TRANHSFORM SUMMIT HUB 25.11.2025 - WAS BLEIBT VON DER FÖRDERMAßNAHME UND DEN PROJEKTEN?

WISSENSTRANSFER UND WISSENSCHAFTSKOMMUNIKATION

TRANSFORMATIONSPFADE FÜR NACHHALTIGE HOCHSCHULEN

DG HOCH N
Deutsche Gesellschaft für Nachhaltigkeit
an Hochschulen e.V.

PROGRAMM

14:00-14:15	Ankommen & Check-In
14:15-14:50	Impuls: „Gute" und „schlechte" Wissenschaftskommunikation – Aleksandra Vujadinovic
14:50-15:00	Pause
15:00-16:30	Interaktive Arbeit: Storycubes & Story Cues
16:30-16:45	Pause
16:45-17:15	Reflexion der eigenen Laufbahn, Kompetenzen und Wünsche für die Zukunft: Individuell und kollaborativ
17:15-17:30	Abschluss – Austausch und abschließende Worte
Bis 18:00 Uhr	Offenes Netzwerken

The road ahead

A flock of birds

Leaves changing colour

Mosaics and tiles

Things growing on things

Splashes of paint

What does a seagull see?

High points in a landscape

A temporary covering

Clinging to the cliff edge

A rollercoaster

Knots and joints

"Gute" und "schlechte" Wissenschaftskommunikation – Impulse zur Nachhaltigkeit wissenschaftskommunikativer Formate im Spannungsfeld von Wissensvermittlung und Politik

Aleksandra Vujadinovic M. A. Wissenschaftliche Mitarbeiterin, Hochschule Bonn-Rhein-Sieg

PAUSE

Zettel und Stift besorgen!

Storytelling Impuls

Wie helfen Stories dabei, Forschungsergebnisse in die Breite und ins Wirken zu tragen? Warum sind Stories für die Wissenschaft wichtig?
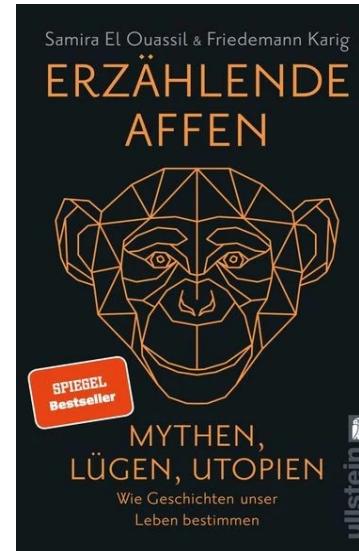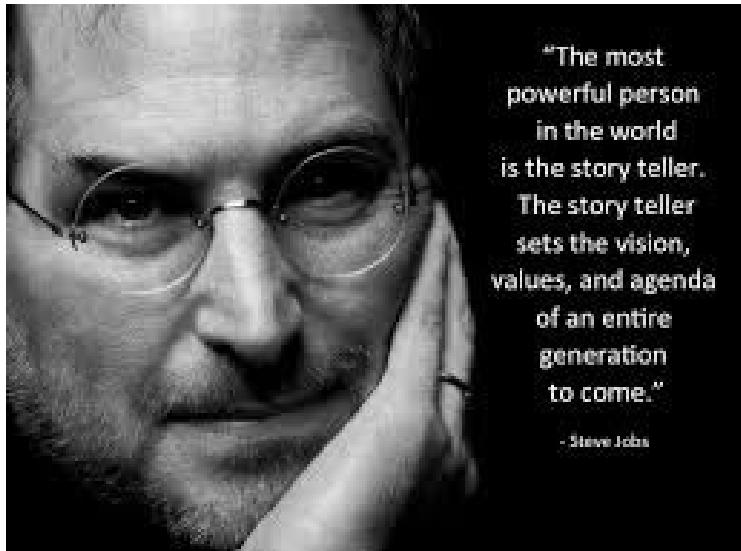
Wie lassen sich andere für das Thema einbinden?

