

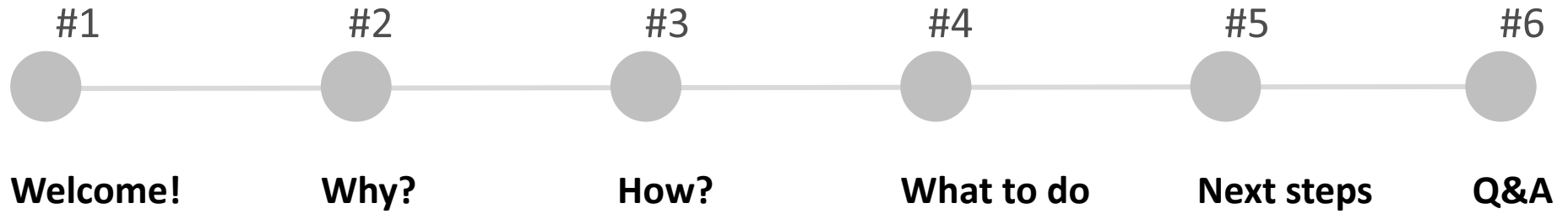


Welcome & Introduction

09.10.2023

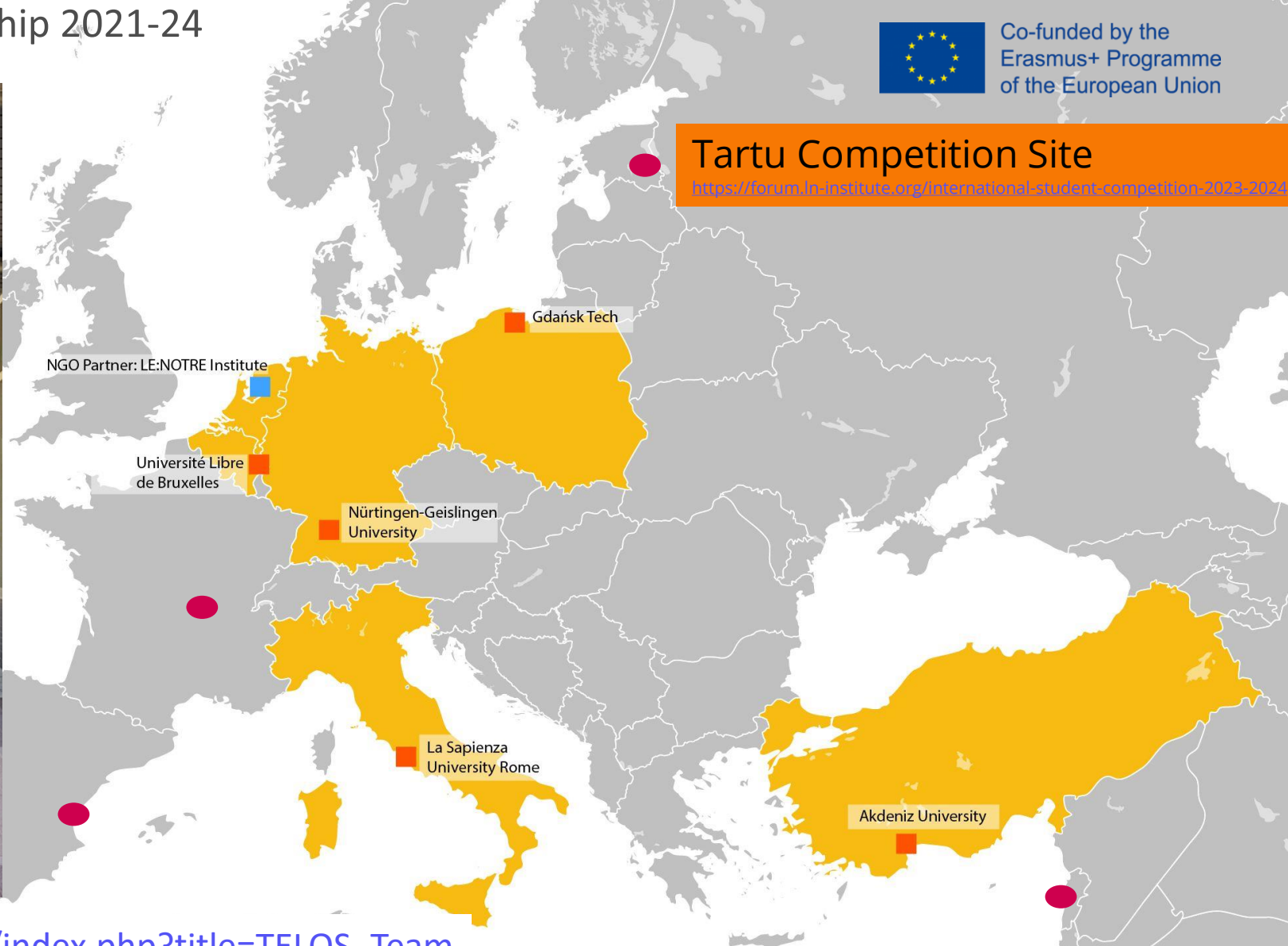
16 00 – 18 00 CET





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

Our transnational partnership 2021-24



Meet our 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 use voting code

Menti.com >>> 2508 8257

Where are you from? Put your pin on the map and submit!



How about your landscape economy?



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>

T
h
e
W
h
y

Thinking landscape through economy
Thinking economy through landscape

Why is it relevant?

Planetary Boundaries

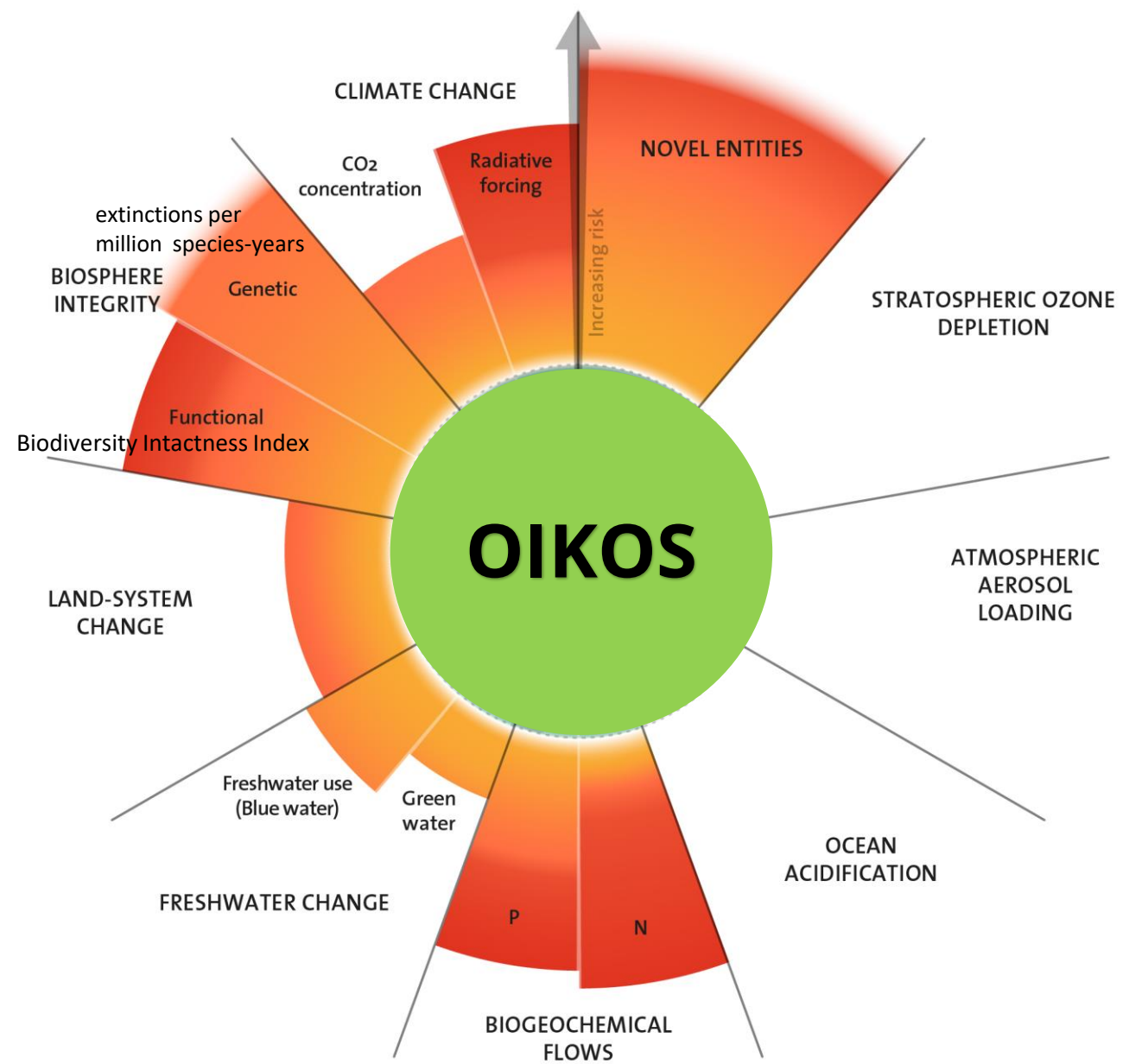
As conceived by the Stockholm Resilience Centre

September 2023: 6 of 9 boundaries crossed

T
h
e
W
h
y

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

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



Richardson et al: Earth beyond six of nine planetary boundaries, 2023
<https://www.science.org/doi/10.1126/sciadv.adh2458>

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

SUSTAINABLE DEVELOPMENT GOALS



T
h
e

W
h
y

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

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

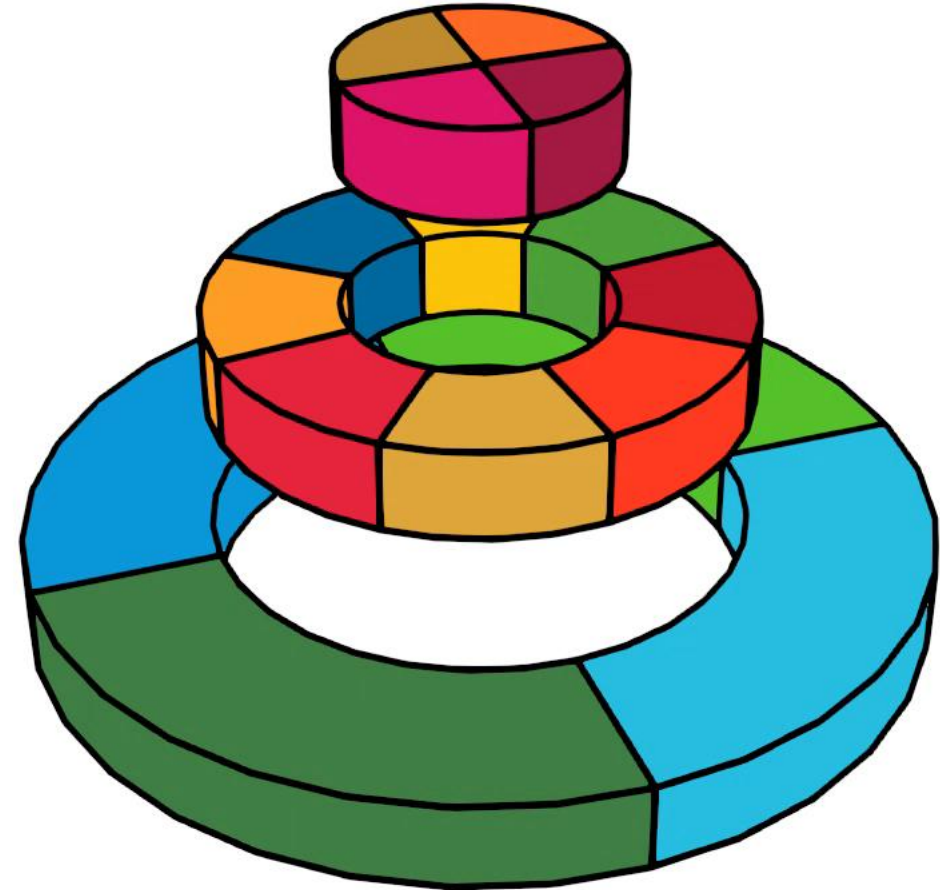
Thinking landscape through economy
Thinking economy through landscape

Why is it relevant?

