



## Fact sheet „Studienleistung“ for the module: Digital Sustainability Transformation of, by and for the TUM

This fact sheet gives you a rough overview about what are possible Studienleistungen in this module. The content you produce must always be related to the content of the lecture (broadly understood) and be underpinned by scientific sources and further materials. In your writing, you must maintain a scientific style (including citations, framing, etc.). You need to hand in your contribution as Studienleistung two weeks – at latest – after a thematic bloc of the lecture has ended.

The **deadlines** are as follows:

- Topics on intelligent sustainable mobility: 10. December 2021
- Topics on sustainable finance & human-centered digitization: 4. February 2022
- Topics on circular economy & waste management: 25. February 2022

Keep in mind that you must submit in total two lecture contributions (one if you are enrolled in the old module). Each of them must focus on a different thematic area of the lecture (see the four topics). Please also notice that you can only do one social media post series/story series, meaning that the second submission should be either a policy brief, blogpost, or podcast.

Please upload your submissions on time via Moodle. We will provide a section / folder for this purpose. Please, also keep in mind to add your name, matriculation number and your study program as a separate sheet.

The following is just a set of ideas and minimum guidelines, you can always go beyond.

### Policy Brief

*Things to consider:* A policy brief differs from a research paper not by the quality of its information but by the audience it is addressed at. A policy brief aims at summarizing a topic to lawmakers or the general public and includes a recommendation of what should be implemented. Use clear language. Upload the policy brief as a PDF. Split your brief into short, distinctive sections. These should include:

- Context or scope
- Policy alternatives
- Policy recommendations

“Translate” science into real world recommendations. Your submission should be five pages (without illustrations) long. As such an executive summary (which is often part of a policy brief) is not necessary.

- *More extensive information:*
  - POST, UK Parliament on *how to write a policy briefing*: <https://post.parliament.uk/how-to-write-a-policy-briefing/>
  - Young, Eoin, and Lisa Quinn from the University of Delaware, *The Policy Brief*: <https://cpb-us-e1.wpmucdn.com/blog.lrei.org/dist/c/104/files/2009/11/PolicyBrief-described.pdf>
- *Examples:*
  - <https://greenfiscalspolicy.org/wp-content/uploads/2020/08/Policy-brief-SWF-2018-1.pdf>
  - [https://cms.uitp.org/wp/wp-content/uploads/2020/07/Policy-Brief\\_MaaS\\_V3\\_final\\_web\\_0.pdf](https://cms.uitp.org/wp/wp-content/uploads/2020/07/Policy-Brief_MaaS_V3_final_web_0.pdf)
  - POST note 655 on *Energy Sector Digitalisation*: <https://post.parliament.uk/research-briefings/post-pn-0655/> (very professional, not the level we expect)

## **Blog Entry**

*Things to consider:* A blog entry is less formal than a policy brief. It tries to catch the reader in their free time and should not be tiring to read. However, it does not compromise on the quality of the information. Upload the blog entry as a PDF.

- write about 5 pages (without illustrations)
  - provide a picture for advertisement
  - provide links to related websites, citations, etc.
- *Examples:*
    - topic “circular economy and the university”: <https://www.blog.lehren.tum.de/zirkulaere-wirtschaft-und-die-universitaet-ein-beitrag-aus-dem-projekt-digitainability/>
    - *The Ambition and Balance* blog by doist, e.g. <https://blog.doist.com/humanizing-async-work/>

## **Social Media**

*Things to consider:* This option might seem simpler to do at first glance, but it requires a higher amount of creativity and the ability to select the most important information in a concise manner. Each option should include a similar amount of information. This option is the most summarized one. Please provide either: a) a post with 4-5 slides and a description or b) a story with 5-7 shared pics. The social media content should be uploaded as a PDF or a PNG file.

- *Post:*
  - prepare a scheduled series of posts (at least 4) about a topic dealt with in class for the professorship’s accounts (PolicyTUM). Include links, hashtags, pictures, or videos and mention related accounts
  - provide additional literature
  - you can use Canva etc. to design your posts; ask us for our design/logo
- *Story:*
  - prepare a package of at least 5 stories for the professorship’s account (PolicyTUM) about a topic dealt with in class. Include links, hashtags, pictures, or videos and mention related accounts

- provide additional literature
  - you can use Canva etc. to design your stories
  - ask us for our design/ logo
- *Examples:*
    - mrwissen2go (German)
    - klima.neutral (German)
    - National Geographic: <https://www.instagram.com/natgeo/>
    - amplifypodcast (English), e.g., [https://www.instagram.com/p/CUxn8NMoNFA/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CUxn8NMoNFA/?utm_medium=copy_link)

## Podcast

*Things to consider:* A podcast can be composed out of many different pieces. You can consider doing interviews with experts or relevant stakeholders, or take a more historic, contemporary, or futuristic approach. It remains up to you. A podcast is usually listened to in leisure time.

- prepare a podcast of 10-15min on a selected topic
- supplement the interview with two or three sources so that listeners can read up on the topics you discussed (provide links, etc.)
- provide a picture for advertisement

*Examples:*

- BBC *Costing the Earth*
- 99% Invisible
- Quanta podcast
- Nordic Talks, e.g., the episode on *the Nordic way to peace*
- Submission from last semester: topic “Strategies for Change – From Europe to Haiti and Slave Uprisings to Communal Luxury”:  
<https://www.sites.hfp.tum.de/en/policy/research-teaching-projects/teaching-projects/digital-sustainability-transformation-of-by-and-for-the-tum/summer-term-2021/further-information/> (this submission was far too long, be more concise)
- Think: Sustainability: <https://open.spotify.com/show/2zWIYRf7PhlhFmREh1WnR7>
- Advancing Sustainable Solutions (Lund University):  
<https://open.spotify.com/show/44BXUYFTNACWjh87l8G16A>