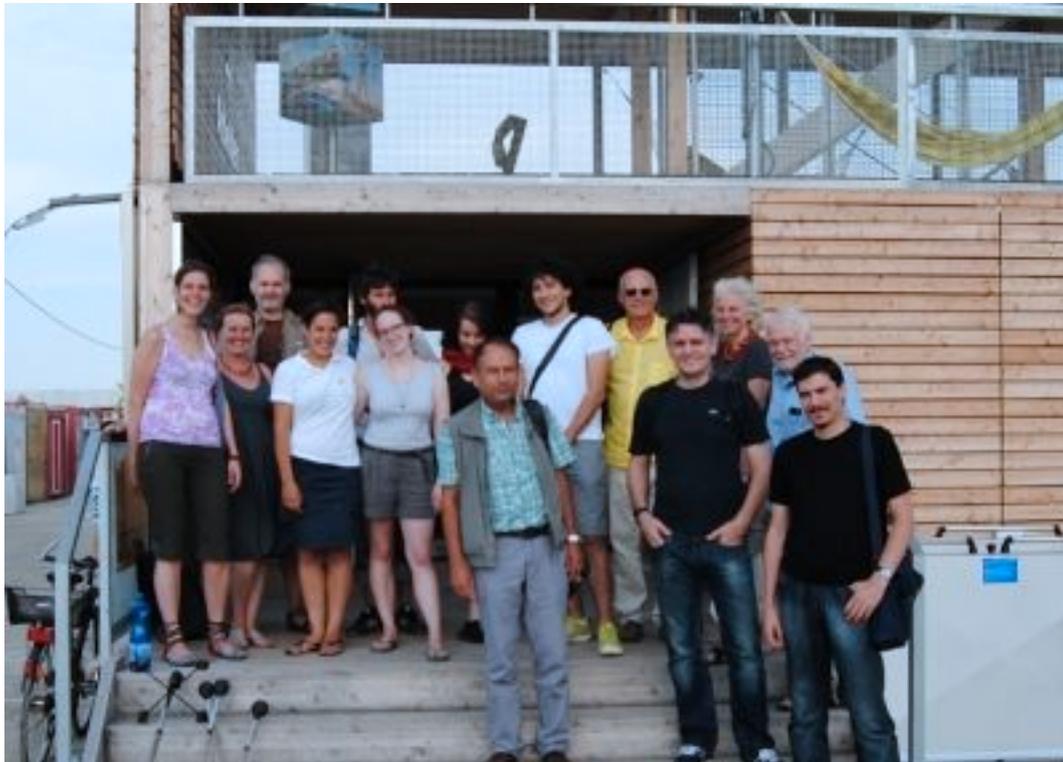


## KICK OFF MEETING – PDC-AS – 12.07.07



### Participants of the meeting

Universität für Bodenkultur: DI. Luis Eduardo **Ramirez** Camargo, Dipl.Psychol. Boris **Mihatsch**,  
 Univ. Prof. Werner **Kvarda** – Inst. of Soil Research -BOKU

Contentassociates: **Aschwanden** Daniel, **Burkhardt-Bodenwinkler** Ute, **Kapeller** Susanne,  
**Deinhammer** Anna-Vera

Slovak Technical University- Dept. of Spatial Plg., Inst. of Management: Ass. Prof. Ladislav **Kubo**

University Belgrade–Faculty of Geography–Inst. Spatial Planning: Prof. Velimir **Secerov**, Milan **Radovic**

Republic Agency for Spatial Planning in Serbia: Prof. Borislav **Stojkov**

University Ljubljana: Prof. Tomaz **Prus** - Agronomy, Prof. Tatjana **Capuder Vidmar** Landscape Arch.

