

Agricultural Extensions & Rural Sociology Laboratory part of the "PermaLABS" Erasmus+ project

Permaculture is an approach founded on three core principles:

- √ caring for the earth,
- √ caring for people, and
- √ equitable resource sharing.

Incorporating these principles into business management leaders can make choices that are not only financially sound but also environmentally and socially conscientious!

This vision is at the heart of our new Erasmus+ project, "PermaLABS," coordinated by [Rotterdam School of Management, Erasmus University](#), in collaboration with the [University of Zagreb/Sveuciliste u Zagrebu](#), [University of Lisbon](#), [Aristotle University of Thessaloniki \(AUTH\)](#), [Stimmuli For Social Change](#), and [Bialystok University of Technology](#). This project aligns seamlessly with RSM's education strategy, which focuses on fostering responsible leaders through innovative, evidence-based management education. *For more details, please contact Associate Professor Maria Partalidou (parmar@agro.auth.gr)*

The project's kick-off meeting, held in Rotterdam on November 27th and 28th, marked significant progress. We finalized our dissemination strategy, established a quality assurance plan, allocated tasks and set deadlines for the project's first year, and gained valuable insights into [hashtag#permaculture](#) through a workshop led by our experts from the University of Lisbon. Most importantly, the meeting was instrumental in enhancing group dynamics with the implementation of "dragon dreaming" design process and consensus decision making.



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