



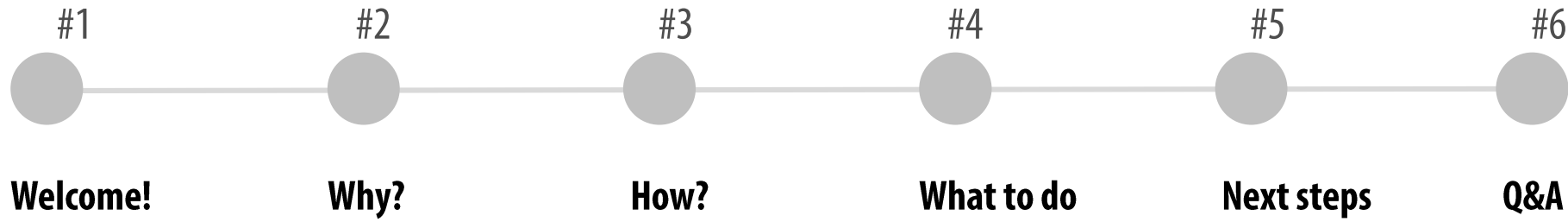
# Welcome & Introduction

10.10.2022

16 00 - 17 30 CET



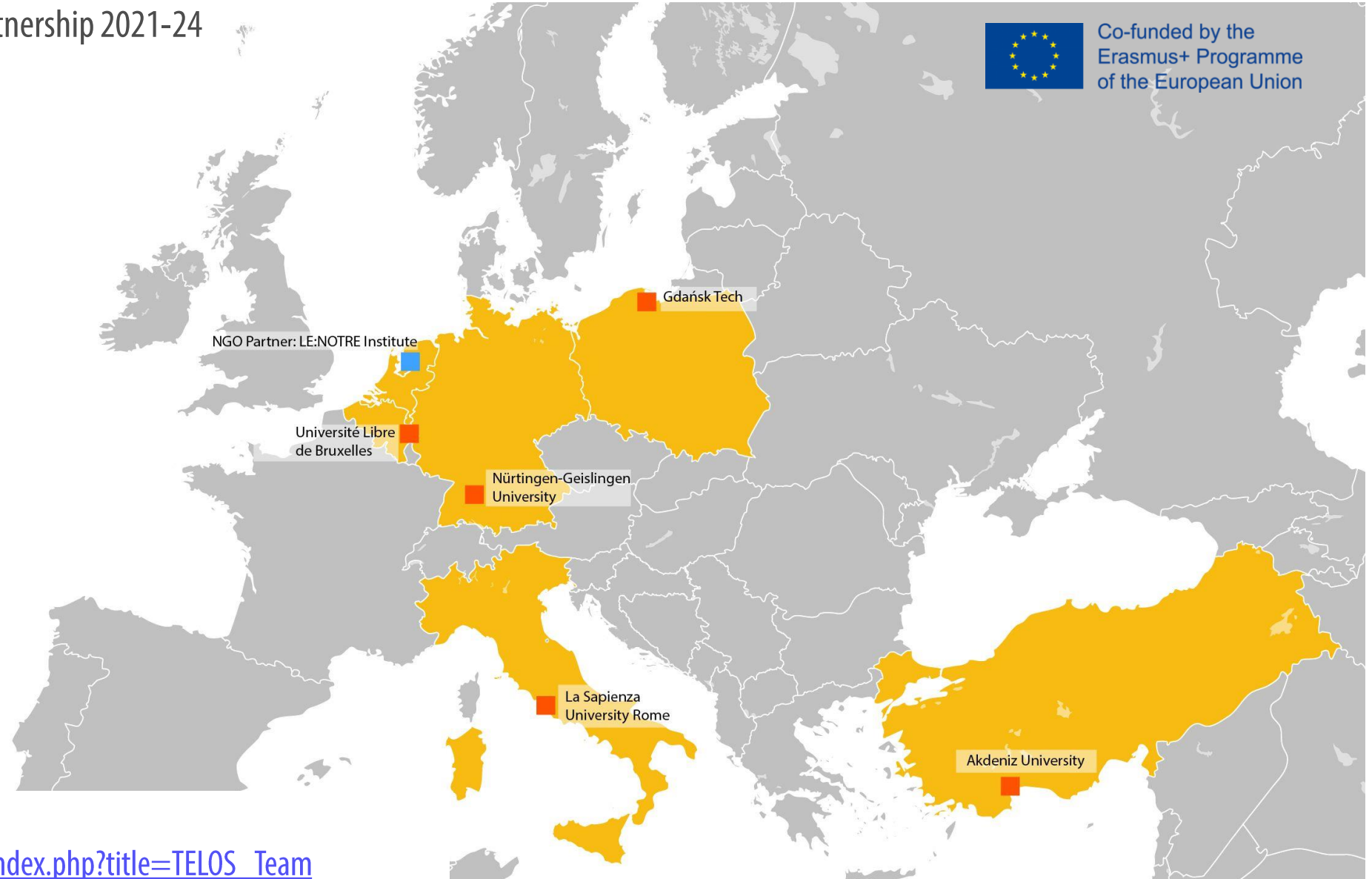
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# TELOS stands for: Towards a European Landscape Economy for a Sustainable Urban Development

Our transnational partnership 2021-24

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Meet our team:

[https://telos.hfwu.de/index.php?title=TELOS\\_Team](https://telos.hfwu.de/index.php?title=TELOS_Team)

## How about you?

Let's use our Landscape Economy **barometer**:



Scan QR code or use this link:

<https://www.menti.com/alrt8mzoo3zg>

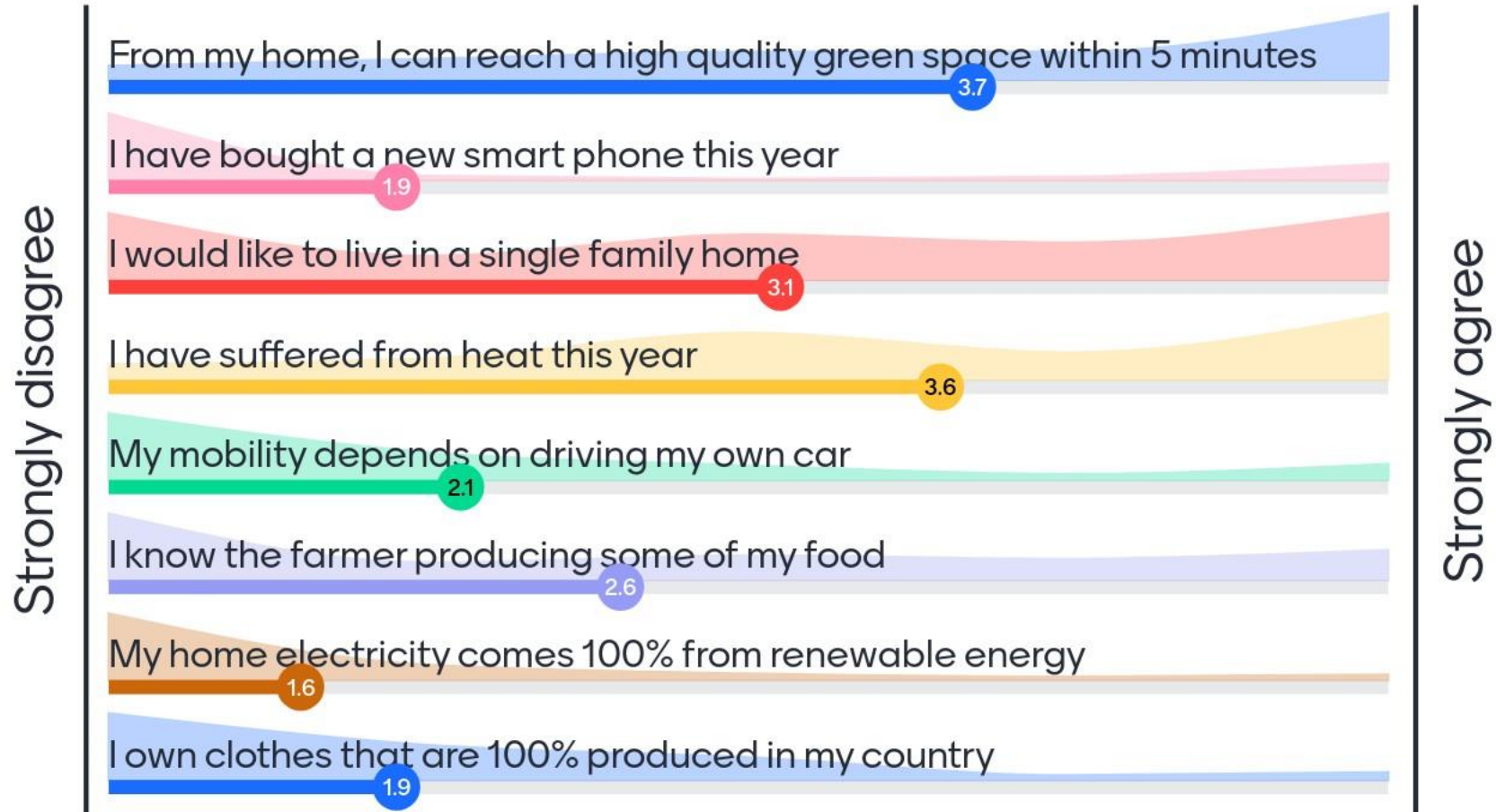
Or go to [menti.com](https://www.menti.com)

