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YOUNG
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Consulting Project International
Market Research
for RCE Zurich

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A Greater Zurich Multistakeholder Learning Strategy for Sustainable Development

RCE Zurich wanted to improve members' motivation, promote sustainability, and use the synergies of the RCE network. To address each issue, the project aimed to find synergy opportunities, outline networking scenarios, and make strategic action plans for future development to position RCE Zurich as a leader in regional sustainability.

Proceeding

The project team started with desk research to gain a comprehensive overview of RCE Zurich and the region. Then, the team did quantitative and qualitative research to find solutions. The survey was conducted among the educational stakeholders in Zurich, with 64 participants. The survey results were analysed with box plots, suggesting stakeholders' sustainable energy interests. The team also conducted interviews with seven international RCEs. The thematic analysis examined the interview results, indicating how RCE Zurich can collaborate with other international RCEs in the future.

Results

Based on the analysis of the survey and interview results, the project team finally gave eight recommendations for the future development of RCE Zurich. To promote sustainability in the greater Zurich area, the team suggested enhancing local partnerships and building strategic alliances for resource mobilization. In addition, the team showed potential international RCEs that RCE Zurich could collaborate with to participate in global events. Finally, the team established interactive learning and optimized event formats. After discussing with RCE Zurich, the team focused on specific recommendations and created a strategic action plan with expected outcomes. In the long term, the plan directed RCE Zurich to achieve these recommendations and improve its position as a leader in sustainable development. Now that RCE Zurich's action plans have become more transparent, its members can work more actively and effectively to promote sustainability.

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RCE Zurich, Zurich

RCE (Regional Centre of Expertise on Education for Sustainable Development) Zurich is a non-governmental organization that provides a learning space for educational innovation and project development in sustainable development. It is part of the global RCE network, with 190 RCEs worldwide. The mission is to implement, and promote initiatives for education and learning for sustainable development in the area of Zurich and globally.



Client

RCE Zurich - Education and Learning for Sustainable Development
Dr. Ueli Nagel, President
www.rce-zurich.ch

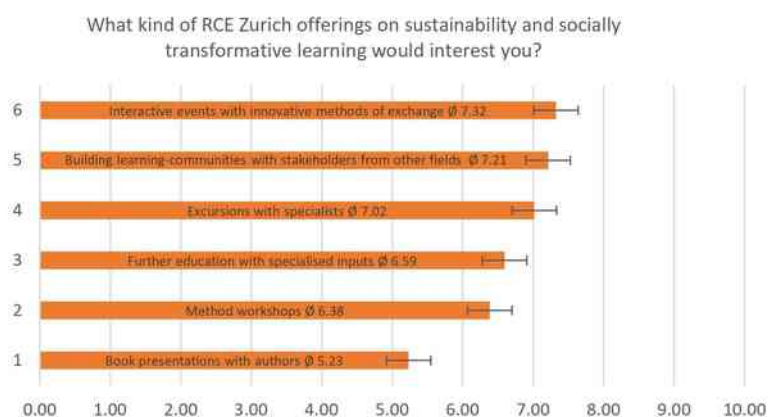
This study comes at the right time by taking up the challenge for the RCE Zurich to enlarge its membership and develop a multistakeholder strategy. The students took a solid approach by combining an online questionnaire for regional stakeholders and qualitative interviews with selected RCEs from the global RCE network. The results and recommendations are a valuable basis for the further development of our young NGO.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Dr. Clemens Mader

It was fascinating to see the students growing individually and together with the project. They have contributed to intercultural competence and reflected the project very well. Consequently, they could elaborate excellent results for the client. As for me, it was inspiring and fun to work with them.



Interest rate in the offers from the RCE Zurich
Source Own illustration based on survey