T
h
e
W
h
y

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

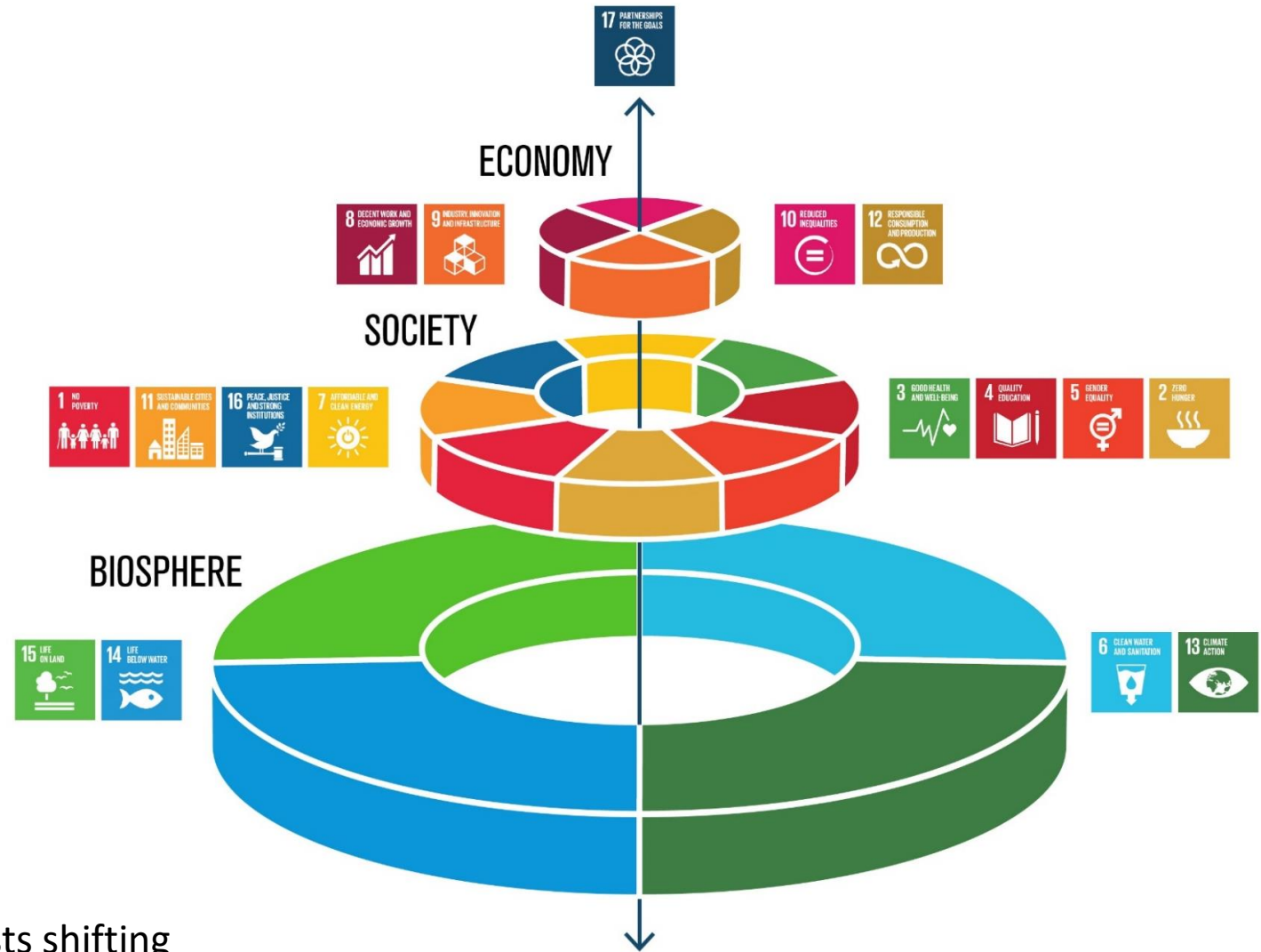
The Sustainable Development Goals



Thinking landscape through economy
Thinking economy through landscape

Why is it relevant?

T
h
e
w
h
y



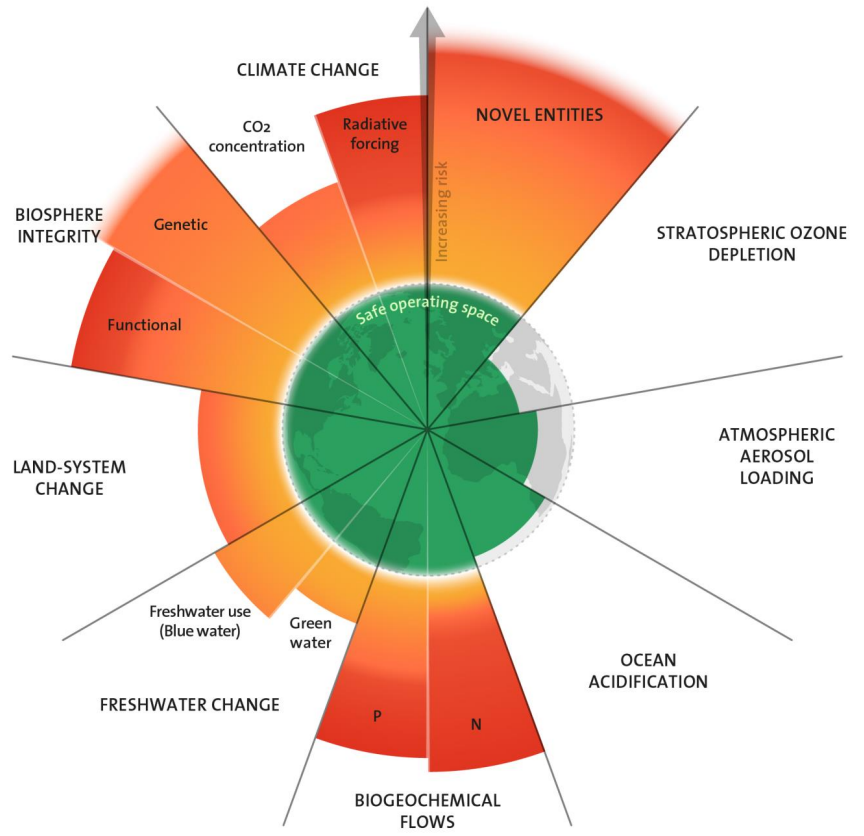
Stockholm Resilience Centre suggests shifting the prioritisation of our SDGs towards our planetary boundaries

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

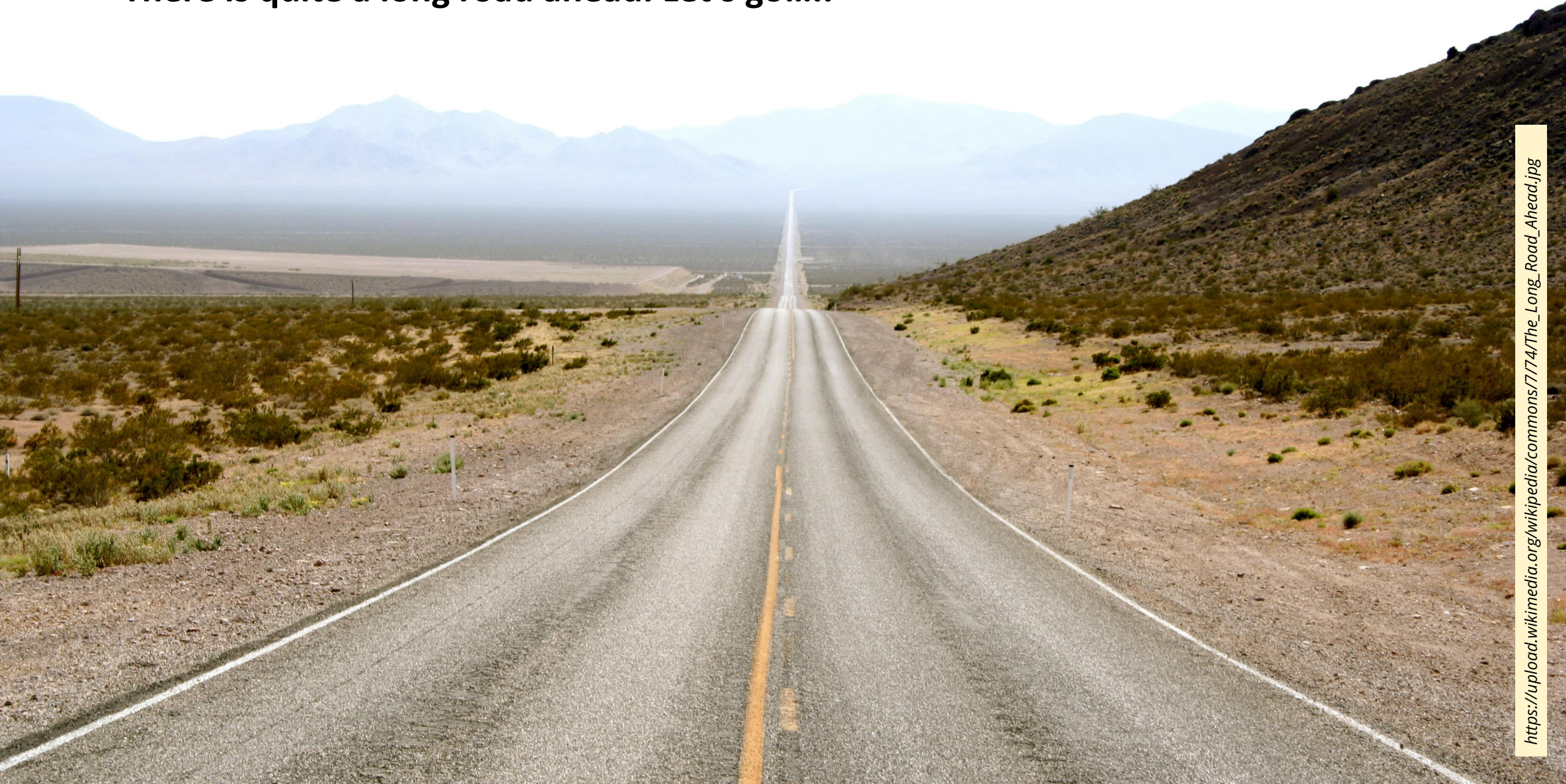
Thinking landscape through economy
Thinking economy through landscape

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

T
h
e
W
h
y



There is quite a long road ahead. Let's go.....



Let's discover the big concepts:
What does LANDSCAPE mean to you?