Students: **Schwambach** Roberta (Curitiba, Brasil) **Eder** Linda (TU Wien)

## Program Kick-off Meeting about the PDC-AS Project

**Saturday, July 7<sup>th</sup> 2012** Workshop

### Goals of the negotiation meeting:

- Clarify about the condition of partnership within the PDC-AS project
- Tasks and deliverables of the work-packages
- Resources required to complete the work-packages – Additional Budget
- Discussion about criteria of success
- Information about internal and external contracts - Exit of participation
- Architecture of social contacts (motivation) and knowledge integration
- Subject of rights and performance of duties within the project

### Aims of the negotiation meeting

- Negotiation and Discussion about the PDC-AS project to find ‘common ground’ for collaboration
- Defining the tasks to carry out and produce the products, who is doing what and when – action plan
- Distributing tasks for finalising the publication up till end of Dec. 2012, translation up till April 2013

## 1. INTRODUCTION - PDC-AS Project

Kvarda: Introducing the participants and talking about the content of the paper and about what will happen in the KickOff

Thomaz Prus: One Problem of western modern world: Disappearance of agricultural land. More than 100 Ha per day for example in Germany

- That was one of the inspirations for Thomas
- Soil protection should be one of the tools.
- IP in Neusiedl we tried to find areas where damage to agricultural land is smaller. In the area of Neusiedl it was possible to find places where there is no need to destroy agricultural land. In this way the IP was successful.
- IPSOIL was not enough. See publications: <http://academia-danubiana.net/?p=265>  
Not very successful with three publications, but now, permaculture should be one of the new possibilities. It has strong ethical principals was missing in the decisions on land use planning.
- We hope to continue this in autumn to find good solutions.

Borislav Stoikov

“I tried to find what is the main point, the main reason for this meeting or mission

- Keywords: Green technologies, sustainability, open space
- Key messages: Permaculture as general Idea, Aspern as another
- I am not shure if I can participate, because of the new situation in Serbia
- Main Issues:
  - Urban future is the nature as challenge, or as confrontation with city or in coexistence with city
  - Nature's 4 elements: water, air, soil, fire... 5<sup>th</sup> Element: People (quite dangerous), they are using and misusing the nature, destroying the nature, aggressive, with cities, the biggest product of people
  - In Aspern thinking from the very beginning is important.
  - According to Borislavs Idea means for the students:
    - The future is nature, how will it be in the future?
    - Second: Sustainability → How is sustainability measurable, do the ideas of the IP meet the sustainability criteria
    - Identity: Without the proper nature of the city (culture identity) there will not be sustainability
    - Economy: What does this city produce?
    - What would be the meaning of small elements in the city that can contribute to the big?

Kvarda : Talking about examples for three points Sustainability, Identity, Economy

- Without the stakeholders we are lost

### Open discussion

Kubo: Develop a start for ontology for survival

Stoikov: But how will students understand the questions? They should be directed to some concrete work.

Kubo: Designing is the secret weapon.

Stoikov: Seestadt is making puzzle out of nothing, this is not the masterplan

Deinhammer Anna-Vera (CA): Masterplan is something else, if we want to talk to the 3420, it would be better to get in touch with them about the masterplan

Stoikov: You have to have a theme to improvise on, what is the masterplan?

CA: City needs new space for living in vienna. They do it in Aspern to have some infrastructure

Mihatsch: Working, living, leisure, all in one place

Kvarda : It is fixed like everywhere else. There is a masterplan but the officials allow some changes.

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 “PERMACULTURE DESIGN COURSE – ASPERN SEESTADT”

We have the possibility to do things we never did before. Sensitive situation.

Kvarda: presenting the Ecosystem model (see paper)

- Talking about transdisciplinarity (see paper-AGENDA Kick.off)

