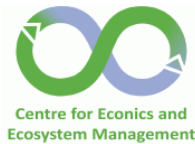




UNIVERSIDAD
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“DELIVERING CROSS DISCIPLINE CAPACITY IN ENVIRONMENTAL, ECONOMIC AND SOCIAL AWARENESS AS A FRAMEWORK FOR TEACHING AND TRAINING IN ARGENTINA “

In March of this year two academic lecturers from Writtle University College, Mr. Henry Matthews and Professor Peter Hobson, travelled to Argentina and joined up with their counterparts from ‘Facultad Ciencias Empresariales Universidad Austral’ to deliver a British Council funded workshop to professional staff from the sector and students from the host university. The workshop was designed to demonstrate a systematic approach to situation analysis and strategic planning for the purpose of raising awareness and building training capacity in environmental, social and economic sustainability. The objectives of the workshop were as follows: Develop a shared understanding between academics, students and other stakeholders of agribusiness of social innovation, inclusion and sustainability, its relevance and importance to Rosario and to Argentina; identify and analyse existing and potential social innovation, inclusion and sustainability initiatives in Rosario and the surrounding area; develop a social innovation, inclusion and sustainability balanced scorecard which could be used to evaluate the performance of a number of different organisations; assess a number of different participating organisations using the scorecard; and develop teaching modules and learning outcomes within existing programmes to embed social innovation, inclusion and sustainability as issues in business and agribusiness management

The first day began with a plenary session to introduce various theoretical and conceptual models underpinning the environmental and socio-economic situation in Argentina, followed by an outline of the workshop method for analysing the vulnerability and socio-economic situation in and around the city of Rosario, the project site of interest. Participants of the workshop, numbering approximately 200, were also given an introduction to MARISCO, a systematic situation analysis and adaptive management method developed by the Centre for Economics and Ecosystem Management (see Ibisch & Hobson 2014; www.marisco.training). In the afternoon the workshop was launched under the coordinated leadership of Professors Silvia Catañy, Carlos Steiger, Henry Matthews and Peter Hobson with the assistance of 14 very capable facilitators volunteered from the host university. The second day began with a sector-based plenary with papers presented by leaders in major companies and organisations involved in the agricultural and food industry in Argentina. The workshop then continued with the formulation of strategies and an assessment of stakeholders and training needs. By 17:00 on the second day the workshop was closed with the final presentations given by participants from each of the 7 groups. At the close participants were asked to evaluate the workshop and facilitation process.

The following day key staff representatives from Austral University, including Professors Roberto Feeney and Dean, Ana Galiano met with the visitors from Writtle University College to discuss the next steps in developing a very promising partnership between the two universities, and also to explore opportunities for developing training needs for the agricultural and food sector in Argentina with particular emphasis on adaptive management planning and climate change risk analysis. It is envisaged the Centre for Econics will play a major part in contributing towards future plans in this field of activities.