Welche Formate eignen sich für welche Informationen und Adessat:innengruppen?

Interaktive Arbeit: Storycubes & Story Cues

Storytelling Impuls

Warum Geschichten wichtig sind und warum es sich lohnt gute Geschichten zu erzählen (gerade in der Wissenschaft)

"The most powerful person in the world is the story teller. The story teller sets the vision, values, and agenda of an entire generation to come."

- Steve Jobs

Samira El Ouassil & Friedemann Karig
ERZÄHLENDE AFFEN

SPIEGEL Bestseller

MYTHEN, LÜGEN, UTOPIEN

Wie Geschichten unser Leben bestimmen

ullstein
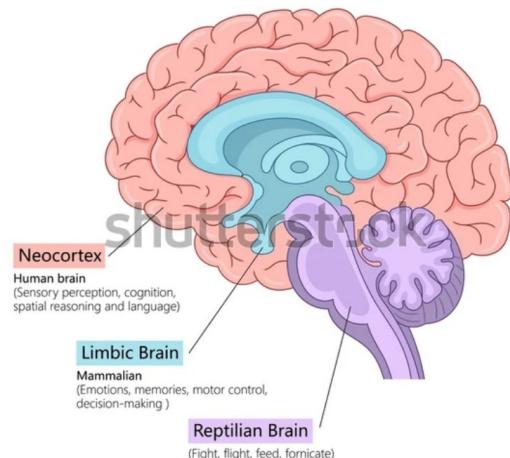
Storytelling Impuls

"Human brains are wired for Stories and Storytelling"

-NEOCORTEX

-NEURONALE KOPPLUNG

-NARRATIVE TRANSPORTATION

→ wir sind alle Storyteller

The Three Brains

Neocortex
Human brain
(Sensory perception, cognition,
spatial reasoning and language)

Limbic Brain
Mammalian
(Emotions, memories, motor control,
decision-making)

Reptilian Brain
(Fight, flight, feed, fornicate)

throw the dice!
Suche 2 Würfel aus, mit denen Du eine Geschichte schreiben wirst - alle für sich mit Zettel und Stift, 2 Minuten

https://davebirss.com/storydice/

throw the dice!
Suche 2 Würfel aus, mit denen Du eine Geschichte schreiben wirst - alle für sich mit Zettel und Stift, 3 Minuten

https://davebirss.com/storydice/

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throw the dice!
Suche 3 Würfel aus, mit denen Du
eine Geschichte schreiben wirst -
alle für sich mit Zettel und Stift,
5 Minuten

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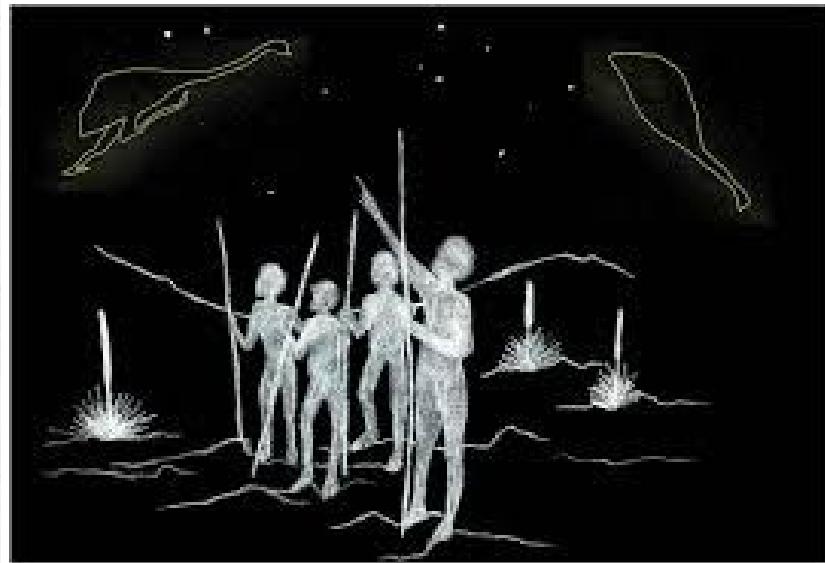
STORYTELLING TEIL 1: REFLEKTION

Wie war die Erfahrung?
Was für Fragen. Probleme, Möglichkeiten kamen auf?