Scan QR code or use this link:

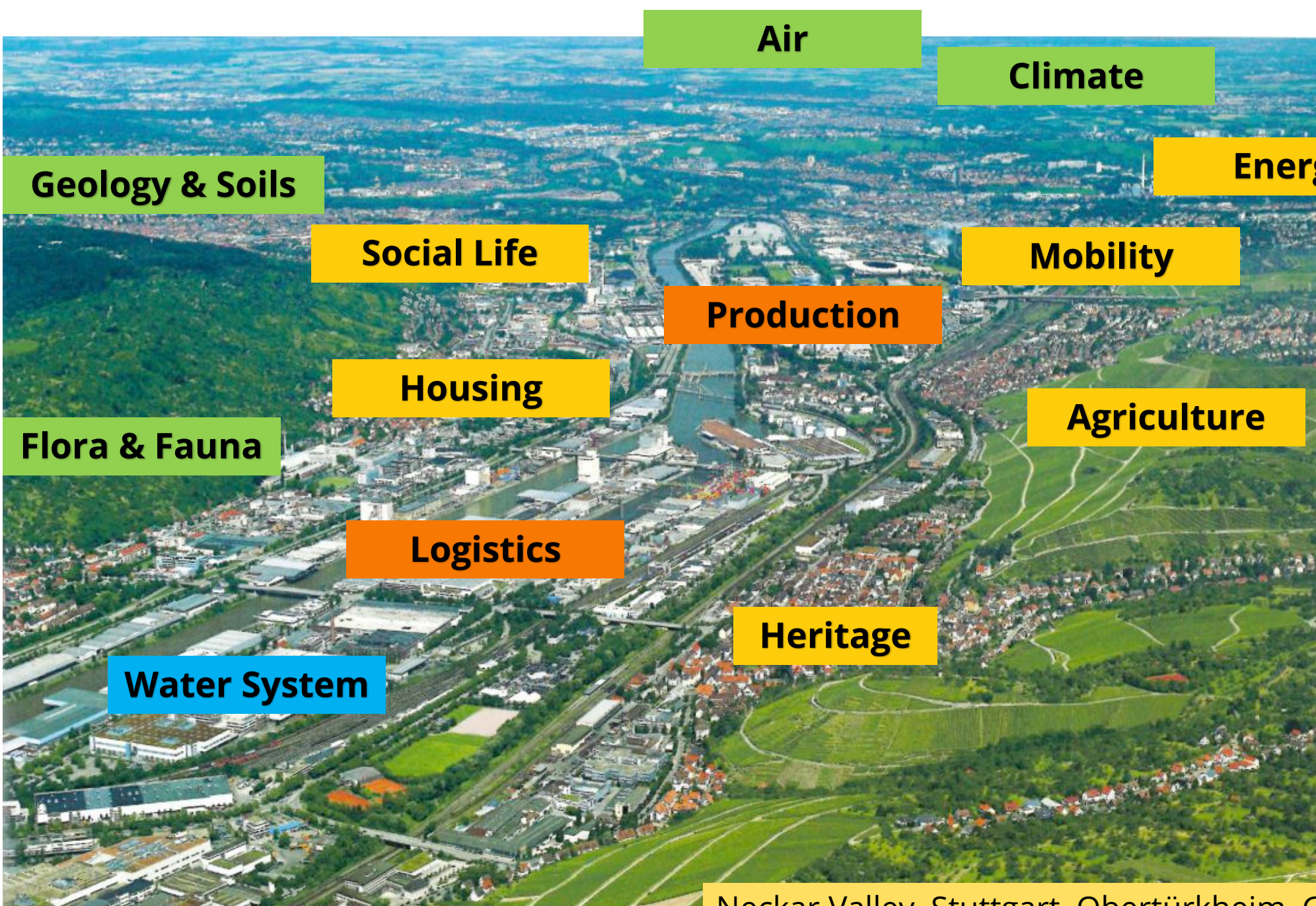
<https://www.menti.com/albkzv8fnao4>

Or use voting code

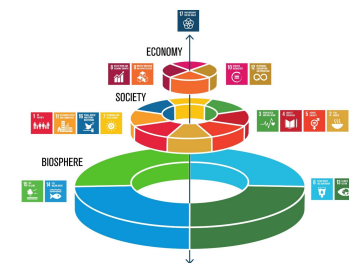
Menti.com >>>> 1536 1712

T
h
e

W
h
y



Neckar Valley, Stuttgart, Obertürkheim, Germany

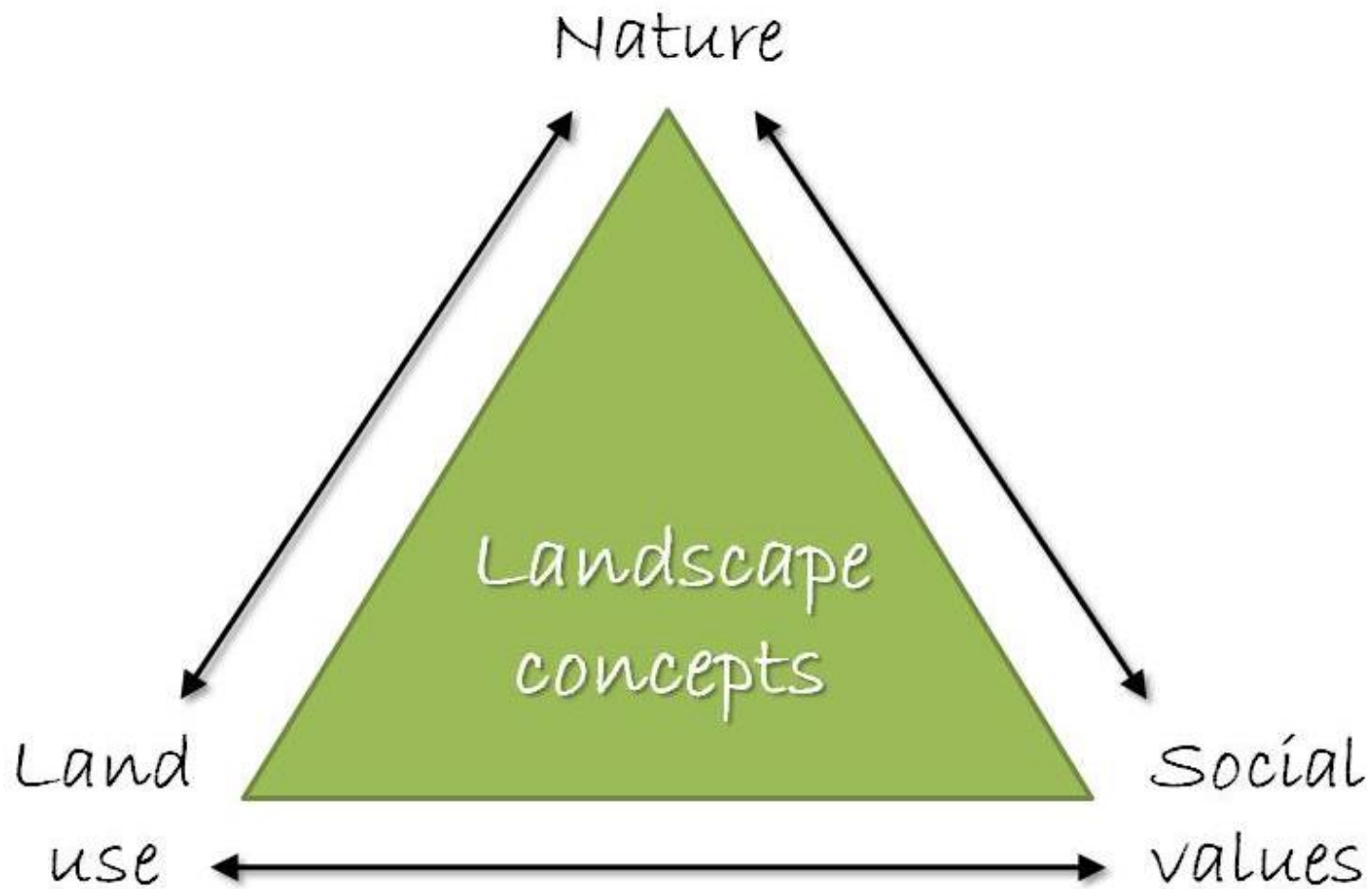


Landscape is a (pretty useful) meta-concept.

It allows us to study diverse system relationships in a given territory

THE landscape concept does not exist.

There are multiple conceptualisations coexisting and the determinants vary.



Thinking landscape through economy
Thinking economy through landscape

Why is it relevant?



T
h
e
w
h
y

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

Let's discover the big topics:
What does ECONOMY mean to you?

T
h
e

W
h
y



Scan QR code or use this link:

<https://www.menti.com/albkzv8fnao4>

Or use voting code

Menti.com >>>> 1536 1712

Economy, Economics and Business (administration)

- The „**Economy**“ consists of institutions, machines and people that generate and regulate **supply and demand**. Institutions are all private households, all small and large companies and enterprises as well as institutions of a state. Simplified, one can say: All those who generate (produce), distribute and consume goods or services belong to the national economy.
- **How to deal scientifically with the economy.**
 - **Economics** is a branch of economic science that deals with macroeconomic issues. It considers the various interactions between all actors involved in the economic process. > **Focus on the system as a whole.**
 - **Business administration** is a branch of economic science and describes the management, control and organization of an **economic operation or company** and is fundamentally based on the assumption that goods are scarce and therefore an economic approach to these very goods is required. The aim of business administration is to describe, explain and support decision-making processes in private, non-governmental or even governmental organizations. > **Focus on the individual institution.**

Ford Pinto – business & ethics?

At the end of the 1960s, Ford developed a new small car (Ford Pinto). It was supposed to be economical and cheap (price limit: US\$ 2,000). During the test phase, it became apparent that the tank had a serious defect. In rear-end collisions above 40 km/h, there was a great danger that the tank would rupture and the vehicle would burst into flames. The passengers were therefore exposed to the risk of being burned alive without being informed of this. The following comparative calculation was then made.

	Cost of tank improvement	Cost of accidents
costs	11 mio cars à 11 US\$ 1,5 mio trucks à 11 US\$	180 burned people à 200 th. US\$ 180 injured people à 167 th. US\$ 2.100 destroyed cars à 700 US\$
sum	137 mio US\$	49,5 mio US\$

It was only after 60 people had died and over 120 had been seriously injured that the Pinto was finally withdrawn from the market.

What do we learn from the case „Ford Pinto“?

Economics and business administration are first and foremost social sciences. The research and its recommendations are very much dependent on which image of humanity one uses as a basis.