The voting code **1276 987**





# TELOS Landscape Economy Barometer



Thinking landscape through economy  
Thinking economy through landscape

# Why is it relevant?

econ·o·my | \ i- 'kă-nə-mē, ə-, ē- \  
plural economies

## Definition of *economy*

1 : the structure or conditions of economic life in a country, area, or period also : an economic system

2 : **thrifty and efficient use of material resources**

3 : the arrangement or mode of operation of something : organization

4 archaic : the management of household or private affairs and especially expenses

<https://www.merriam-webster.com/dictionary/economy>

From Ancient Greek οἰκονομία (oikonomía, “management of a household, administration”),  
from οἶκος (oîkos, “house”) + νέμω (némō, “distribute, allocate”)

<https://en.wiktionary.org/wiki/economy>

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### Why is it relevant?

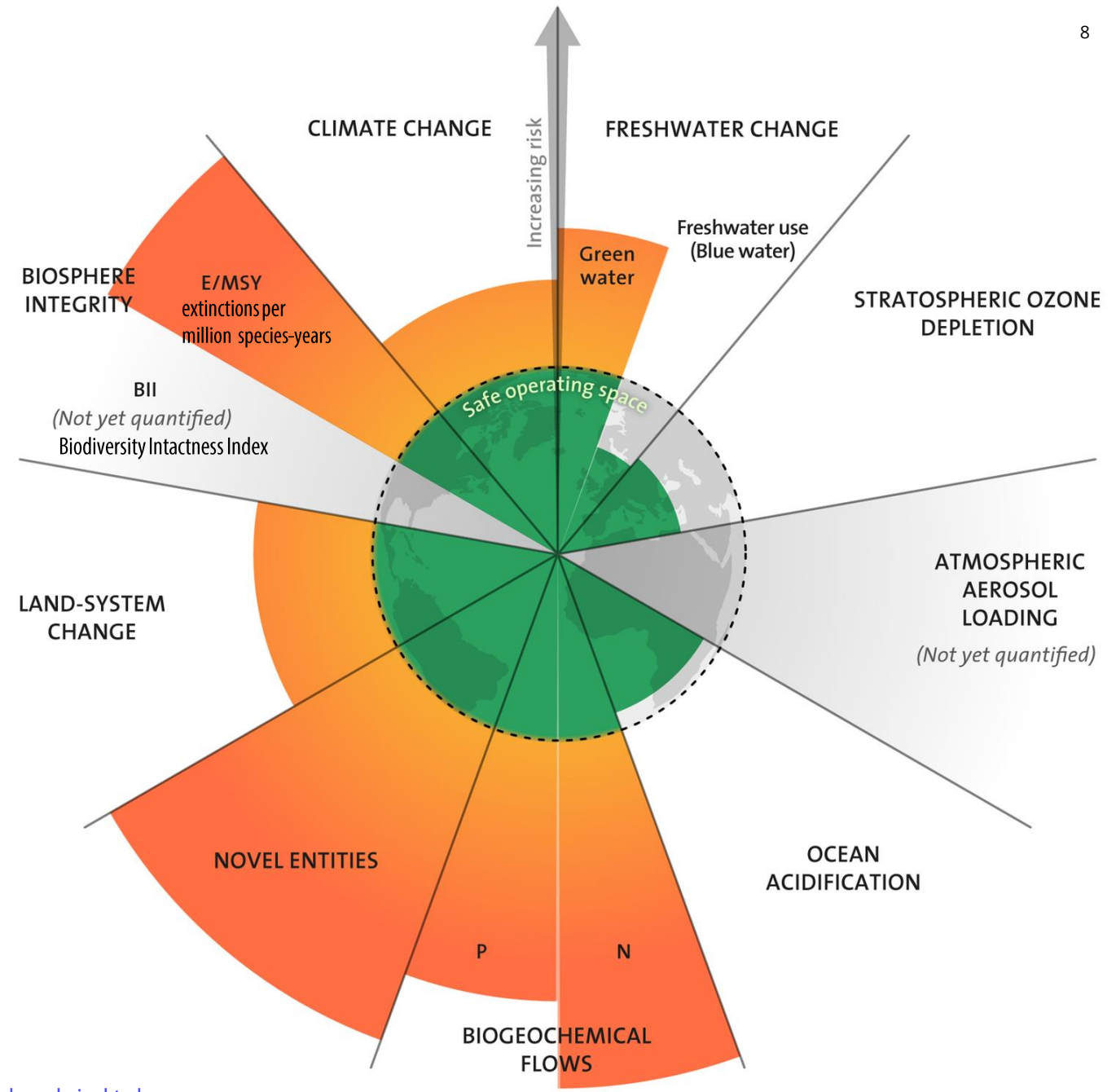
## Planetary Boundaries

As conceived by the Stockholm Resilience Centre

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Economy is....  
thrifty and efficient use of material resources

But for **how long** and at what **real prize**?



Azote for Stockholm Resilience Centre, based on analysis in Wang-Erlandsson et al 2022  
<https://www.stockholmresilience.org/research/planetary-boundaries/the-nine-planetary-boundaries.html>



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## Why is it relevant?