Storytelling Impuls

Warum Storytelling und Science sich nicht ausschließen

Storytelling Impuls

Helsehus får miljøskryt: – Blant de beste

I det nye helsehuset i Mandal skal det produseres mer strøm og varme enn de selv trenger. Det kan gjøre dem best i verden.

Nærmer seg avklaring: Dette må du vite om klimatoppmøtet

Ti år har gått siden Parisavtalen ble inngått, og i dag kan verdens land ta avtalen et skritt videre.

Hvem skal utvinne den siste oljen?

Verden er enig om å gå bort fra fossil energi, men de store oljelandene har ikke planer om å starte selv. Vi spurte – slik svarte de.

Sjekket 54 tonn kastet trevirke – mye kunne blitt gjenbrukt

Tonnevis med fullt brukbare byggmaterialer havner på søpla. Snart får Kristiansand en ny ombrukshub.
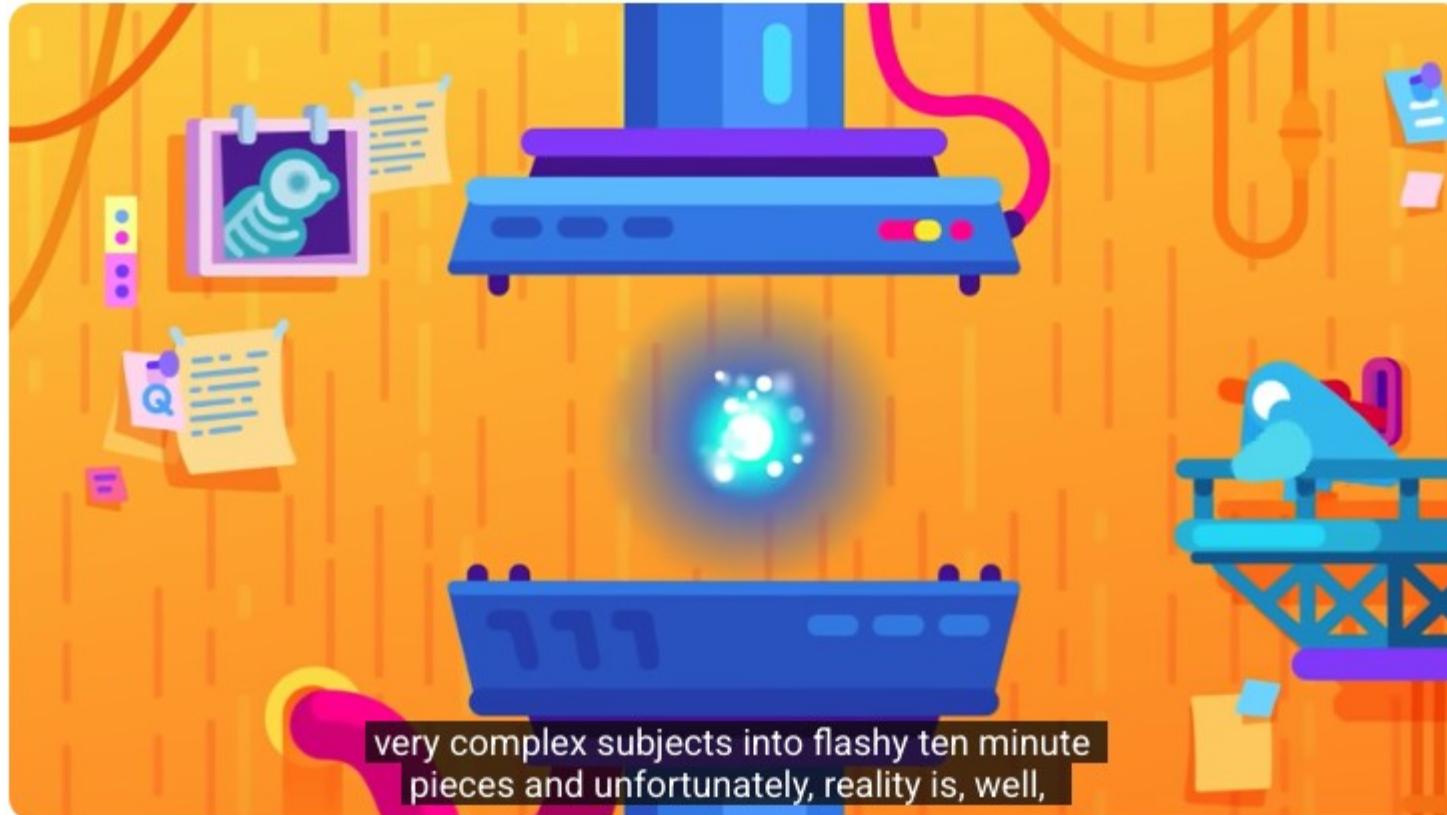
...And We'll Do it Again

