned about a specific method called “critical incident method” staff members can use in supervision to deal with intercultural conflicts.





## UNIBILITY Products

- IO 1: **Reader** on CSR/USR (12 texts)
- IO 2: Interactive USR **Toolkit** with 21 collected USR practices
- IO 3: **Training material** for staff members (5-day training)
- IO 4: **Training material** for students (5-day summer school)
- IO 5: USR **Service learning projects** – 5 projects with students / 1-2 semester
- IO 6: **University Meets Business** lecture – 6 lectures
- IO 7: **University Meets NGO** workshops – 11 workshops
- IO 8: USR **Guidelines** for universities to engage in social responsibility

## Contact us



**Dr. Katharina Resch**

**University of Vienna, Postgraduate Center**

Head of Lifelong Learning

UNIBILITY coordinator

E-Mail: [katharina.resch@univie.ac.at](mailto:katharina.resch@univie.ac.at)

Address: Spitalgasse 2, 1090 Vienna, AUSTRIA

Phone: +43 1 4277 10803

Web: <http://www.postgraduatecenter.at/unibility>

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