Motives of people

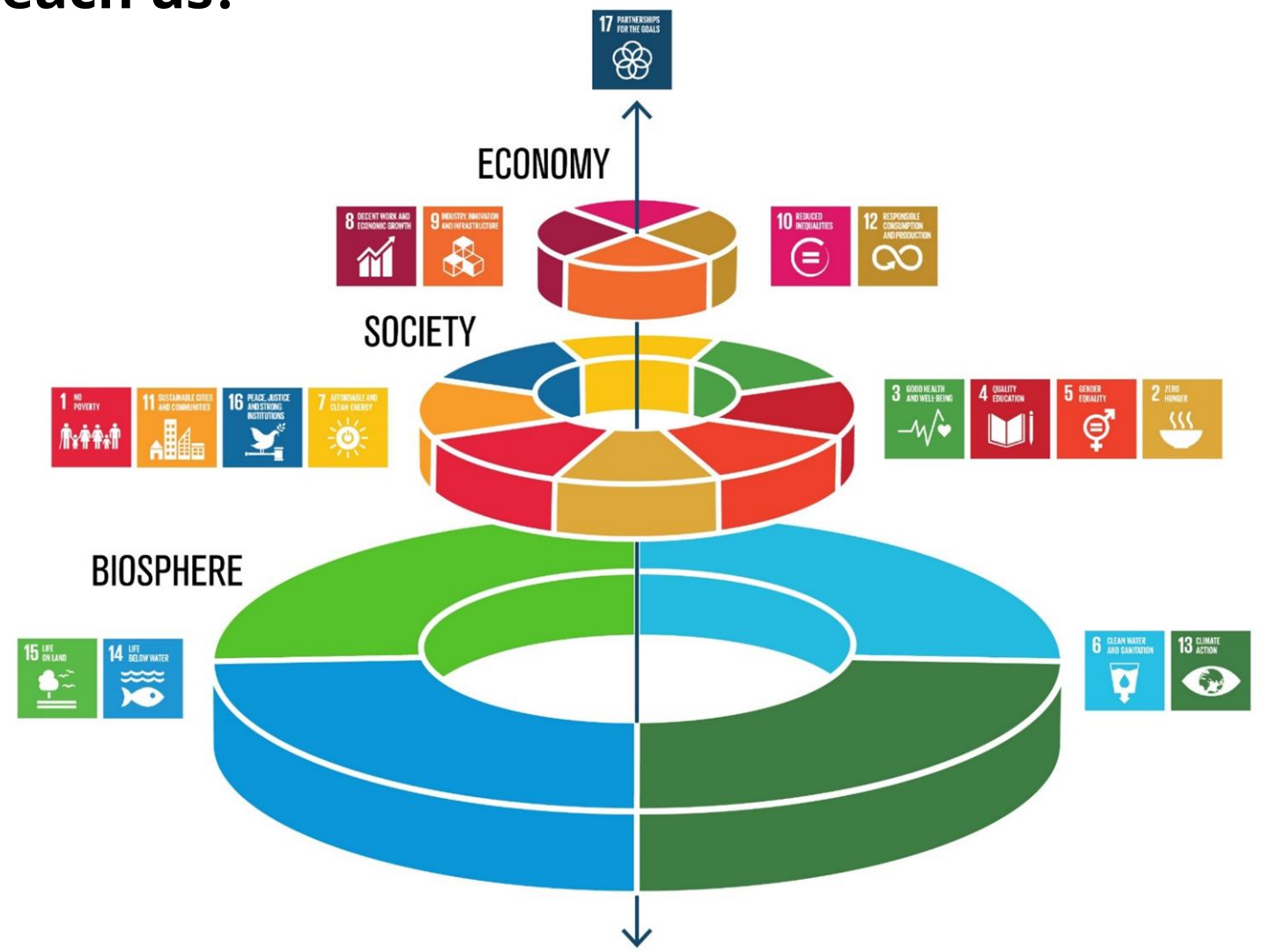
1. Homo economicus: people maximize their individual, profit-driven material benefits.
2. Homo laborans: people strive not only for material rewards but also for self-actualization.
3. Homo reciprocans: people (also) have altruistic / cooperative motives.

Influences on (rational) behavior


1. Bounded rationality: people have limited cognitive abilities and limited access to information.
2. Homo sociologicus: people are influenced by social norms & ties as well as cultural values.

What does economic research teach us?

1. The economy is still self-referential. Decisions are to a large extent **profit-oriented** and geared to **individual, material benefits**.
2. However, there is increasing **social pressure** on companies and consumers to take social and, more and more also environmental aspects into account when making consumption and investment decisions
3. A sustainable influence on economic actors can be achieved by changing the **legal framework** (e.g. setting a minimum wage) and by **economic incentives** (e.g. CO₂ certificates).



Existing Economic systems

	Central administration economy	Socialist market economy	Social market economy 	Capitalist market economy
targets	fulfillment of central plans	income principle partial profit principle	profit driven with social interventions	profit principal
countries	Cuba (formerly: USSR, GDR)	China	Germany most western countries	USA (not 100% ...)
price mechanism	fixed by state	state controlled partly market prices	market price partly state intervention	market price (supply and demand)
means of production	state owned	partly private owned	mostly private owned	private

- Most of the world's countries are on a continuum between social & capitalist market economy.
- There are hardly any countries that explicitly include ecological considerations in the design of their economic systems. This is most pronounced in Western/Northern Europe (Sweden, Norway, Denmark, the Netherlands, Germany, Austria). These countries are on a path toward an **eco-social market economy**.

Principles of social market economy

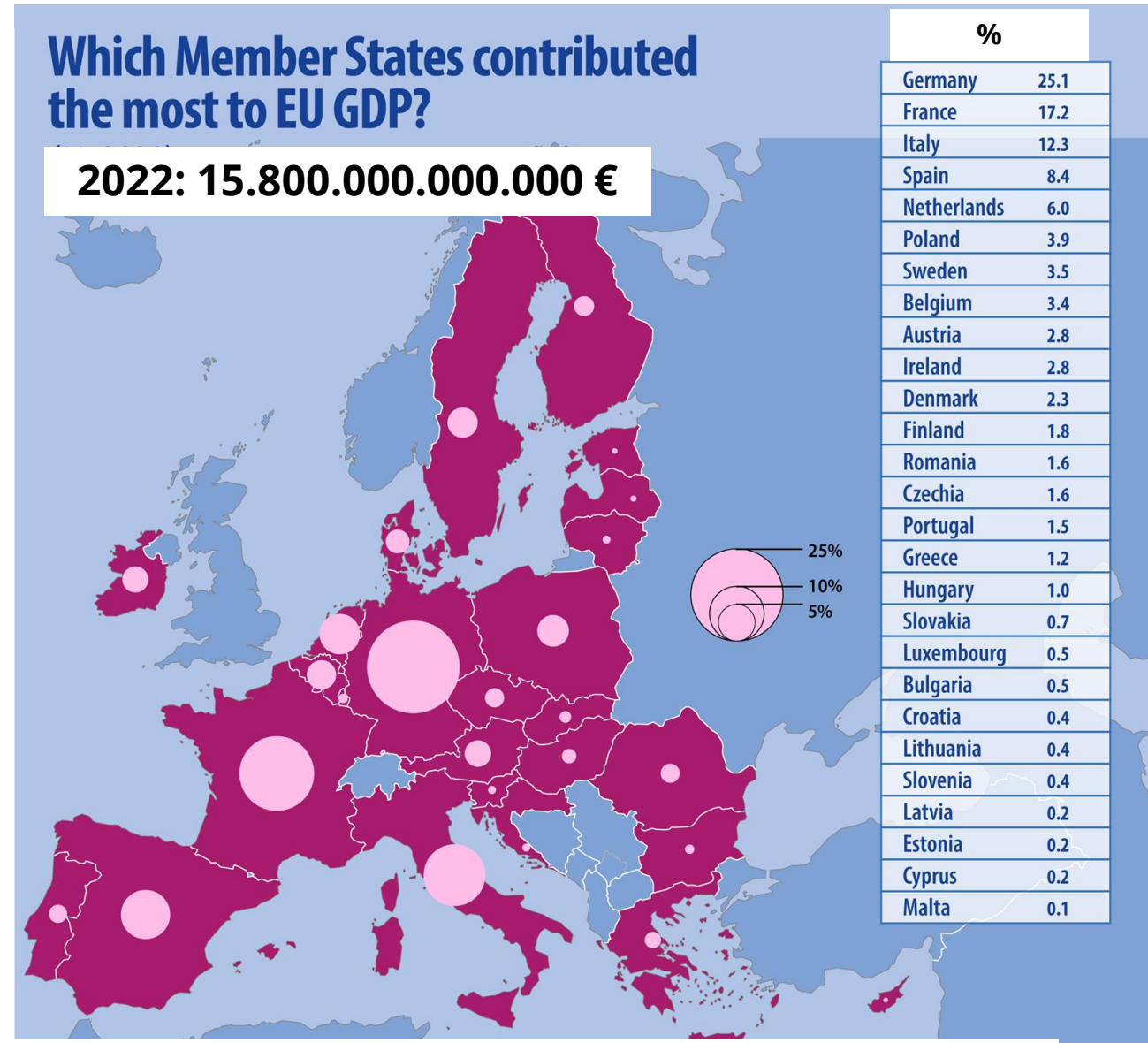
- **Freedom of Competition:**
 - Private ownership of means of production & profit motive as incentive to perform
 - The price arises from the relationship between supply and demand on the market
- > **Social market economy is primarily based on the capitalist system!**

However, this is limited, especially in its social effects, by further principles.


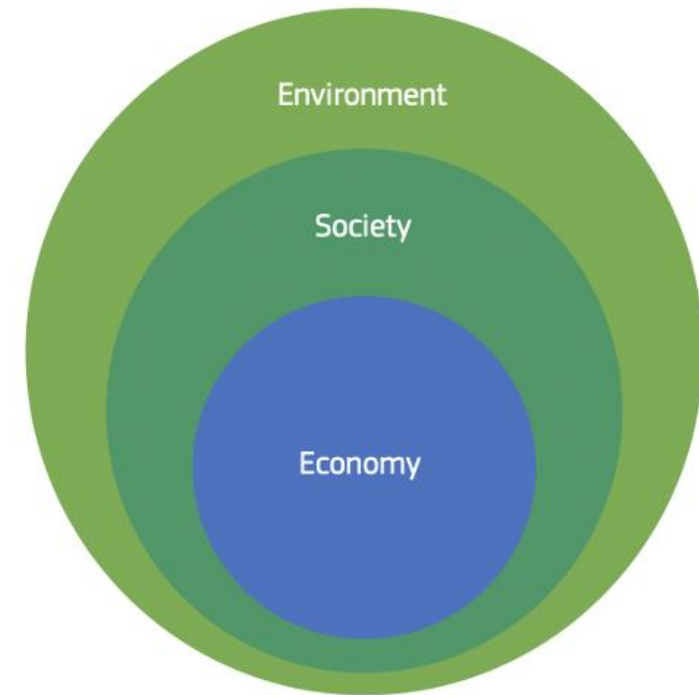
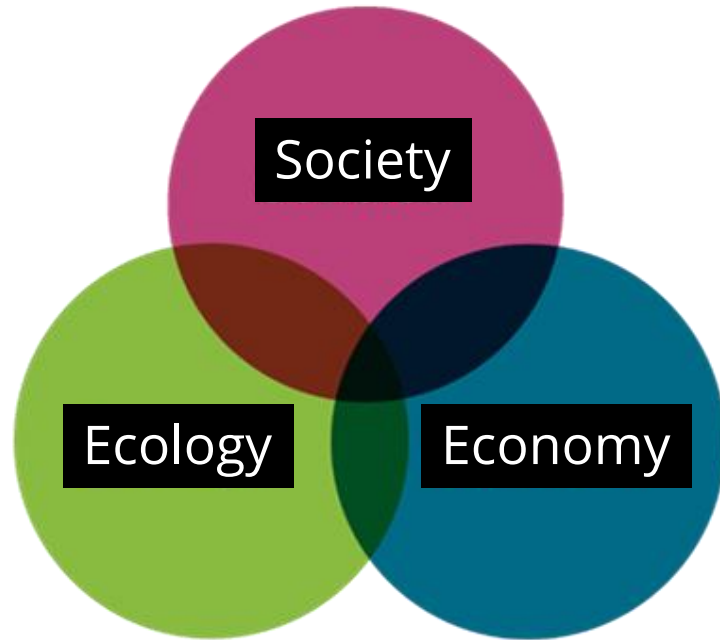
- **Social Principle**
 - Market economy should ensure that everyone can find work and provide for themselves
 - The state provides social security (pension, health, social insurance)
 - Social assistance for those who can no longer help themselves
- **Economic Policy Principle**
 - The state creates framework conditions for growth to ensure prosperity
 - Fluctuations in economic development are to be avoided
- **Market Conformity Principle**
 - The state establishes economic rules and controls them without interfering in the market.
 - e.g. freedom of contract, free price formation, independent central bank, autonomy of tariffs

GDP: How to measure the success of an economy?


- Gross domestic product (GDP) is a monetary measure of the value of all produced goods and services in a period.
- GDP is used to measure the performance of an economy or the welfare of a country.
- Europe GDP 2022: 15.8 trillion euros
- There is much criticism of the GDP:
 - important services of an economy are not reflected (e.g. services in private households like health care).
 - GDP is increased by unsustainable activities (e.g. drug use, elimination of accidental damage or consequences of accidental disasters like floods etc.).
 - It does not map distributive justice – in a country, across countries, and with future generations in mind
 - It is a material measure. Whether people are personally well off (happy?) is not considered.