# SUSTAINABLE DEVELOPMENT GOALS



<https://sdgs.un.org/goals>

We have this agenda, but...after all it is yet another growth agenda

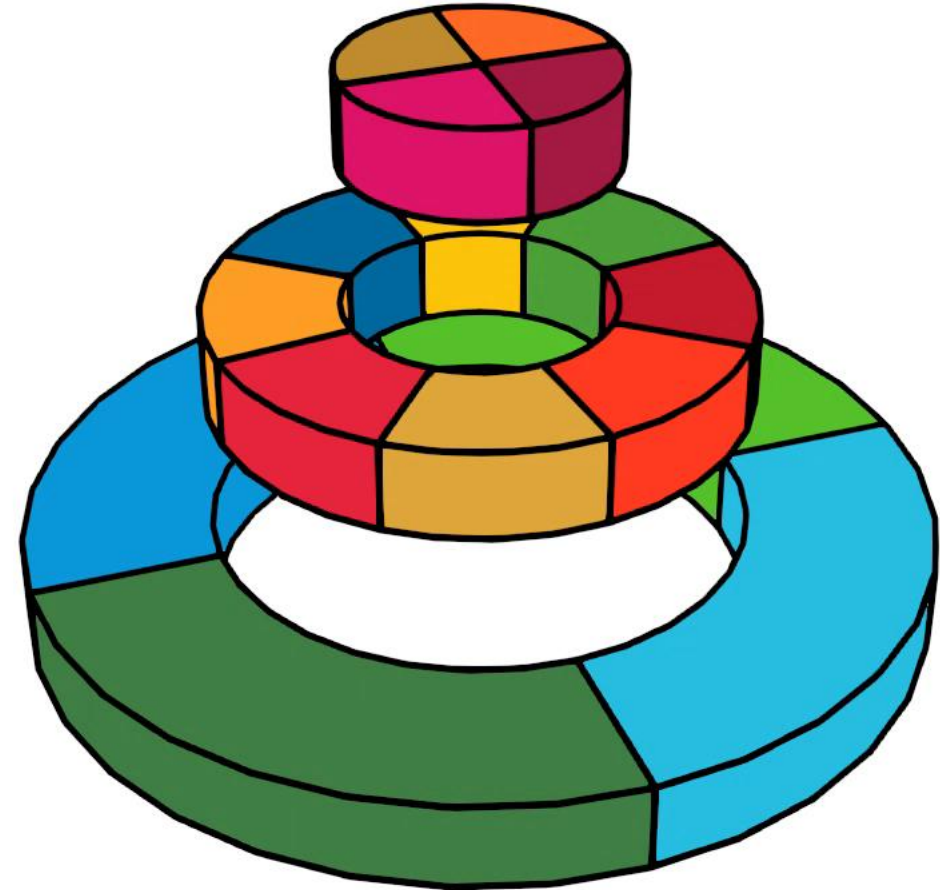
Thinking landscape through economy  
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## Why is it relevant?

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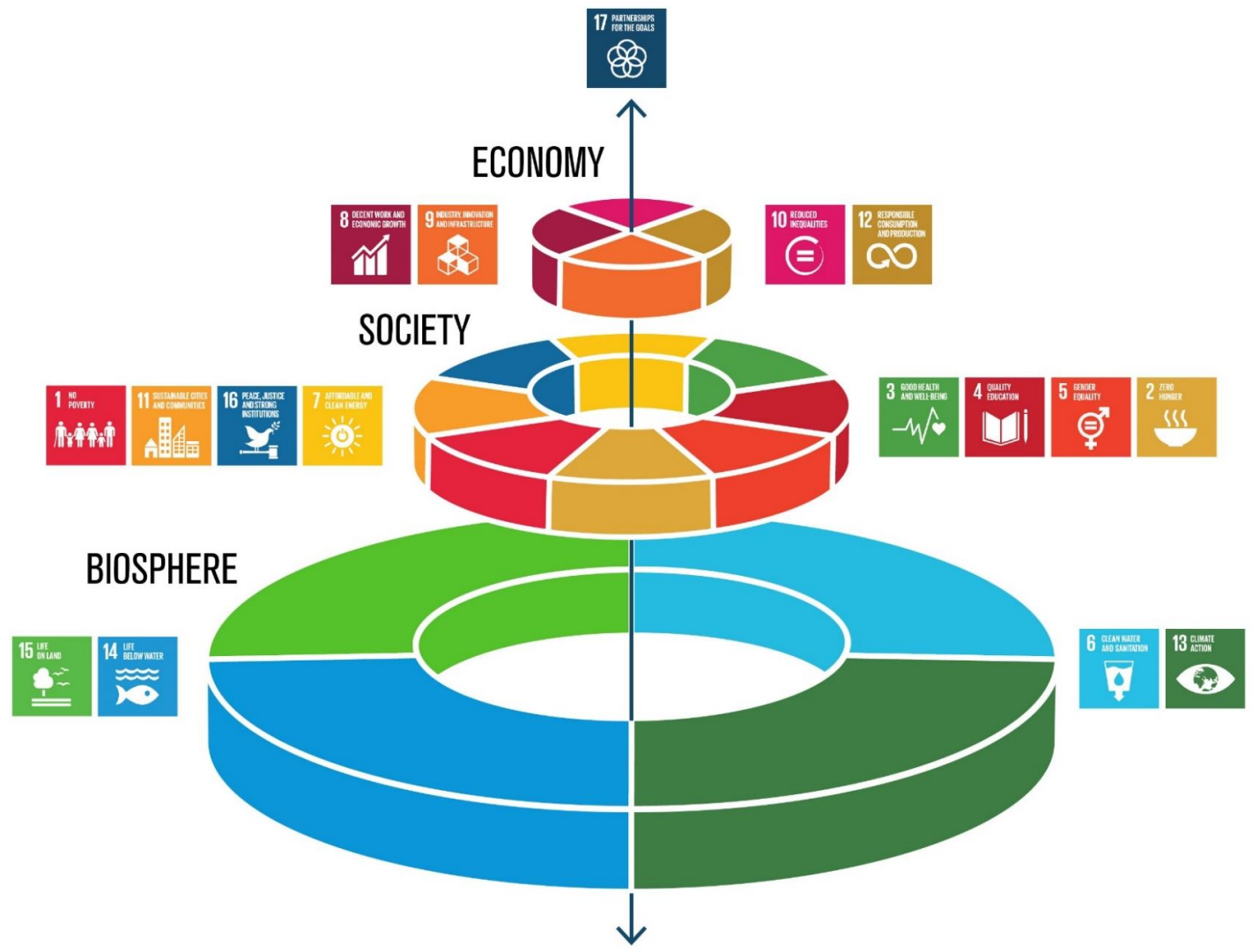
Stockholm Centre suggests shifting  
the prioritisation in favour of  
our planetary boundaries

# The Sustainable Development Goals



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Thinking economy through landscape  
**Why is it relevant?**

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Stockholm Resilience Centre suggests shifting the prioritisation towards our planetary boundaries

<https://www.stockholmresilience.org/research/research-news/2016-06-14-the-sdgs-wedding-cake.html>

Thinking landscape through economy  
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## Why is it relevant?



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### Article 1 –Definitions

A "Landscape" means an area, **as perceived by people**, whose character is the result of the action and interaction of natural and/or human factors.