Kurzgesagt – In a Nutshell ✓
24.8m subscribers

Join   Subscribe

https://www.youtube.com/watch?v=XFqn3uy238E

STORYTELLING TEIL 2: Zielgruppen

- Vorstellung von Personae
- Kollaborative Story auf Comicboards (Padlets in Projektgruppen)
- Spannungsbogen "Hero's Journey"

Fiona

Environmentally Conscious Shopper

"Why is there always so much packaging?"

- Likes to shop, but not for essentials like groceries
- Would still be a cautious shopper even if money was no object
- Is conscious about how her life affects the environment

Personal Profile

Fiona lives with her boyfriend John and their dog, Charlie in Navan. John is a qualified electrician but is finding it difficult to get steady work at the moment. Fiona graduated from UL with a degree in Science teaching and wants to continue on with her studies and complete a Masters, but decided to get experience in the workplace first. She is currently teaching science and biology in the Loreto Secondary School. She likes her job and loves having a steady income.

Fiona takes care of most of the day to day shopping in the house. She has a simple routine for grocery shopping as she finds it so boring and hates waiting in queues. She plans out most of the meals for the week and buys accordingly. Sometimes she changes her meal plans if she sees a very good offer in store for a different item than on her list. Fiona hates buying food that comes in polystyrene trays or with a lot of packaging. It makes her feel bad about her environmental footprint and sometimes she won't buy the item just because of the packaging.

Fiona hates that most household goods come packed in polystyrene too. Recently she went with John to buy a new TV for the apartment and when it was delivered she was appalled at the amount of packaging she had to dispose of.

On payday Fiona sometimes likes to treat herself to a new pair of shoes or a handbag. She regularly browses through online stores in the evening after work but likes to see the quality of something before she buys it. She says that she loves to buy shoes, handbags and even jewellery because, no matter what, they will always fit.

User Goals

Fiona buys products to

Design Objectives

We want Fiona to

Personal Information

Profession: second level teacher

Annual Income: €30,000

Location: Navan, Co. Meath

Age: 26

Home Life: rents a 2 bed apartment which she shares with her boyfriend John.

Hobbies: likes spending time with friends and family, walks her dog, Charlie, socialises and goes to gigs at the weekend

Personality: likes things to be neat and tidy, hates clutter, friendly and believes that she is more organised than she really is

User Goals

Fiona buys products to...