In which world do we (want to) live?



„My shareholders expect the highest possible return on investment. I cannot prioritise social and environmental issues.“



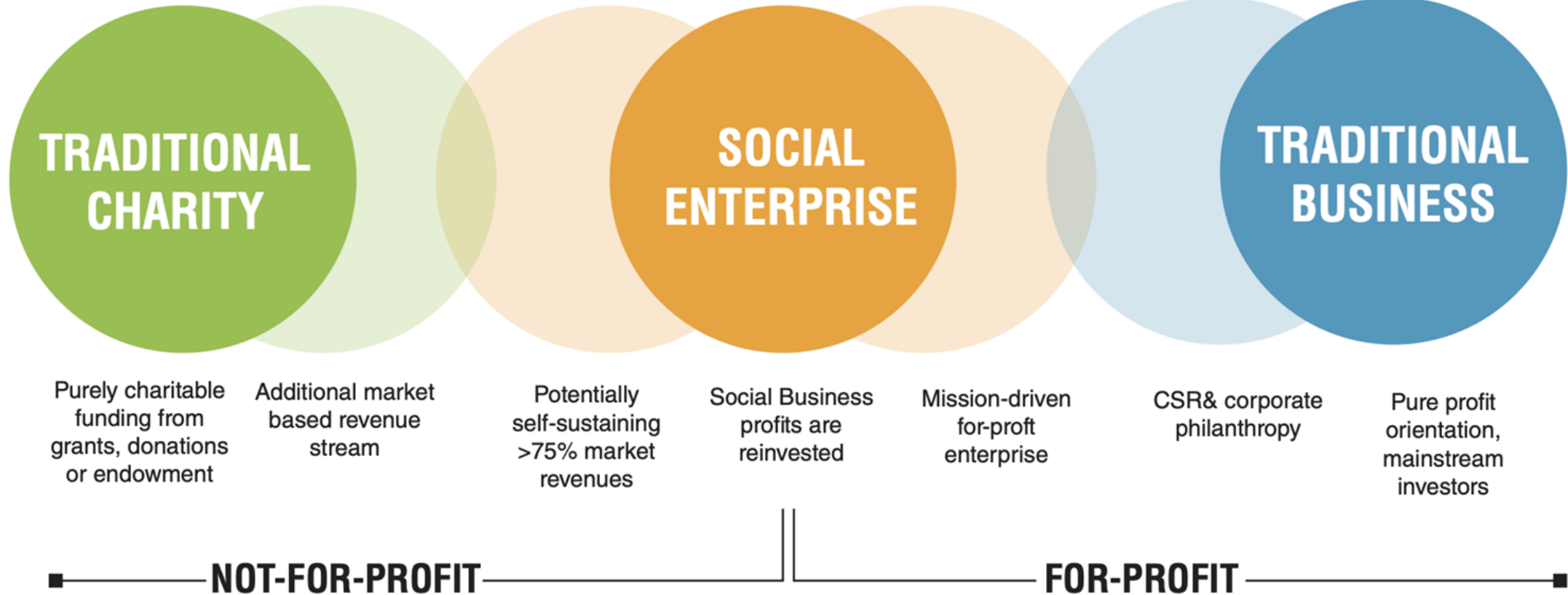
„Natural resources are limited. Growth and profit can only take place within the natural limits of the earth.“

Business for profit or not?

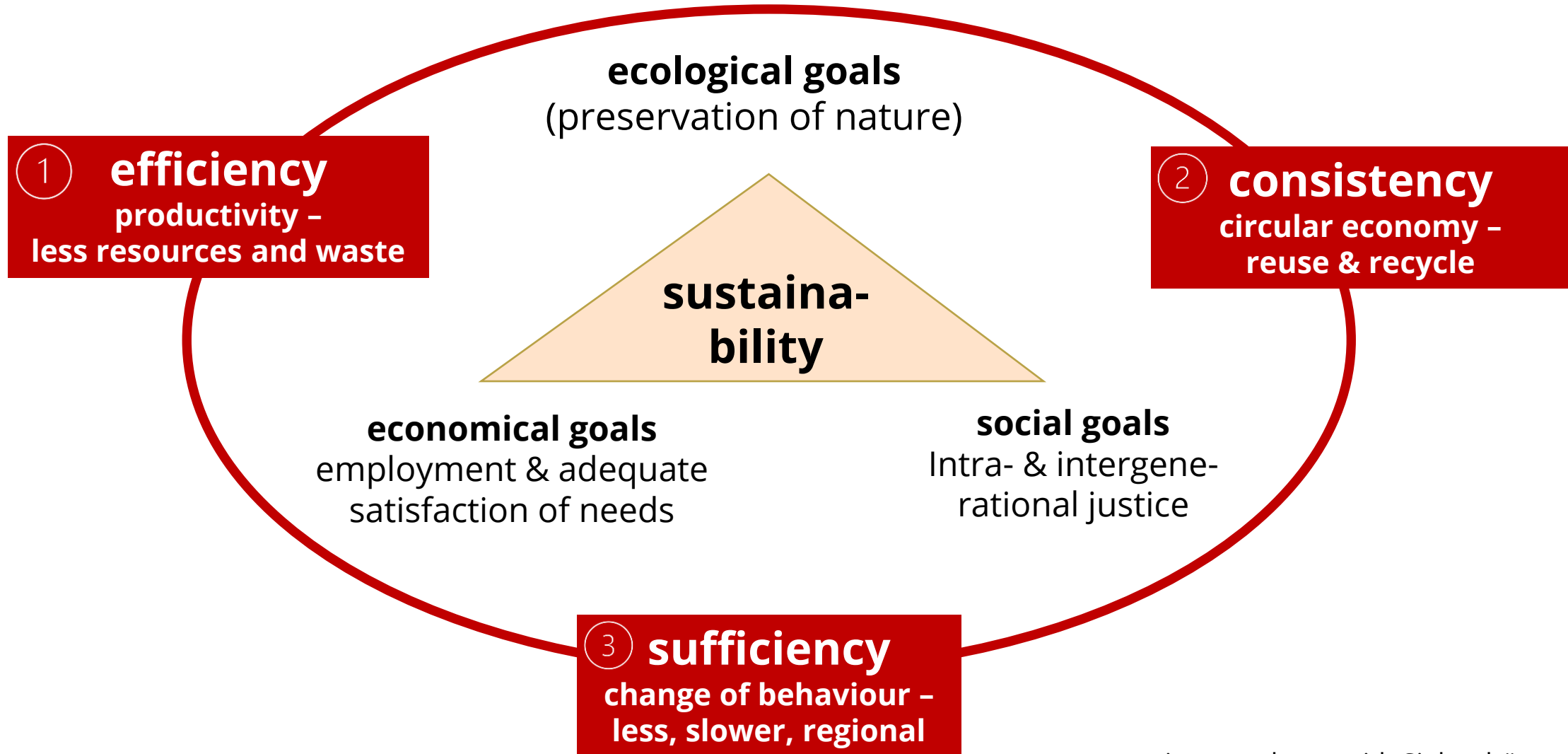
Primary drivers to achieve
SOCIAL VALUE

IMPACT INVESTING
Achieve measurable social
impact alongside financial return

Primary drivers to achieve
FINANCIAL VALUE



Sustainability goals and (economic) strategies

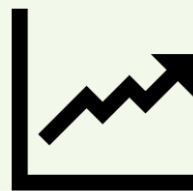


in accordance with Siebenhüner, B. (2001):
homo sustines, Marburg, S. 78.

free market economy and sustainable development?

- **private property**
- **freedom of choice**
- **motivation of self interest**
- **competition**
- **growth and consume**
- **limited regulation**
- **GDP as a measure of welfare**

principles of free market
economy

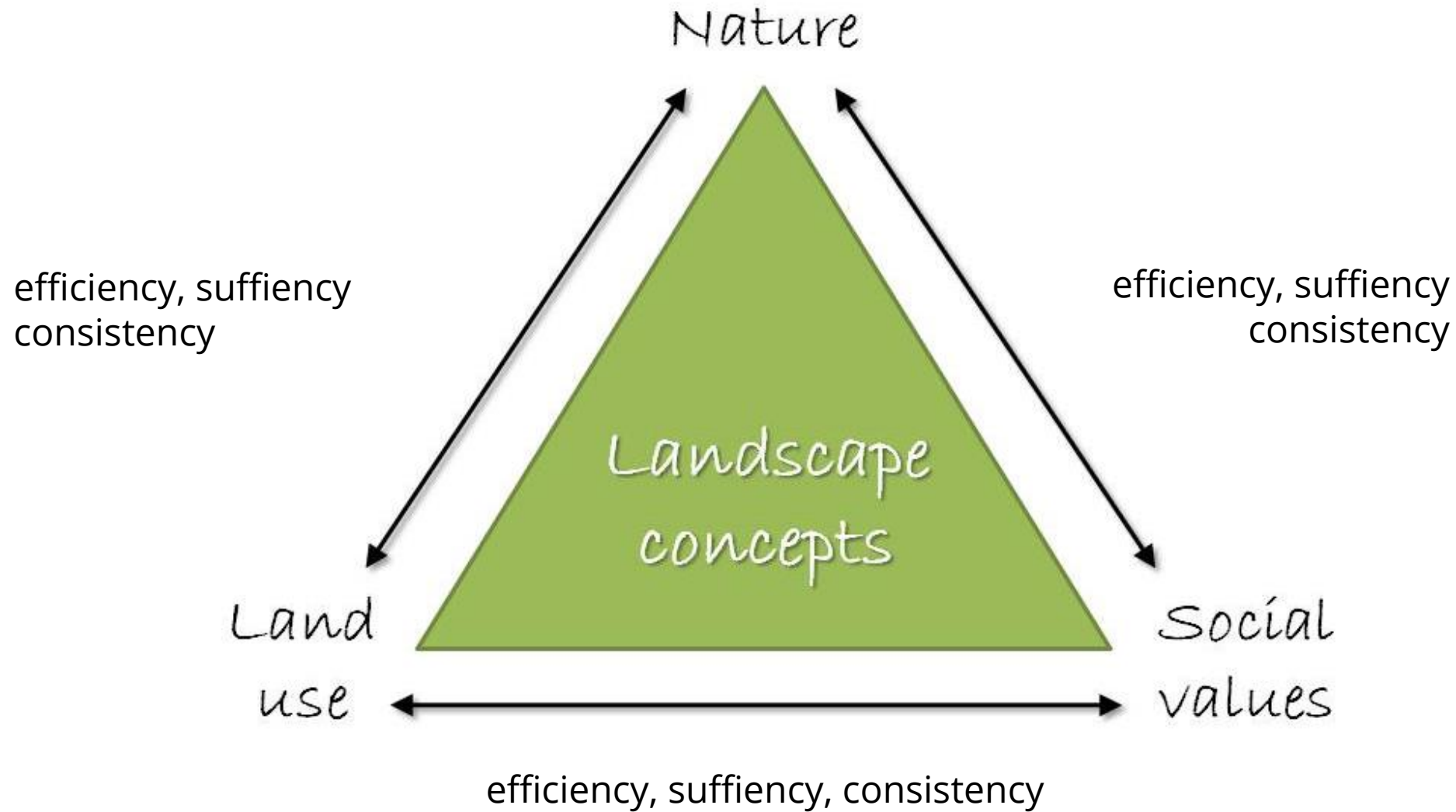


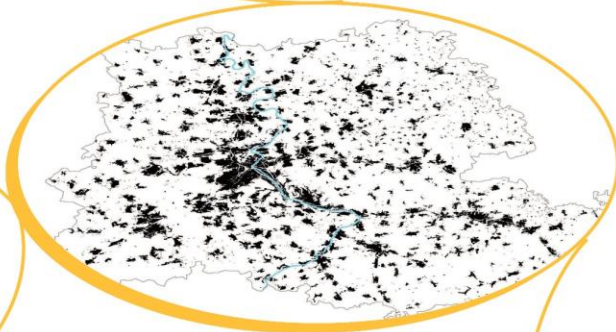
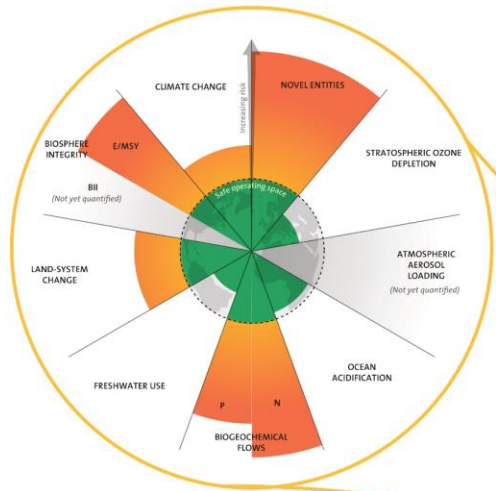
- **more common goods**
- **more responsible consumption**
- **motivation of public welfare**
- **more co-operation**
- **circular economy & sufficiency**
- **more (worldwide) agreements**
- **ecological & social perspective**

needs of sustainable
economy



Coming back to landscape...and economy. What needs to change?