### Article 2 –Scope

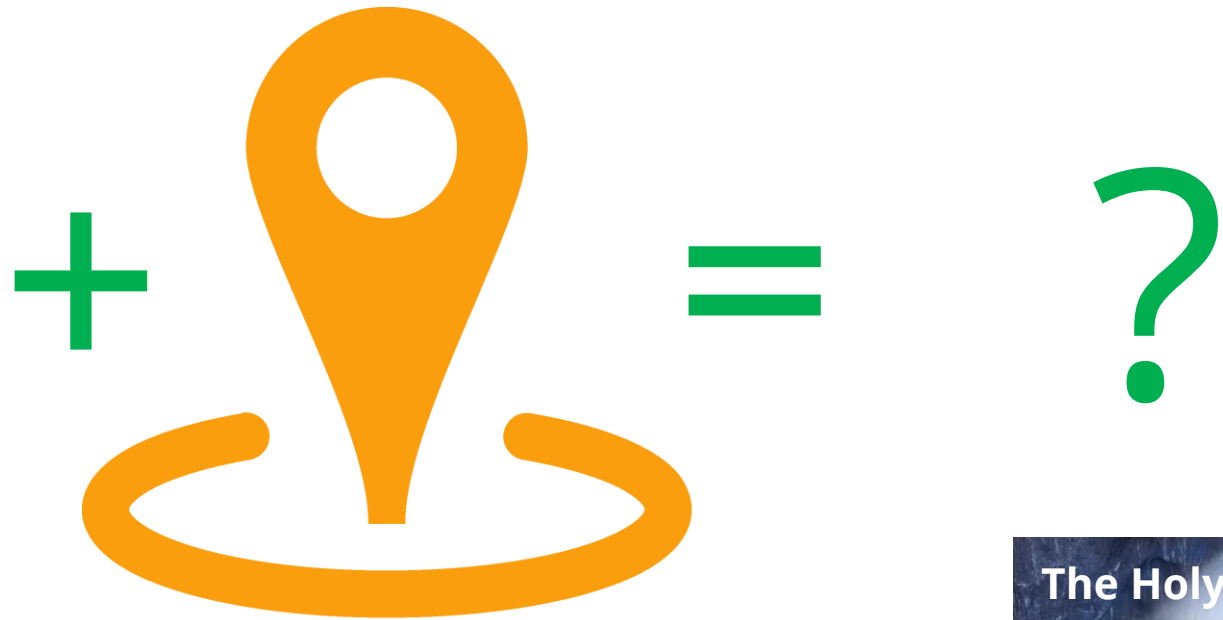
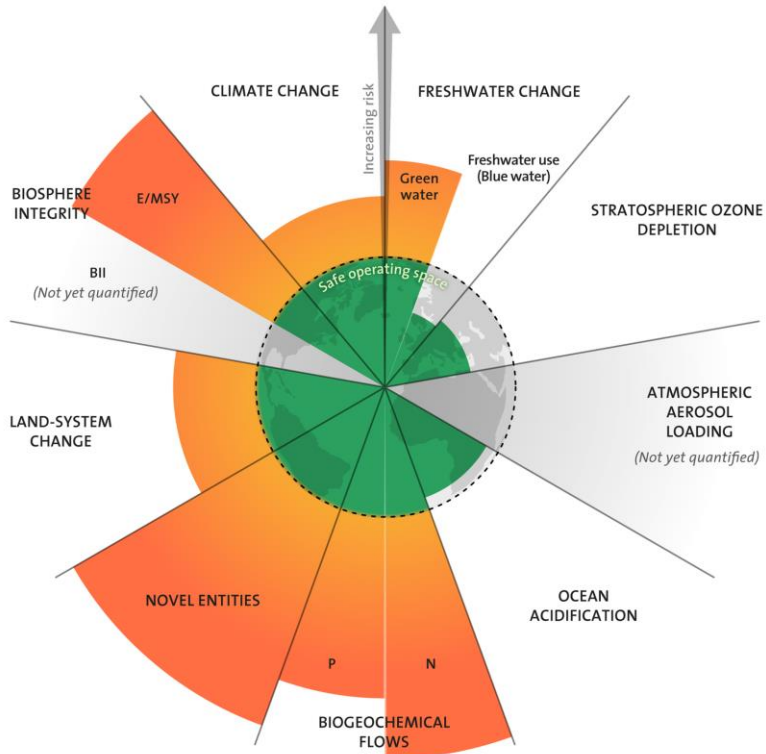
... this Convention applies to the entire territory of the Parties and covers **natural, rural, urban and peri-urban areas**. It includes land, inland water and marine areas. It concerns landscapes that might be considered outstanding as well as **everyday** or **degraded landscapes**.

Attention:  
The Council of Europe is **NOT** the European Union

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# Why is it relevant? >>> Because we translate sustainability to concrete territorial contexts

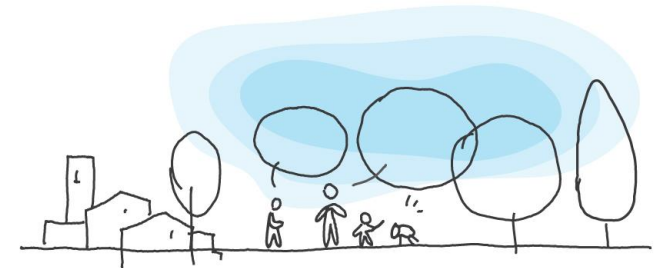
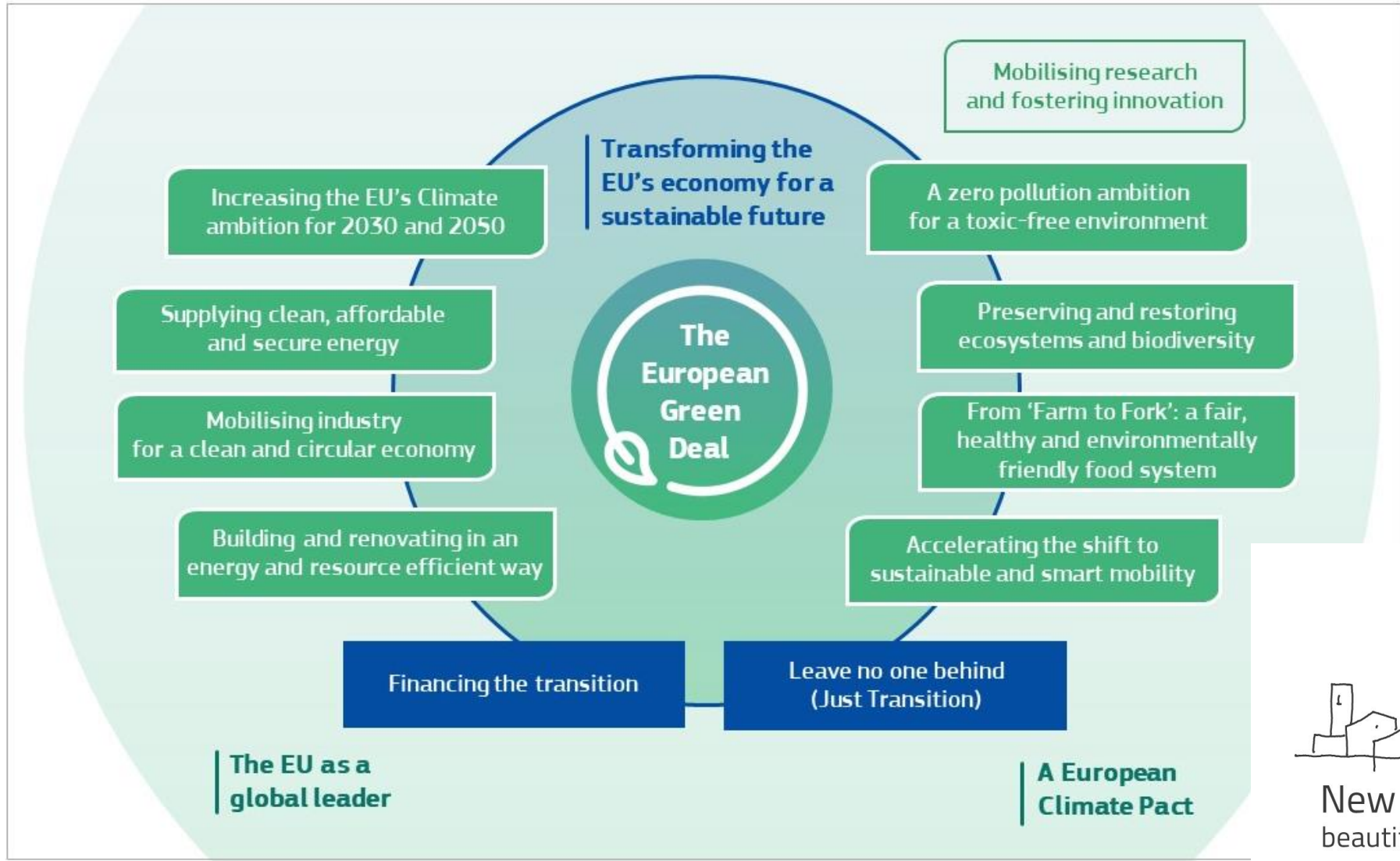
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# The Green New Deal as the European Union's Strategy

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**New European Bauhaus**  
beautiful | sustainable | together 

# Green Competences as a motor of the transition

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GreenComp The European sustainability competence framework (2022)