- Satisfy a need that she has
- Make herself feel good
- Know that she is making a difference to the environment
- Not always get the cheapest product but one that satisfies her need to be a more sustainable person

Design Objectives

We want Fiona to...

- Buy the products that we design
- Not feel guilty about buying our product
- Feel satisfied with the quality of our product compared with others on the market
- Be pleased with the price of our product
- Feel that she is helping the environment by buying our product
- Know what to do with our product when it has reached its end of life
- Recommend our products to others

tidy, hates clutter, friendly and believes that she is more organised than she really is

Purchasing Information

Likes: browsing online first but goes to shops to buy the item

Dislikes: pushy sales assistants and stores that make her feel uncomfortable

Environmental Information

Attitude: positive attitude

Behaviour: positive purchasing pattern

John

Economically Cautious Shopper

"I'd like to be environmental but I can't afford to right now"

- Likes to shop but can't really afford to buy the things he wants to buy
- Makes sure that the essentials are taken care of
- Is aware of his impact on the environment and wishes he could change it

Personal Profile

John went to NUI Galway and graduated with a first in Applied Physics. He took a year out of his studies when his father passed away but always had the intention of going back and doing a PhD. He is now in the final stages of his studies and is currently writing up his thesis. He doesn't have time to give to teaching tutorials and labs in the University and is surviving on just his funding. Things are pretty tight financially and John lives at home to try to keep his costs at a minimum. He insists on giving his mum a weekly rent and tries to help around the house where possible.

John is very aware of the amount of paper he goes through on a daily basis, between printing out articles to read and drafts of his write up he feels like he is going through whole trees. He is also aware of the amount of takeaway coffee cups that are piling up on his desk. Every time he looks up from the screen for a break he says to himself "Whoever thought of using Styrofoam cups was just plain stupid". He knows that he is having a bad impact on the environment but really can't help it right now. He wishes that he could do something good in return but every time he does the weekly shop and looks at the eco products in the supermarket he just can't justify the price on his limited income.

"Next year" he says with a sigh, "I'll have graduated and will hopefully find a job here in Ireland and will be able to afford to have a conscience". John hopes to find employment in Galway so that he can stay close to his family. His younger sister, Mairéad, finds it difficult to cope with college and her mother. Since her husband passed away John's mum has become very withdrawn and quiet. Mairéad tries to get her out of the house and interested in something but isn't very successful with it. John hopes that with another income in the family a little of the burden will be lifted from his mum's shoulders and that she might become a little happier.

User Goals

Design Objectives

Personal Information

Profession: PhD Student

Annual Income: €15,000

Location: Galway City

Age: 27

Home Life: lives at home with his mum and younger sister. John's father passed away 5 years ago.

Hobbies: plays soccer for the local club, goes to the gym at least once a week, has an Xbox at home

Personality: fairly sociable and easy to get on with, likes to let loose at the weekends with his friends, can sometimes be a little narrow minded

User Goals

John buys products to...

- Fulfil his needs
- Get value for money
- Get him through his day to day life
- Treat himself every now and then

Design Objectives

We want John to...

- Buy the products we design
- Feel no guilt about buying our product
- Feel satisfied with the value that he is getting from our product
- Feel that he is getting a quality product
- Know that he is doing his bit for the environment without harming his own pocket
- Recommend our product to a friend

sometimes be a little narrow minded

Purchasing Information

Likes: online shopping, getting a bargain and making sure that he's done his research

Dislikes: having to return unsuitable items, credit card bills

Environmental Information

Attitude: positive attitude

Behaviour: negative purchasing pattern

Spannungsbogen für die Story – diese Elemente
können Inspiration liefern:

Main Characters
Problem to Solve
Journey to solve the Problem
Villains
Problem solved
Characters return

↪**Download Personae Pdf**

↪**Padlet aufrufen**

↪**Breakoutroom besuchen (20 min):**

In der Projektgruppe
- Eine Personae auswählen
- Zusammen eine Story erstellen
- Auf Comicboard dokumentieren