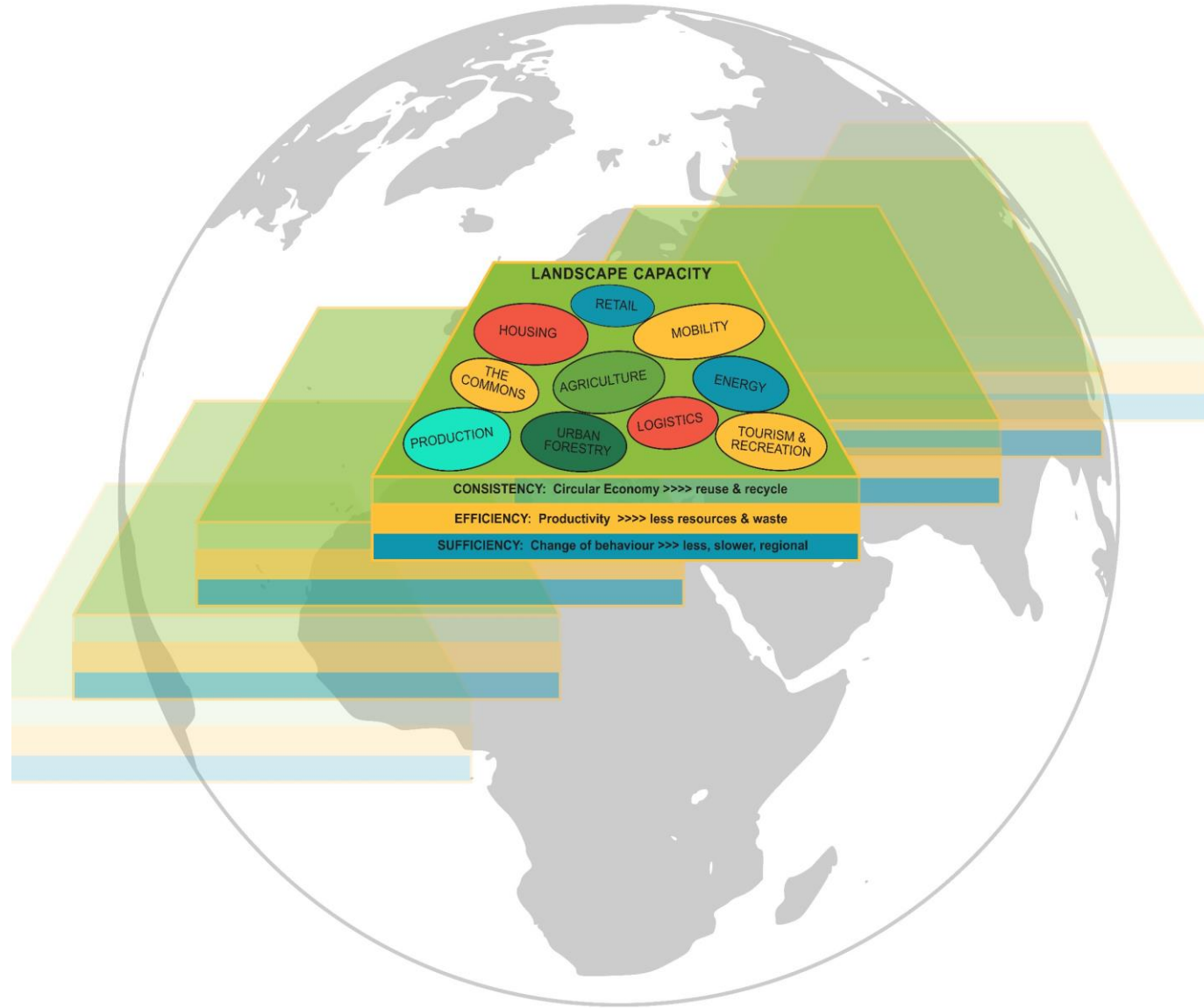


Why is landscape an economic framework?

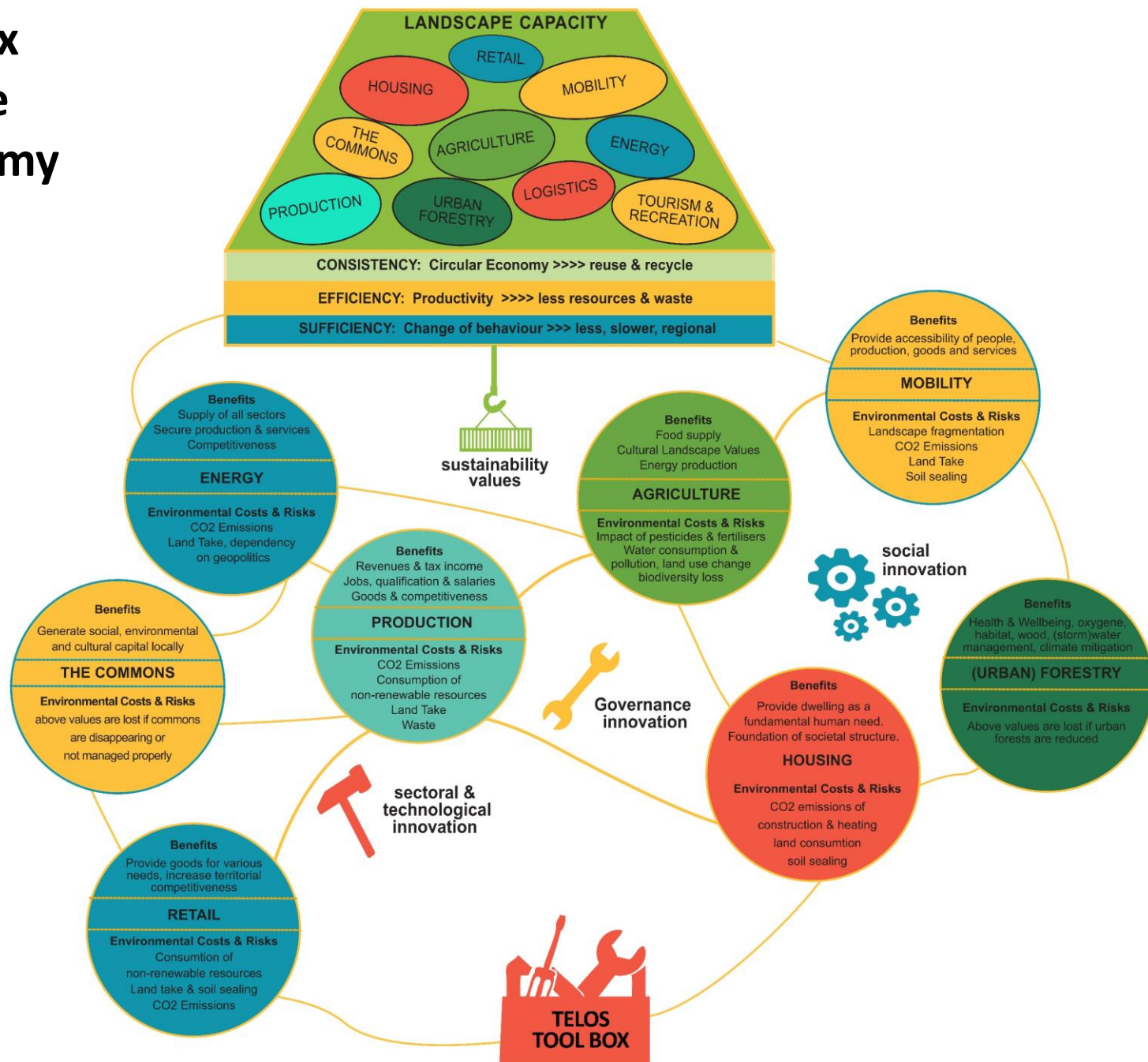
Landscape capacity as a reference for a regenerative economy.



It is not only about the landscape that you see around you.



Towards a toolbox for a regenerative Landscape economy



How will we move now?



Green Competences as a motor of the transition

T
h
e
H
o
w



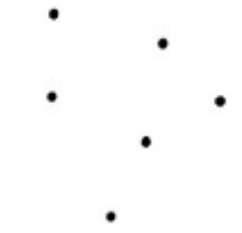
GreenComp The European sustainability competence framework (2022)

