An International Perspective on the PhD Education at the University of Copenhagen

Natalie Gulsrud
PhD fellow
Danish Centre for Forest, Landscape and Planning
University of Copenhagen

Special thanks to Dr. Cecil Konijnendijk

Overview of presentation

- Self introduction

- Overview of PhD education

- Example of PhD on green space branding

- Focus on master's education in urban forestry
and urban greening

A bit about myself

- MA in Public Administration
  - University of Washington, Seattle (2010)

- Pursuing a PhD in Urban Green Space Governance
  - University of Copenhagen, Copenhagen (current)

Photos from Flickr.com

Forest and Landscape, University of Copenhagen

Vision of Forest and Landscape

Forest & Landscape strives to have the best coherent
programme for research, education and extension
for the forest and nature managers and urban and
landscape managers of the 21st century in order to
promote sustainable development.

Focus of PhD education
at Forest and Landscape

All projects have a focus on the
processes and developments in forests
and landscapes and in the sustainable
use of forest and landscape products.

Components of PhD Education
at Forest and Landscape

1. Completion of independent research for PhD thesis

2. 30 ECTs credits

3. Foreign research stay (3 - 6 months)

4. Teaching and knowledge dissemination, related to the PhD thesis (min 70 hrs a year)

5. Completion of a PhD thesis based on independent research within 3-year time period

International aspects of the PhD
education

1. 30 ECTs credits
   - International courses are encouraged

2. Foreign research stay
   - Several short or one long stay between 3-6 months

3. Teaching and knowledge dissemination
   - PhD project should be presented internationally

Example: PhD on
green space branding

Project aim:

To better understand how urban green spaces are incorporated into

"green city" branding campaigns in Denmark.

Rational for research

Photos from Flickr.com

Competitive advantage

- Globally competitive economy
- Entrepreneurial cities (Hall & Hubbard, 1998)
- Cities competing for talent, innovation, investments (Florida, 2008)
- Place branding = competitive advantage

Photos courtesey of 1) http://www.flickr.com/photos/lightbody/100832140/ and 2)
http://www.edinburghhotelsweb.com/images/edinburgh.jpg

Topic relevance

Topic relevance (2)

- Occuring on a large scale

- Green city branding is
  - an economic development strategy
  - a management approach
  - a promise to make cities more liveable.

- Involves external and internal branding

- But urban green spaces are not currently a main focus

Why focus on urban green spaces in green branding?

- Raises focus and funding

- Increases opportunity for health and nature benefits

- Can strengthen the overall brand of the city by engaging citizens

Value of urban green spaces
for "green" city brands

- Quality of place, quality of life

- Community cohesion

- Target audience, local citizens

International Components:
30 ECTs credits

- Course on Network Governance at the University of Utrecht in the Netherlands

International Components:
Foreign Research Stay

- Case studies in Sydney, Melbourne, Singapore
  (winter 2011)
- University of Washington, Seattle (Fall 2012)

FACULTY OF LIFE SCIENCES
UNIVERSITY OF COPENHAGEN

International Components:
Teaching and Knowledge Dissemination

- European Forum on Urban Forestry, Glasgow 2011

FACULTY OF LIFE SCIENCES
UNIVERSITY OF COPENHAGEN

Teaching and Knowledge Dissemination: UFUG Msc Course

Urban Forestry and Urban Greening for Landscape Architecture students

- Based on international literature, Danish and international cases
  - Concepts of UFUG
  - Benefits and values of urban green spaces
  - Urban green space governance
- Students work in groups (international) to create an urban green space management plan

Implications of International Compenents to PhD

For practitioners
  - (Urban?) Green spaces as powerful link to local citizens
  - Potential for place making and inclusion of new voices
  - Shift from government to governance

For research
  - Need more in-depth knowledge of how place branding through urban green spaces is done in municipalities in Denmark but also around the world

  - Need better grasp on the definition of "green" in relation to place branding