

esade

Enhancing Sustainability Learning with Immersive Tech at Esade Library

Josep Soler

Information & Knowledge Service – Esade

Our core purpose

Enrich the Esade learning experience

**Support &
Expertise**



**Content
Curation**

**Cutting-edge
Technology**



Support &
Expertise



**Content
Curation**

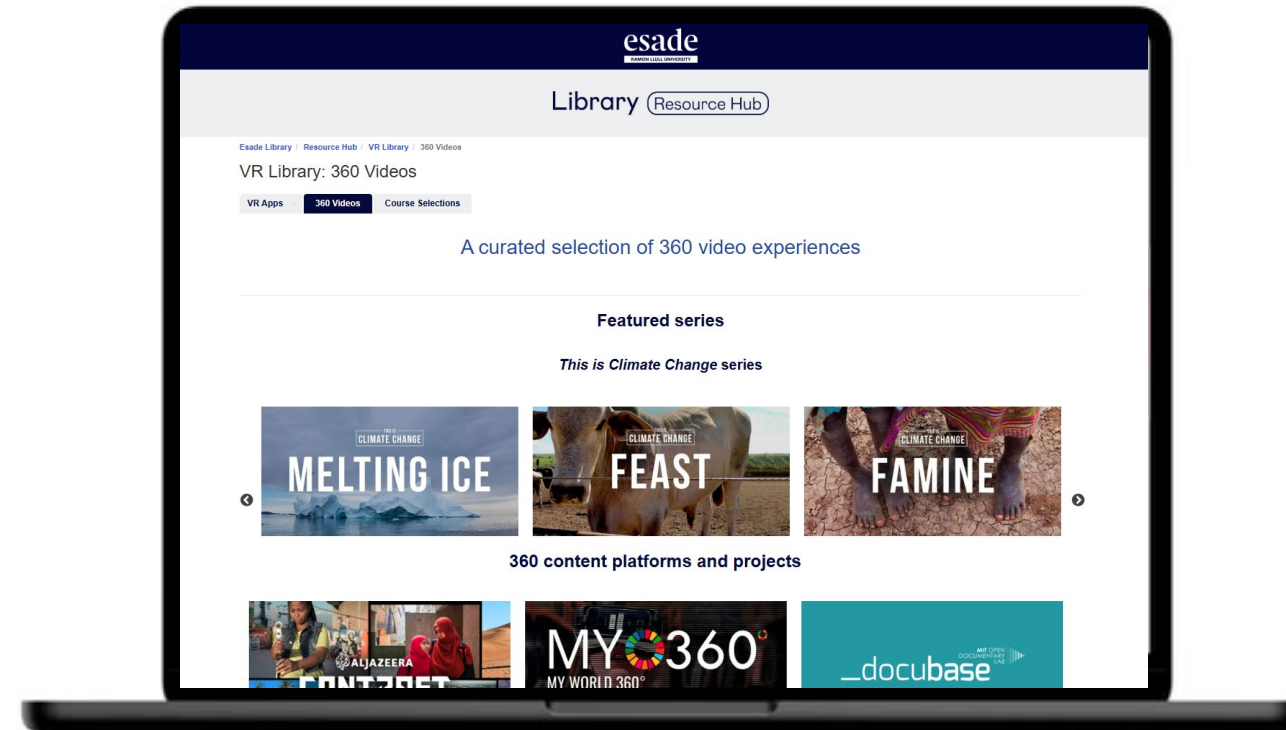
Cutting-edge
Technology



Content Curation

- Selecting
- Organizing
- Presenting
- Promoting and identifying opportunities

...among our faculty and at a campus level



Support &
Expertise



Content
Curation



**Cutting-edge
Technology**



Cutting-edge Technology

- VR Meta Quest devices
- Immersive projectors

...and dedicated spaces:
“Immersive Rooms”



**Support &
Expertise**



Content
Curation

Cutting-edge
Technology



Support & Expertise

- Innovation & Student Engagement: a dedicated position within the library team.
- Introducing a “Student-led model”: we train students on the use of VR devices and immersive projections to assist their teachers as volunteers in class.



**Support &
Expertise**



**Content
Curation**

**Cutting-edge
Technology**



Timeline

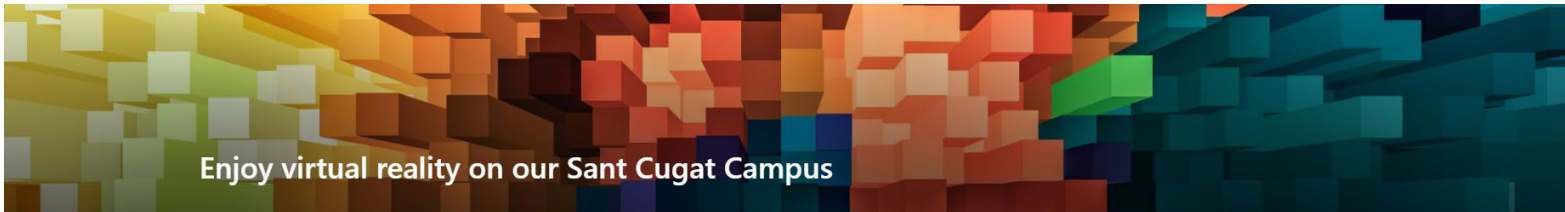
How did we come up with the idea

2022

Apr

Launch of the **new VR service**
at the Esade library.