Mihatsch presenting one Idea about awareness change and learning

- **1st Question** for me as psychologist in the PDC: How is it possible to raise the awareness of people so that they start trying to minimize their ecological footprint?
- What is the situation?
- Many people know that there needs to be done something but don't do it
- Some people even want to do but don't have the tools to do it or don't know how.
- Many people are lazy: It is much easier to be lazy than to do something (i.e. going to the biomarket 500m way instead to the non-bio supermarket 50m away)
- ... and not to forget those who know that there needs to be a change but want to make money
- don't think that there needs to be a change or don't care
- So: One “easy” group, and one “hard” group.
- Very often awareness is there but it does not suffice to initialize action.
- **2nd Question** for me as psychologist in the PDC:
- If the awareness is at least partly there (easy group)
- why does it not lead to action, and
- what has to be done in addition
- **Why?**
- → Learning processes
- If people learn every day to buy food surrounded by garbage, how do you think food looks to them?
- If people learn every day to flush down their excrements with 10 liters' of water how do you think a toilet looks to them?
- So → Attitude formation took place through learning processes
- So → Attitudes can be changed through learning processes.
- Example: Fusion festival → Graffiti on for collecting garbage in combination with information (e.g. “Please collect bottles separately from the rest of the garbage.”)
- **What?**
- Gratification (not punishment) in combination with information.
- Why gratification? Because for many people there needs to be an impulse (like a critical mass) to act contrary to those actions they learned all their life.
- But this is only one solution.

Borislav Stoikov says: The danger is there that it only happens when it is delegated.

## 2. PARTICIPANTS

Participant list – see AGENDA

## 3. WORK-PROGRAM

Work-program list – see AGENDA

## 4. PERMACULTURE METHODS

We will work on a community workshop in Aspern Seestadt to involve the public in community design issues and enhance their understanding of new strategies. The course will be a mixture of methods which are suited to different learning styles: verbal, discussions, seeing examples, practically by doing it. [http://academia-danubiana.net/wp-content/uploads/2012/02/2011k\\_11.09.08.Betrachtungen-zum-wissen.-Diskurs-in-d.-Permakultur.pdf](http://academia-danubiana.net/wp-content/uploads/2012/02/2011k_11.09.08.Betrachtungen-zum-wissen.-Diskurs-in-d.-Permakultur.pdf)

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## 5. ORGANISATION

### CONTRACTS

- + GRANT AGREEMENT (OEAD-BOKU)
- + CONTRACT for liability: Austrian Federal Army and BOKU – A.V. 12.06.24

### MANAGEMENT

- + MANAGEMENT of the course 12.05.04 (2012p2)
- + PROGRAM Kick off meeting (2012p9)

### STUDENTS AND PROFS

- + FIRST CALL Case Studies – (2012p3)
- + EXCURSION – (2012p4)
- + QUESTIONNAIRE (2012p6)
- + MOODLE (page 40)
- + DIRECT MARKETING of rural agricultural products (2012p5)
- + HOME RULES on the Aspern Seestadt Field (2012p8)
- + ACCOMODATION BOKU HEIM (page 21)

### DISSEMINATION AND EXPLOITATION

- + REVIEW REPORTS – FINAL REPORT
- + PUBLICATION TRANSLATION

## 6. CONTRACT PARTICIPANTS – BOKU

The partner institutions agree to co-operate in the Lifelong Learning Programme (LLP), sectoral programme ERASMUS, IP project indicated below. Both parties (BOKU and institute) agree to abide by the principles and conditions set out in the EU's LLP Guidelines for Applicants, the ERASMUS application forms for the academic year/s 2012-2013 and, if the application is successful, the financial agreement. We will send to all participating institutions within the next week the contract. (template see AGENDA)

## 7. BUDGET

### TOTAL REQUESTED FUNDING (see AGENDA)

Project organisation	7,000 €
Total estimated subsistence costs – students and teachers	12,675,19
Total estimated costs for travel– students and teachers	7.950
Total requested funding	<b>27.625,19<sup>1</sup></b>

## 8. ACTION PLAN

Title of the project PDC-AS				
Project goals and objectives. Preparatory work				
What	Who	with whom	Till When	o.k.
Start structures communication with students	Every pedagogue	With students	End of July	
Comments to case study	Every pedagogue	individual	Till midst of August	
Observation mapping And geological survey	Deinhammer		Till Sept.	
Contact to stakeholders	Kvarda		Till Sept.	

<sup>1</sup> See **GRANT AGREEMENT** Agreement Number 230/17/12