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

TOOLS OF A SYSTEM THINKER

T
h
e

H
o
w



DISCONNECTION



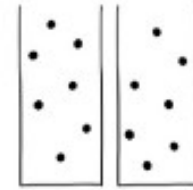
INTERCONNECTEDNESS



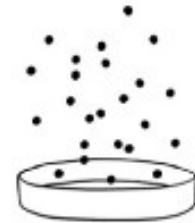
LINEAR



CIRCULAR



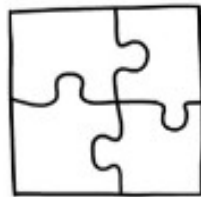
SILOS



EMERGENCE



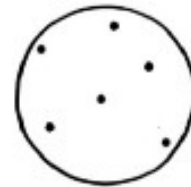
PARTS



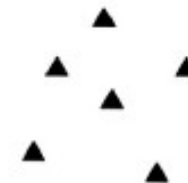
WHOLES



ANALYSIS



SYNTHESIS

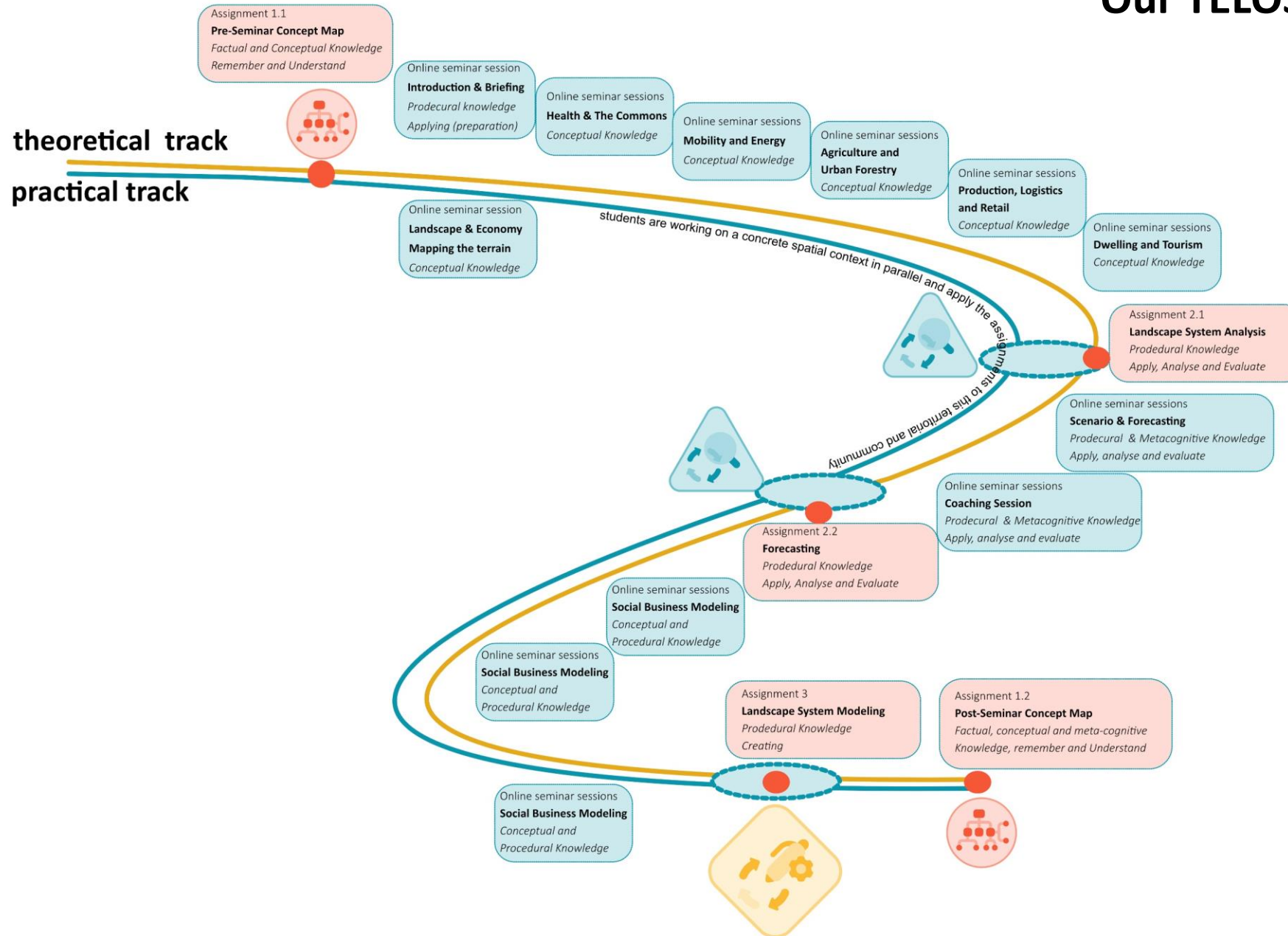


ISOLATION



RELATIONSHIPS

Our TELOS seminar model

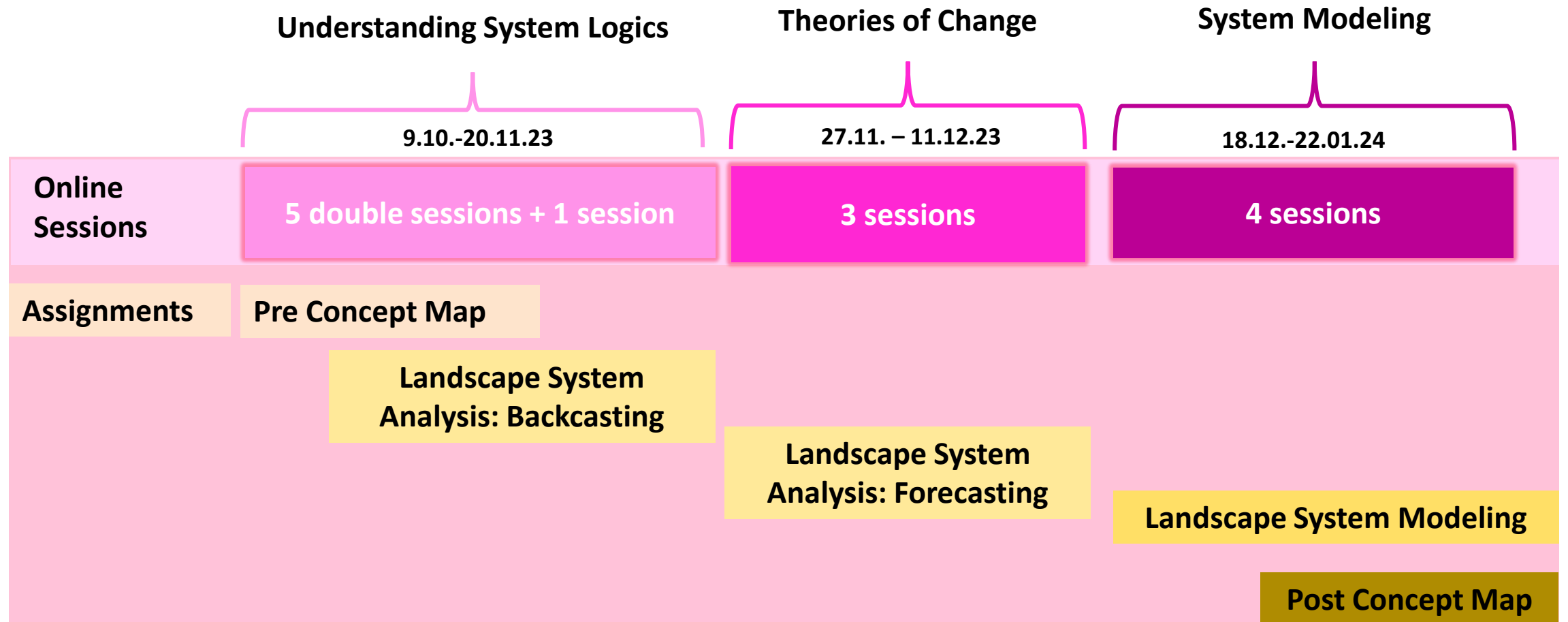


Thinking landscape through economy

Thinking economy through landscape

The TELOS seminar process

T
h
e
H
o
w



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

5 ECTS Model

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 way of participating actively in the TELOS seminar if your schedule does not allow for more engagement.

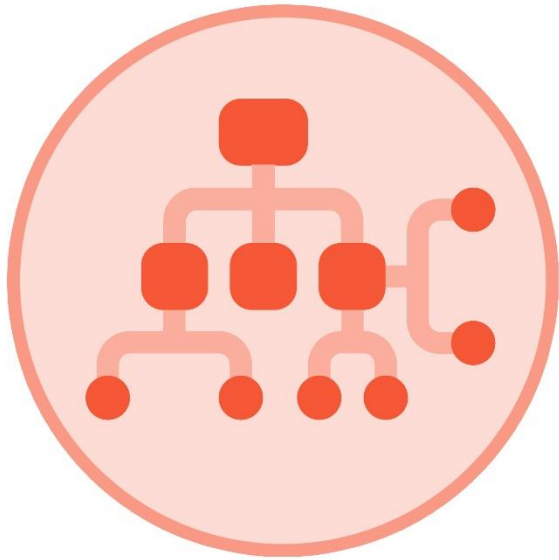
Nr	Assignment	presented on	Submission	Working Mode	Assessment
1.1	Pre-Seminar Concept Map	submission of PDF version	16.10.2023	individual	not graded but compulsory
4	Field Research on Good Practices	Online in the plenary on 11.12.2023	11.12.2023	individual product	Grade 100%
1.2	Post-Seminar Concept Map	submission of PDF version	06.02.2024	individual	not graded but compulsory

10 ECTS Model (recommended)

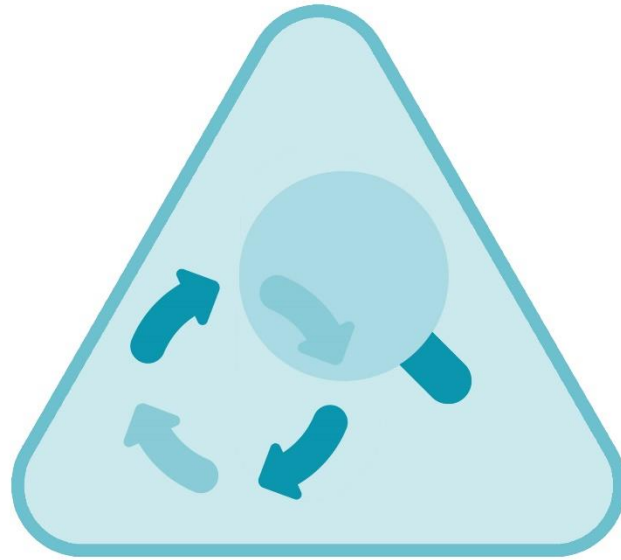
This model requires that you are working on a spatial context, which might typically be your studio project area. You may ask your local supervisors if you can combine the TELOS approach with your studio project activities.

Nr	Assignment	presented on	Submission	Working Mode	Assessment
1.1	Pre-Seminar Concept Map	submission of PDF version	16.10.2023	individual	not graded but compulsory
2.1	Landscape System Analysis: Understanding the story so far	Online in the plenary on 20.11.2023	11.12.2023	Team Product	40% of total grade (including 2.2)
2.2	Landscape System Analysis: Forecasting	Online in the plenary on 11.12.2023	11.12.2023	Team Product	40% of total grade (including 2.1)
3	Landscape Systems Modeling	Online in the plenary on 22.01.2024	22.01.2024	Team Product	60% of total grade
1.2	Post-Seminar Concept Map	submission of PDF version	06.02.2024	individual	not graded but compulsory