<https://publications.jrc.ec.europa.eu/repository/handle/JRC128040>

# TOOLS OF A SYSTEM THINKER

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DISCONNECTION



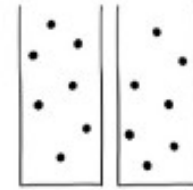
INTERCONNECTEDNESS



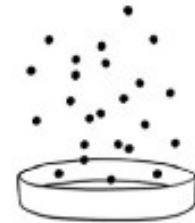
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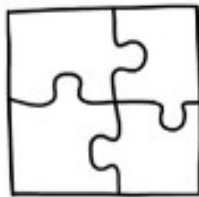
SILOS



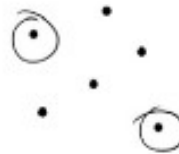
EMERGENCE



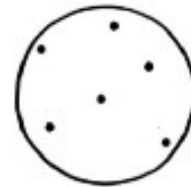
PARTS



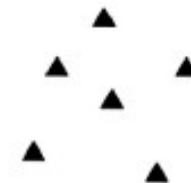
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ANALYSIS



SYNTHESIS



ISOLATION

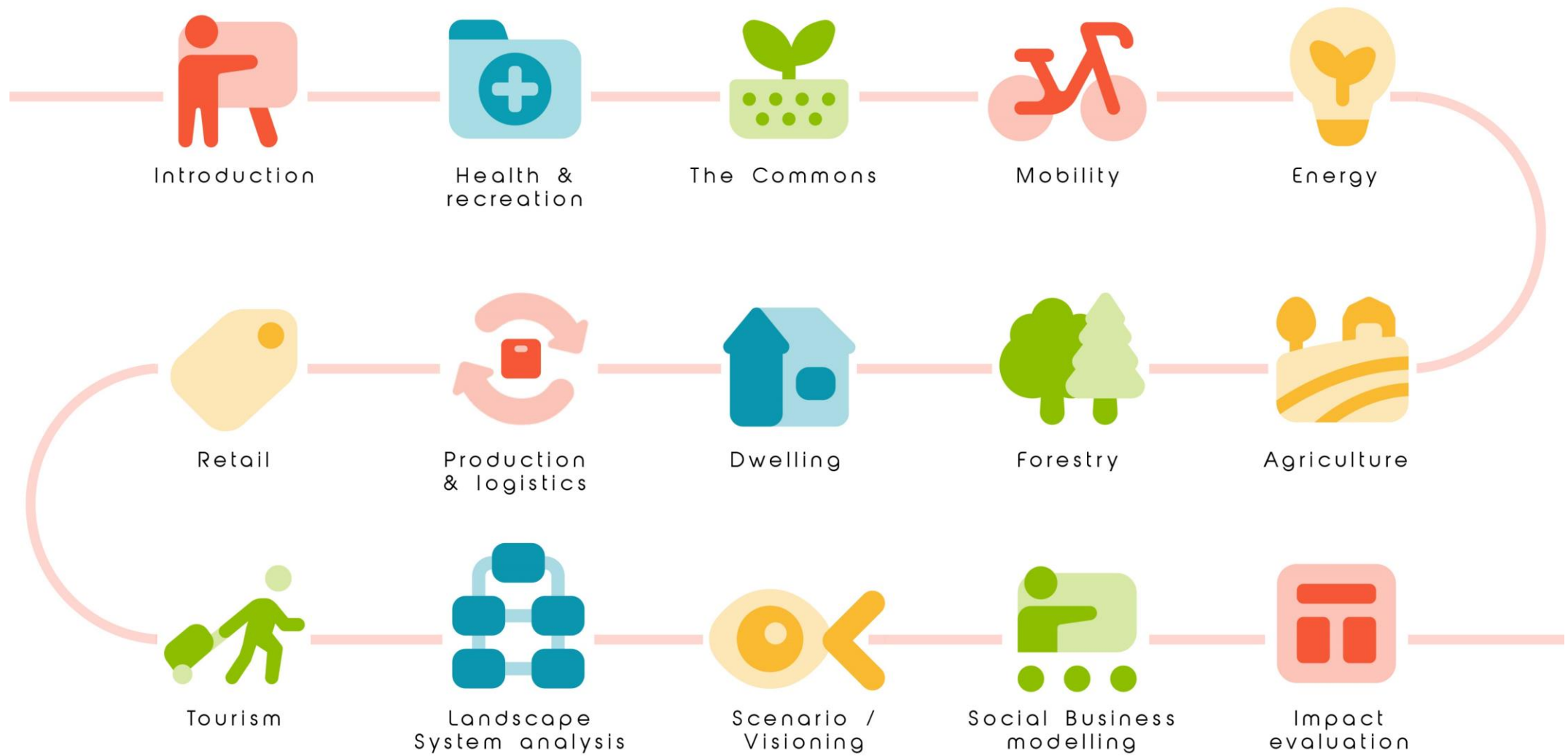


RELATIONSHIPS

Thinking landscape through economy  
Thinking economy through landscape

# Our TELOS pathway

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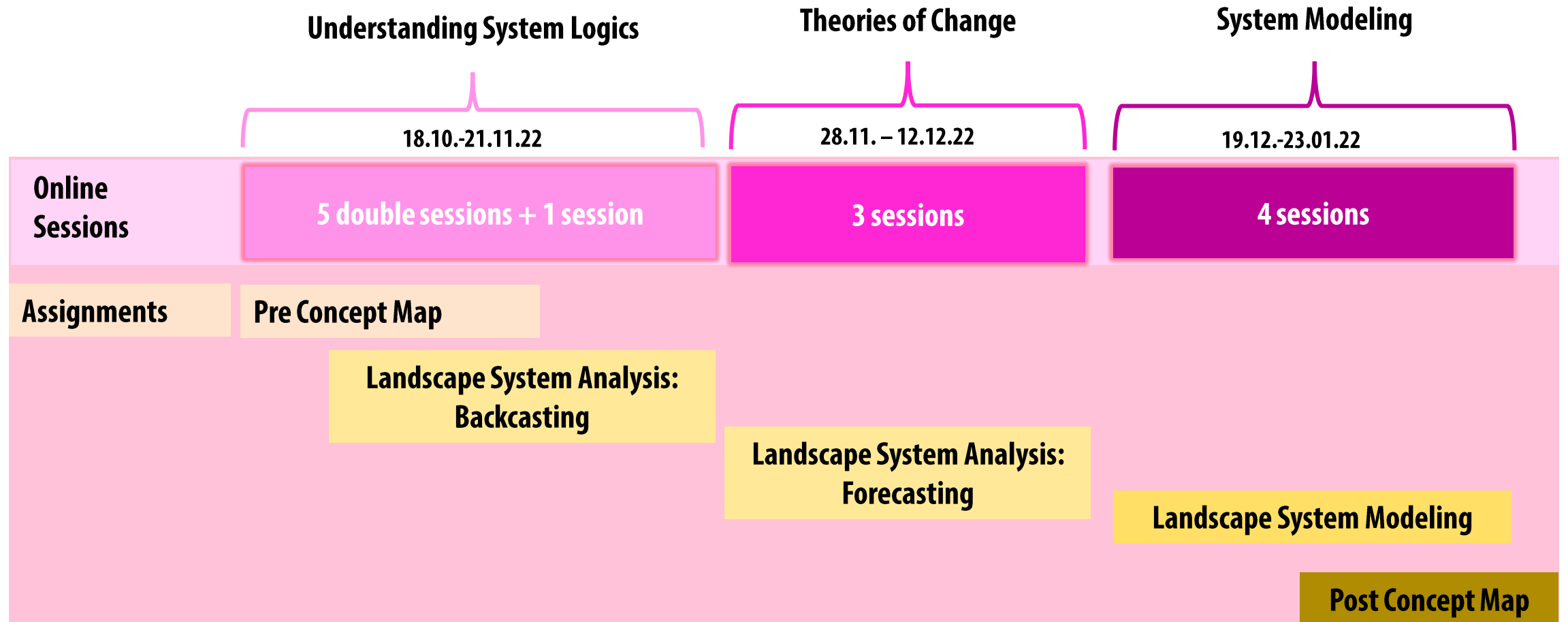


Thinking landscape through economy

Thinking economy through landscape

## The TELOS seminar process

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The **online plenary** meets on **Mondays** from **16 00 - 17 30 CET**

Attention: the first five sessions are double length: 16 00 - 17 15, 17 30 - 18 45



# The TELOS seminar assignments

## 10 ECTS Model (recommended) [\[ edit \]](#)

This model requires that you are working on a spatial context, which might typically be your studio project area. You may ask your local supervisors if you can combine the TELOS approach with your studio project activities.

