

SEDE Conference 2019

Sustainability,
Economic Development,
Entrepreneurship

01. - 02.07.2019

Programme

Venue:
Centro de Estudios
Latinoamericanos
(CELA)
Untere Königsstraße 71
D-34117 Kassel

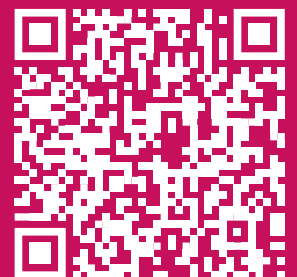


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<https://www.uni-kassel.de/veranstaltung/2019/sede>



01.-02.07.2019

SEDE Conference 2019

Sustainability,
Economic Development,
Entrepreneurship



About SEDE Conference

Since 2017, there has been a subject-related university partnership between the University of Kassel and the Universidad de Sancti Spiritus in Cuba, funded by the German Academic Exchange Service.

Within the framework of this partnership, the Department of Work and Labour Studies of the University of Kassel organizes an international conference on the topics of Sustainability, Economic Development and Entrepreneurship Education. Especially because of the current political, social and economic developments in Cuba, these topics are highly relevant. In times of current private-sector opening approaches in Cuba, a critical and differentiated consideration of the associated opportunities and risks is required.

As part of the subject-related university partnership, modules have been and are being developed with the aim of implementing them at the Universidad de Sancti Spíritus and later also at other Cuban universities. These modules focus on Entrepreneurship and Intrapreneurship Education and Economic Thinking for Sustainable Development. Both modules will be presented and discussed on the second day of the conference.

We look forward to interesting contributions from international scientists and stimulating discussions together with experts from the fields of research, practice and politics.

The conference will take place at the 1st and 2nd of July 2019 at the Centro de Estudios Latinoamericanos (CELA) of the University of Kassel.

Participation in the conference is free!

General Information

Contact:

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Registration:

Participation in the conference is free. Nevertheless, due to the limited space available and for better planning, we ask you kindly to pre-register until 27.06.2019 by email to scheiding@uni-kassel.de

Call for Posters:

We offer students and scientists the opportunity to attend a poster exhibition. Thematically, the contributions should be related to the contents of the conference. You can apply until 27.06.2019 by mail to scheiding@uni-kassel.de

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Programme

Monday, 01.07.2019



- 09:00 ● **Reception and Coffee**
- 09:30 ● **Opening of the Conference**
Prof. Dr. Ralf Kiran Schulz (Uni Kassel)
Prof. Dr. Rebeca Ramos Padrón (CELA)
- 10:00 ● **Katharina Gapp (HWR Berlin)**
Sustainable Economics as a new paradigm to manage the challenges of the 21st century
- 11:15 ● **Coffee Break**
- 11:30 ● **Prof. Dr. Naima Ariatne Trujillo Barreto**
Training in Entrepreneurship and Sustainable Development from the Cuban universities. Challenges and opportunities for the University of Sancti Spíritus.
- 12:00 ● **Lunch Break**
- 13:30 ● **Gregor May (Premium Cola Collective)**
Hacking Economy - Towards a Cooperative Economy of Needs
- 14:45 ● **Coffee Break**
- 15:00 ● **Annika Mies (Uni Kassel)**
Unintended Consequences in Sustainability Management
- 15:30 ● **Christian Scheiding (Uni Kassel)**
Sustainable Behavior in the Puplic Sector - Insights from Cuba and Germany
- 16:00 ● **Meet the Experts**
- 16:45 ● **Conclusion and Summary**

Additional Information

Katharina Gapp

Katharina Gapp is a guest lecturer at the HWR Berlin. She is also the director of the institute for sustainability at HWR Berlin. Her research focuses on the effectivity of governmental programs in order to reach the sustainable development goals.

Mrs. Gapp has developed the Concept of Sustainable Economics in cooperation with Prof. Dr. Holger Rogall. This concept is developed out of the Economics and Sustainable Science (esp. Ecological Economics). The focus here is on the question of how sufficiently high economic, socio-cultural and ecological standards can be achieved for all people and generations within the limits of natural capacity in order to enforce the intra- and intergenerational principle of justice.

Gregor May

Gregor May is a trained media and information services specialist, studied industrial engineering and history of technology. In 2012 he joined the Premium Collective after a series of projects in the field of Cooperatives and Trade Unions. Since 2015, he has been a regional Sales manager, lecturer and consultant for other companies. He is also active in various collective and cultural initiatives.

Annika Mies

Every cause has an effect. Every action can result in unintended consequences. Apparently positive sustainable activities can, for example, have very negative environmental outcomes. It is a matter of considering and anticipating these potential tensions or unintended consequences in order to manage and potentially avert them.

Christian Scheiding

Achieving sustainable development is one of the key challenges of modern humanity. The public sector is highly relevant in terms of achieving sustainability goals. The key question is: How can the related behavior of employees in the public sector be positively influenced?

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Programme

Tuesday, 02.07.2019



09:00

Reception and Coffee

Naybi Salas Vargas

09:30

Building competences to deal with business opportunities related to foreign investments.

Prof. Dr. Lisbet López Gonzáles

Prof. Dr. Frank Rafael Quesada Espinosa

10:00

Proposal of a module for the formation in Economic Thinking for Sustainable Development at the UNISS.

Sophia Pianowski (Uni Kassel)

11:00

Sustainability in Cuba: deconstructing the European gaze on consumption

11:30

Representative of the Cuban Embassy
Current developments in Cuba

12:00

Lunch Break

Prof. Dr. Rainer Harms (University of Twente)

13:30

Entrepreneurship Education – Curriculum Development for (sustainability) oriented EE.

14:45

Coffee Break

Prof. Dr. Osvaldo Romero Romero

15:00

Sustainable development and economics -
The big current contradiction.

Prof. Dr. Adilen Carpio Camacho

Prof. Dr. María del Carmen Echivarria Gómez

Prof. Dr. Maylenis Pérez Gutiérrez

15:30

Experiences, results and obstacles in the conception and implementation of a training module in Entrepreneurship and Intrapreneurship at UNISS.

16:30

Conclusion and Summary

Additional Information

Economic Thinking for Sustainable Development in Cuba

Economic thinking and acting should never be carried out without considering sustainability aspects. This applies in particular to a country that is changing economically as fast as Cuba. Within the project, a transdisciplinary teaching module was developed in front of this background.

Sophia Pianowski

Describing concepts of sustainability by measuring the consumption of certain goods is a well-established method. However, analysing data from a survey in Sancti Spíritus, Cuba in October 2017 reveals that methodological approaches are likely to be structured by western cultural and economic knowledge. Thus, questioning common practices can help us change perspectives and improve our research.

Prof. Dr. Rainer Harms

Prof. Dr. Harms is passionate about helping entrepreneurs to realize their ambitions. Hence, his research interests are technology entrepreneurship and entrepreneurship education. He writes on entrepreneurial learning and Lean Startup in technology ventures, product-market selection, and entrepreneurial orientation. His research spans more than 60 articles in journals such as JSBM, BJM, ORM, ERD, TFSC, Technovation, and others.

Entrepreneurship and Intrapreneurship in Cuba

Entrepreneurial thinking and acting as an important key qualification should enable people to shape a self-directed and responsible economic development of their country. It is also about taking responsibility for innovation processes within an organization (operation, administration) as a dependent employee (intrapreneurship).

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