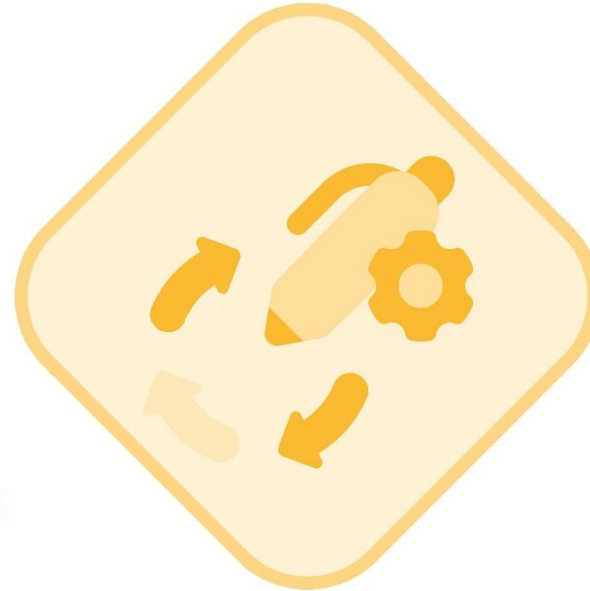
The TELOS seminar assignments



Pre- + Post
Seminar Concept Map



Landscape System Analysis



Landscape System Design



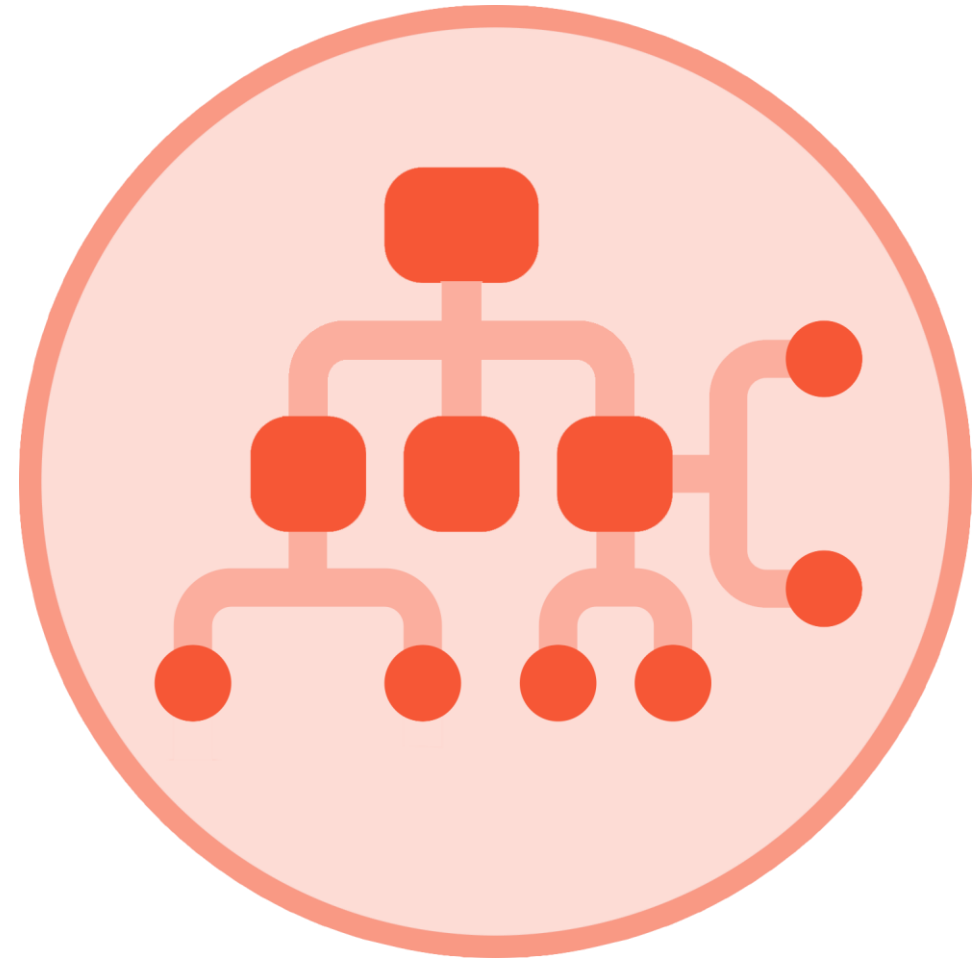
Case Study Assignment

All details: https://telos.hfwu.de/index.php?title=TELOS_Assignments_2023-2024

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 9, 2023

Submission: October 16, 2023

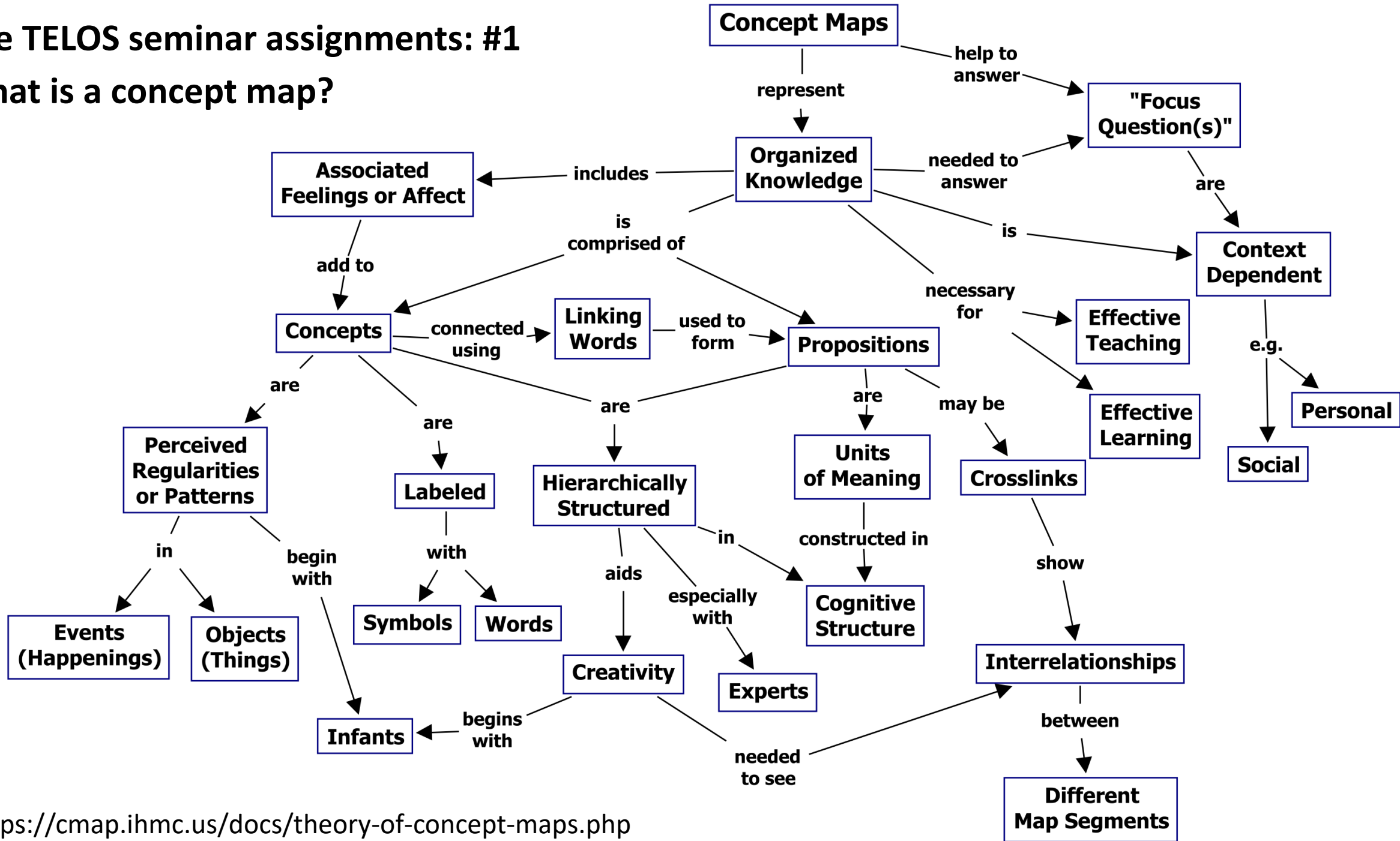
Digital submission on ILIAS: https://ilias.hfwu.de/goto.php?target=exc_42232&client_id=hfwu

ILIAS login details will be provided within this week.

The TELOS seminar assignments: #1

What is a concept map?

T
h
e
H
o
w



The TELOS seminar assignments: #2.1

Landscape System Analysis Part 1: Understanding the story so far

T
h
e

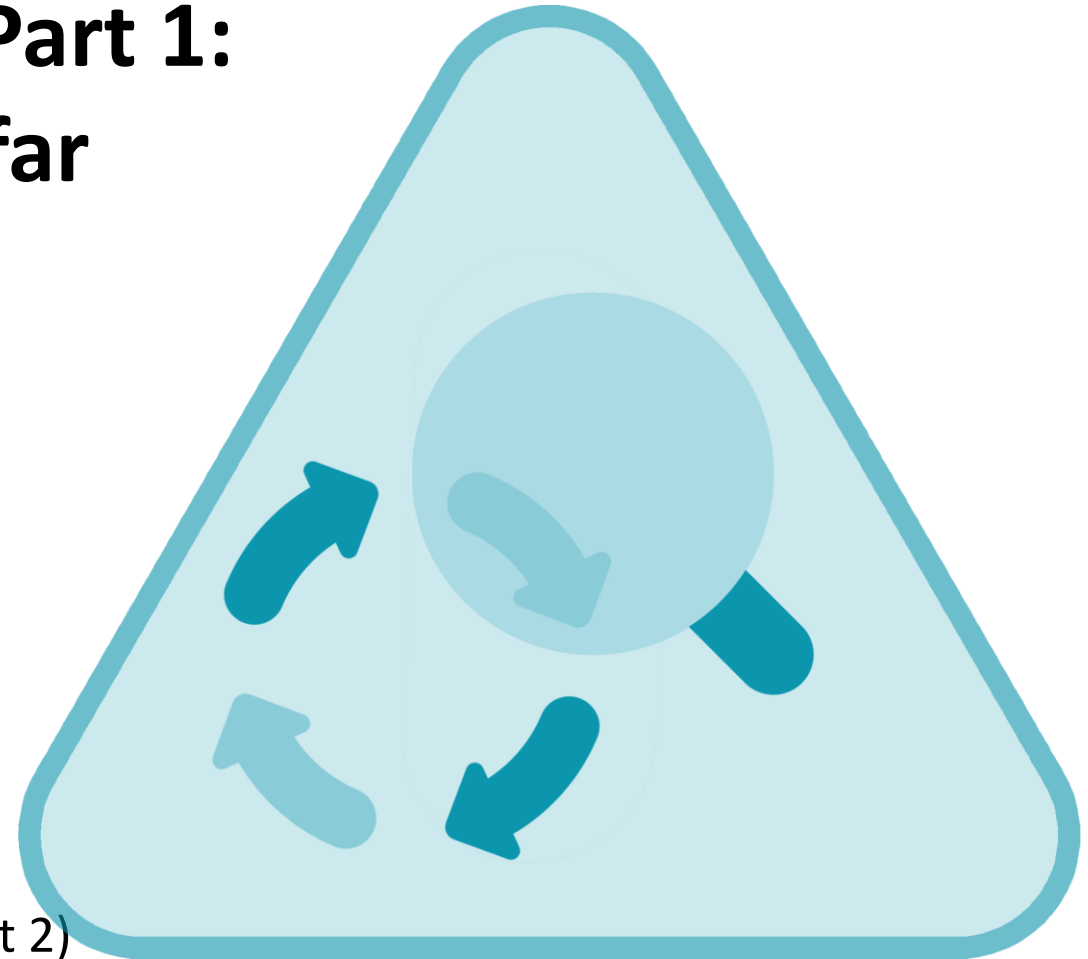
H
o
w

Group assignment

Start: October 9, 2023

Presentation: November 20, 2023

Submission: December 11, 2023 (together with part 2)



Digital submission on ILIAS: https://ilias.hfwu.de/goto.php?target=exc_42232&client_id=hfwu

All assignment details: [https://telos.hfwu.de/index.php?title=TELOS_Assignment_2:_Landscape_System_Analysis_\(2023-24\)](https://telos.hfwu.de/index.php?title=TELOS_Assignment_2:_Landscape_System_Analysis_(2023-24))

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 (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 **conflicts** exist? Who/what **wins** and who/what **loses**?

Digital submission on ILIAS: https://ilias.hfwu.de/goto.php?target=exc_42232&client_id=hfwu

All assignment details: [https://telos.hfwu.de/index.php?title=TELOS_Assignment_2:_Landscape_System_Analysis_\(2023-24\)](https://telos.hfwu.de/index.php?title=TELOS_Assignment_2:_Landscape_System_Analysis_(2023-24))

The TELOS seminar assignments: #2.1

Landscape System Analysis: Understanding the story so far

T
h
e

H
o
w



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

N
e
x
t
s
t
e
p
s

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



zoom

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

ILIAS

TELOS

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 links



Direct emails
coordinator
-> participants

Transnational discussion groups
on Slack (see invitations)



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

Teams organise
their own
working
environment

Tartu
Competition is
organised on the
LE:NOTRE ILIAS
Platform

Next steps

- Decide on your participation mode until next week, October 16
- Work individually on your pre-concept map and submit it on ILIAS on October 16 until 23:55
- You will receive individual ILIAS accounts within this week
- If your TELOS case is the Tartu Competition (LNI Student Competition), make sure your team is registered:
<https://forum.ln-institute.org/international-student-competition-2023-2024>
- 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 16

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

17 30 – 18 45 CET: Roxana Triboi & Juanjo Galan on the Commons



Ongoing: Accompanying lectures on the Tartu student competition (see separate schedule and emails)

>>> this week daily at 9 am CET



THANK YOU