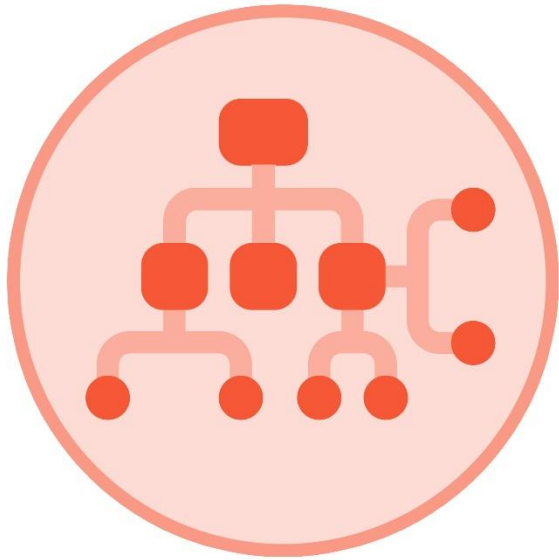
Nr	Assignment	presented on	Submission	Working Mode	Assessment
1.1	<a href="#">Pre-Seminar Concept Map</a>	submission of PDF version	17.10.2022	individual	not graded but compulsory
2.1	<a href="#">Landscape System Analysis: Backcasting</a>	Online in the plenary on 21.11.2022	12.12.2022	Team Product	40% of total grade (including 2.2)
2.2	<a href="#">Landscape System Analysis: Forecasting</a>	Online in the plenary on 12.12.2022	12.12.2022	Team Product	40% of total grade (including 2.1)
3	<a href="#">Landscape Systems Modeling</a>	Online in the plenary on 23.01.2023	23.01.2023	Team Product	60% of total grade
1.2	<a href="#">Post-Seminar Concept Map</a>	submission of PDF version	06.02.2023	individual	not graded but compulsory

## 5 ECTS Model [\[ edit \]](#)

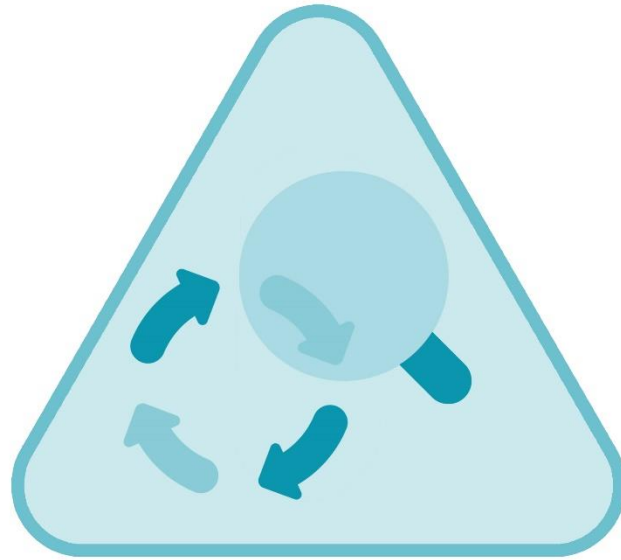
This model assumes that you are not working on a local project context. This context is needed if you want to work on assignments 2 & 3. This model is a flexible alternative for participating actively in the TELOS seminar if your schedule does not allow for more engagement.

Nr	Assignment	presented on	Submission	Working Mode	Assessment
1.1	<a href="#">Pre-Seminar Concept Map</a>	submission of PDF version	17.10.2022	individual	not graded but compulsory
4	<a href="#">Field Research on Good Practices</a>	Online in the plenary on 12.12.2022	12.12.2022	individual product	Grade 100%
1.2	<a href="#">Post-Seminar Concept Map</a>	submission of PDF version	06.02.2023	individual	not graded but compulsory

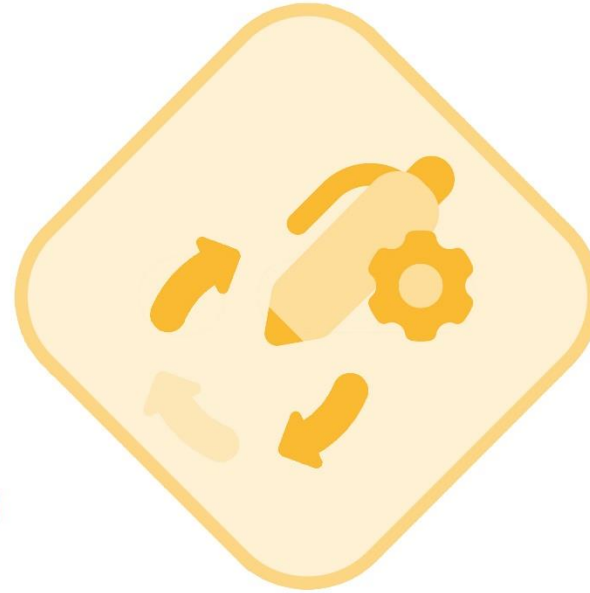
# The TELOS seminar assignments



Assignment 1



Assignment 2



Assignment 3

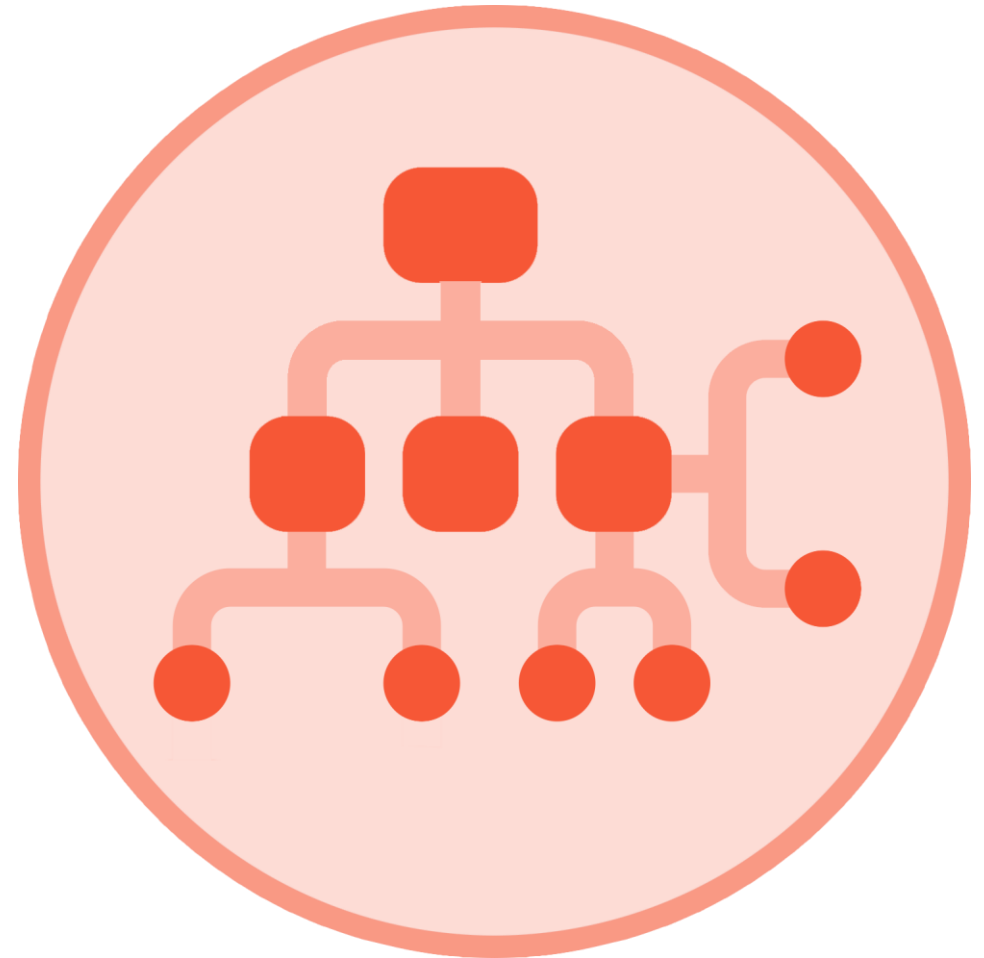


Assignment 4

## The TELOS seminar assignments: #1

You start with an initial concept map on the focus question:

**What are the relationships between landscape and economy?**



### Individual assignment

**Start:** October 10, 2022

**Submission:** October 17, 2022

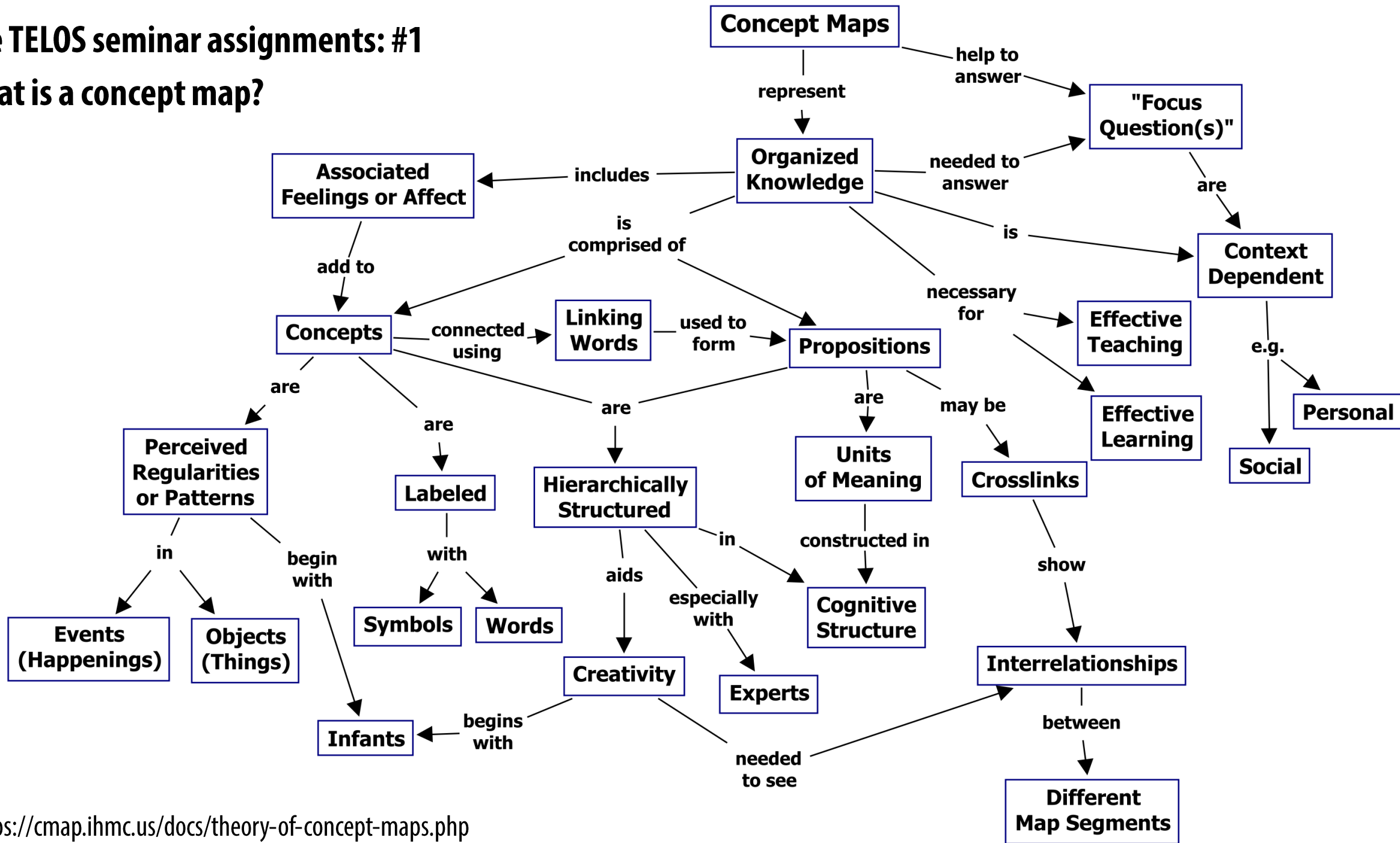
Digital submission on ILIAS: [https://ilias.hfwu.de/goto.php?target=exc\\_39570&client\\_id=hfwu](https://ilias.hfwu.de/goto.php?target=exc_39570&client_id=hfwu)

ILIAS login details will be provided within this week.

# The TELOS seminar assignments: #1

## What is a concept map?

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## The TELOS seminar assignments: #2.1

# Landscape System Analysis Part 1: Understanding the story so far

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### Group assignment

**Start:** October 10, 2022

**Presentation:** November 21, 2022

**Submission:** December 12, 2022 (together with part 2)



Digital submission on ILIAS: [https://ilias.hfwu.de/goto.php?target=exc\\_39570&client\\_id=hfwu](https://ilias.hfwu.de/goto.php?target=exc_39570&client_id=hfwu)

All assignment details: [https://telos.hfwu.de/index.php?title=Assignment\\_2:\\_Landscape\\_System\\_Analysis](https://telos.hfwu.de/index.php?title=Assignment_2:_Landscape_System_Analysis)



## The TELOS seminar assignments: #2.1

# Landscape System Analysis: Understanding the story so far

### Some guiding questions – but feel free to develop your own approach:

- How has this landscape developed over the past **to its present state**?
- Which cause-effect relationships have driven this development? Which value schemes were dominating?
- Which values has this landscape generated by this past transformation? Which values got lost?
- What are the main circular relationships in your landscape?
- Which resources come in from elsewhere (such as workforce, energy, food, materials. . . .) and where do they end up?
- Which resources flow out from your landscape to other places (such as products, knowledge. . . .)?
- Show these circular relationships.
- Combine the different land use layers: Which goal conflicts exist? Who/what wins and who/what loses?

Digital submission on ILIAS: [https://ilias.hfwu.de/goto.php?target=exc\\_39570&client\\_id=hfwu](https://ilias.hfwu.de/goto.php?target=exc_39570&client_id=hfwu)

All assignment details: [https://telos.hfwu.de/index.php?title=Assignment\\_2:\\_Landscape\\_System\\_Analysis](https://telos.hfwu.de/index.php?title=Assignment_2:_Landscape_System_Analysis)