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ALFINAH

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DiNaMo
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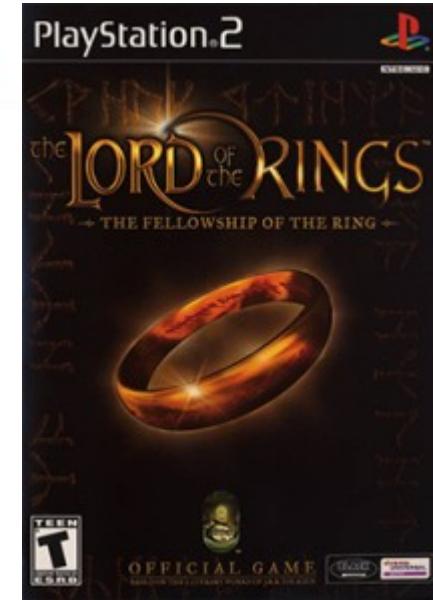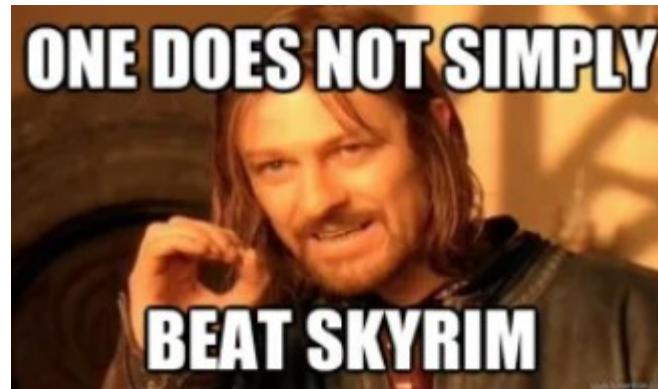
➜ **Ergebnisse des kollaborativen Storytellings?**

➜ **Reflexion – Was passt, was passt nicht?**

STORYTELLING TEIL 3: Medienformate

Transmedia Storytelling (Henry Jenkins, 2003)
"multiple media are used simultaneously in an expansive rather than repetitive way to better tell a single, complex story. The audience is given multiple entry points to the story, and the story is exposed to diverse and dispersed audiences, ultimately engaging a broader public."

Moloney, K., Unger, M. (2014). Transmedia Storytelling in Science Communication: One Subject, Multiple Media, Unlimited Stories. In: Drake, J., Kontar, Y., Rife, G. (eds) New Trends in Earth-Science Outreach and Engagement. Advances in Natural and Technological Hazards Research, vol 38. Springer

TRANSMEDIA STORYTELLING (LOTR FAN ART)

STORYTELLING IN MULTIMEDIA

↪ **Gruppendiskussion in Breakout Rooms**

↪ **Generiert Vorschläge für eure Story**

Welche Medienformate würden hier gut passen?

Welche Sinne sollten angesprochen werden?

Was für eine Erfahrung soll geboten werden?

Was für Emotionen erreicht werden?

Was für ein Verhalten oder Gedanken wäre nach der Story möglich?

Poster
Flyer
Infografik
Comic
Zine
Photo Essay
Podcast
Doku
Erklärvideo

Ausstellung
Interaktiv
(Website /
App /
Installation)
Social
Media Story
VR/AR/XR

REFLEXION: STORIES, NARRATIVE UND SENSEMAKING IN WISSENSCHAFTSKOMMUNIKATION

GEDANKEN?
REAKTIONEN?
IDEEN?

PAUSE

Durchatmen! Strecken...

Sind die Zettel und der Stift
noch da?

Journalling

1. Wo stehe ich im Projekt und an meiner Hochschule? (4 min)
2. Was inspiriert mich und gibt mir Energie? (4 min)
3. Wohin soll mich mein Weg im nächsten Jahr führen? (4 min)

ABSCHLUSS

OFFENES NETZWERKEN