## The TELOS seminar assignments: #2.1

# Landscape System Analysis: Understanding the story so far

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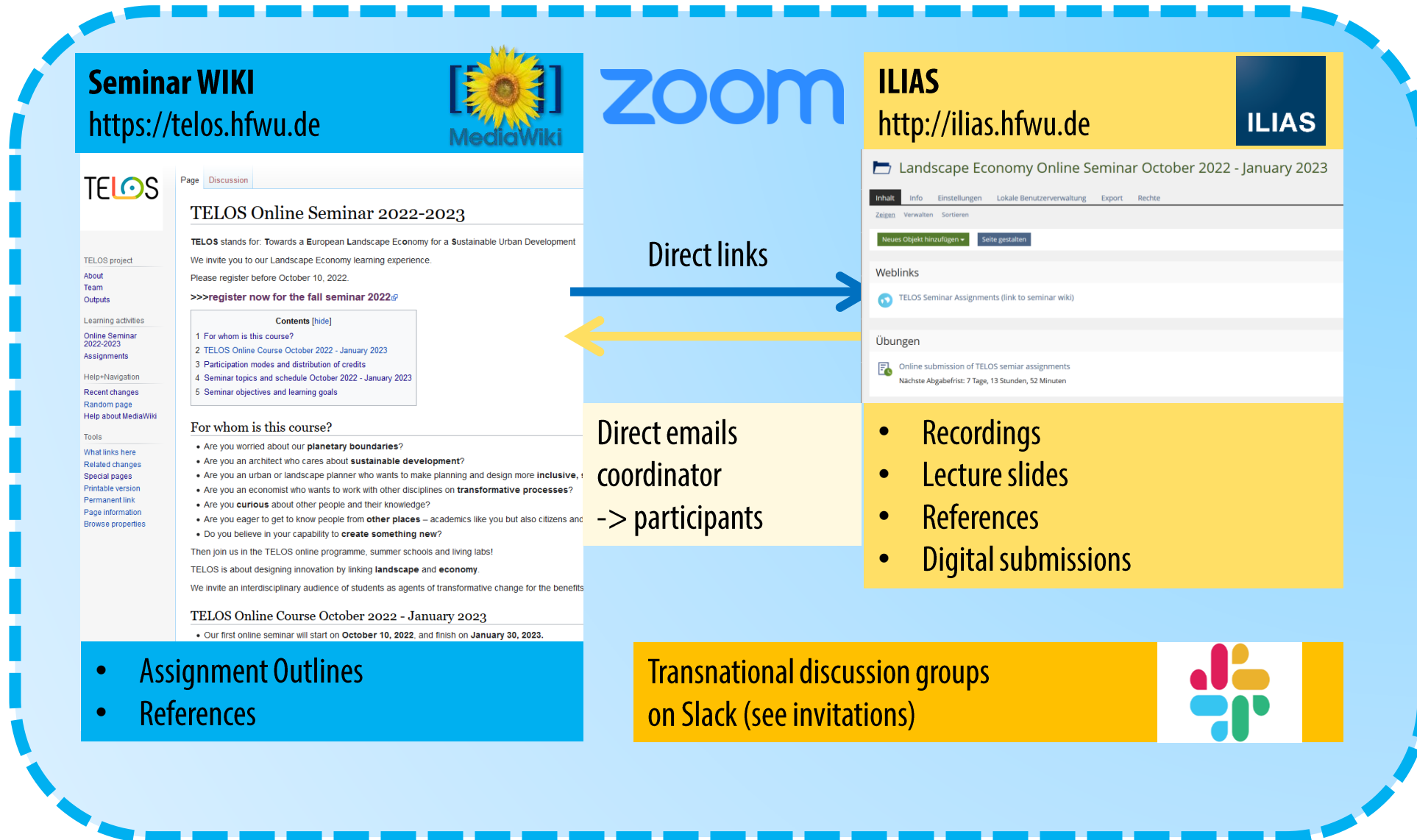


Your local team: an integrated system analysis of your local landscape case



Transnational TELOS discussion teams: in-depth views on sectors with our TELOS experts

# TELOS Seminar Media Landscape



**Seminar WIKI**  
<https://telos.hfwu.de>



Page Discussion

**TELOS Online Seminar 2022-2023**

TELOS stands for: Towards a European Landscape Economy for a Sustainable Urban Development  
 We invite you to our Landscape Economy learning experience.  
 Please register before October 10, 2022.  
 >>>register now for the fall seminar 2022.<<<

**Contents [hide]**

- 1 For whom is this course?
- 2 TELOS Online Course October 2022 - January 2023
- 3 Participation modes and distribution of credits
- 4 Seminar topics and schedule October 2022 - January 2023
- 5 Seminar objectives and learning goals

**For whom is this course?**

- Are you worried about our **planetary boundaries**?
- Are you an architect who cares about **sustainable development**?
- Are you an urban or landscape planner who wants to make planning and design more **inclusive**,
- Are you an economist who wants to work with other disciplines on **transformative processes**?
- Are you **curious** about other people and their knowledge?
- Are you eager to get to know people from **other places** – academics like you but also citizens and
- Do you believe in your capability to **create something new**?

Then join us in the TELOS online programme, summer schools and living labs!  
 TELOS is about designing innovation by linking **landscape** and **economy**.  
 We invite an interdisciplinary audience of students as agents of transformative change for the benefits

**TELOS Online Course October 2022 - January 2023**

- Our first online seminar will start on **October 10, 2022**, and finish on **January 30, 2023**.

- Assignment Outlines
- References



**Direct emails coordinator -> participants**

**ILIAS**  
<http://ilias.hfwu.de>



Landscape Economy Online Seminar October 2022 - January 2023

Inhalt Info Einstellungen Lokale Benutzerverwaltung Export Rechte

Zeigen Verwalten Sortieren

Neues Objekt hinzufügen Seite gestalten

**Weblinks**

- TELOS Seminar Assignments (link to seminar wiki)

**Übungen**

- Online submission of TELOS seminar assignments  
 Nächste Abgabefrist: 7 Tage, 13 Stunden, 52 Minuten

- Recordings
- Lecture slides
- References
- Digital submissions

**Transnational discussion groups on Slack (see invitations)**



Teams organise their own working environment

Neckar Valley Competition is organised on the LE:NOTRE ILIAS Platform

# Next steps

- Decide on your participation mode until next week, October 17
- Work individually on your pre-concept map and submit it on ILIAS on October 17 until 23:55
- You will receive individual ILIAS accounts within this week
- If your TELOS case is the Neckar valley in Stuttgart (LNI Student Competition), make sure your team is registered: [https://lnicollab.landscape-portal.org/goto.php?target=cat\\_2160&client\\_id=main](https://lnicollab.landscape-portal.org/goto.php?target=cat_2160&client_id=main)
- If you have your spatial context clear, you can start working on assignment 2.1: Understanding the story so far
- Within your teams, decide who is focusing on which land use aspect (so we can form transnational discussion teams)

# Next meetings

Monday, October 17

16 00 – 17 15 CET: Maria Beatrice Andreucci on Health

17 30 – 18 45 CET: Roxana Triboi & Jeroen de Vries on the Commons



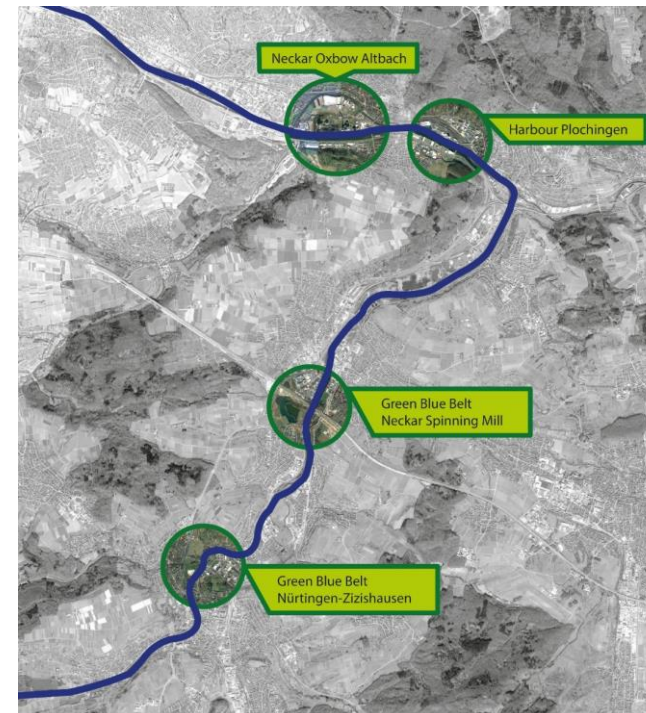
Tuesday, October 18

18 00 – 19 30 CET:

Ellen Fetzer to introduce the

landscape of the student competition Neckar Valley

>>> all future competition lectures will be on Wednesdays





THANK YOU