First loan of a VR device.




Enjoy virtual reality on our Sant Cugat Campus

Improve your communication skills, look at the world in new ways,
or disconnect while playing a VR puzzle game.

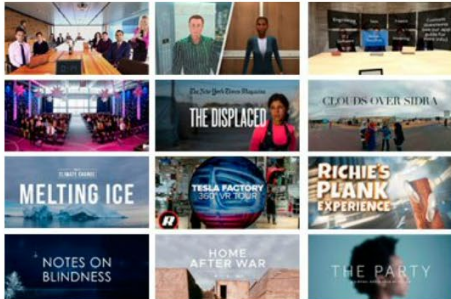
The Esade library is rolling out a new **Virtual Reality and 360° immersive content service**
for students, faculty and staff that will enrich the learning experience.

This new service provides access to VR equipment, and a set of VR applications with immersive experiences for soft skills training, discovering new realities, or simply experimenting with virtual reality.



All this is thanks to a wide content library that includes a range of simulations to practice job interviews, pitch a presentation in realistic scenarios (such as a lecture hall, or a TEDx theatre), load your own slides, receive AI-powered feedback, or record your own pitch.

You can also immerse yourself in 360° documentaries that will transport you to different situations and environments, or unknown realities to help you further develop empathy and raise awareness of social issues.



2022

Apr

2023

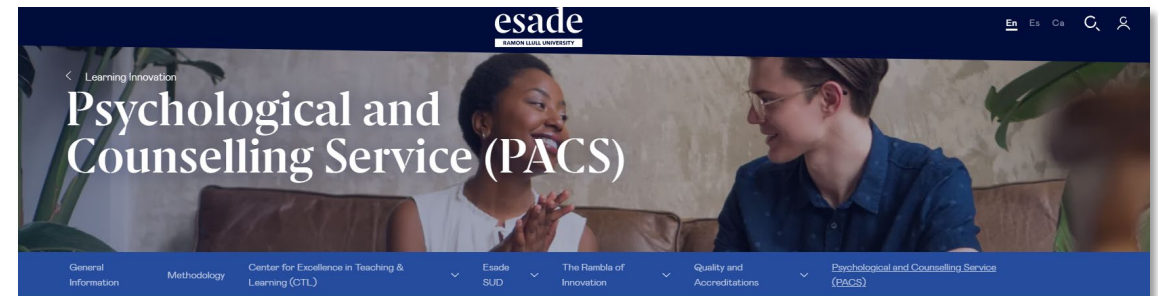
Feb

The “**PACS proposal**”:
To implement an Immersive Room in the library

A new trend in healthcare organizations to
improve well-being in patients and professionals.

Rise of mental health challenges in HE.

Foster a supportive campus environment to
ensure students' psychological, physical, and
social health and wellbeing.



Taking Care of our Students' Wellbeing

All Esade Business School and Law School students can turn to the Psychological and Counselling Service (PACS), a transversal, confidential, and free service provides to help ensure students' psychological, physical, and social health wellbeing.

In addition to psychological support and personalized care for those who need PACS launches multiple prevention initiatives, which seek to promote well-being healthy practices, as well as make the Business and the Law School a respect friendly and safe environment.

INSTITUTIONAL

February 19 2025

The Clínic opens two virtual reality immersive rooms to improve the mental health of children and young people

A step towards a more respectful and humanized approach to psychiatric care for children and adolescents.



2022

Apr

2023

Feb

Abr

April-June23:
First pilot of the Immersive Room for exam period.

Conceived as “a multisensorial world of visuals and sounds to reduce anxiety and improve well-being”.

Students are autonomous and can select projections from a catalog of immersive content from their devices.

Click [here](#) to view the video



esade_undergrad • Seguir
Original audio

esade_undergrad Experience our New Immersion Room in the Esade's Library! 🚀🌍 Immerse yourself in a multisensorial world of visuals and sounds that will transport you to another dimension. ☀️ Studies show that regular use can reduce anxiety and improve well-being, making it the perfect ally for exam season. 🇪🇸

📍 Pedralbes & Sant Cugat
📅 Monday to Friday from 11 am to 3:30 pm
96 sem

139 Me gusta
8 de mayo de 2023

Inicia sesión para indicar que te gusta o comentar.

2022

Apr

2023

Feb

Abr

Nov

Nov-Dec23: Second pilot

Now enhanced with mindfulness
and VR sessions.

We realize that projectors have
the potential to be used in other
academic activities.

The Immersion Room returns to the Sant Cugat and Pedralbes Libraries

Exams represent key moments in your life as a student. On behalf of the Psychological and Counselling Service (PACS) and Esade Library, we aim to assist you in enhancing your academic performance and overall well-being during this critical period.

Visit our Immersion Rooms, specially equipped with 360-degree projectors, to immerse yourself in a multisensory visual and audio journey.

Availability of Immersive Rooms: Until May 31st, you will discover:

- Sant Cugat Campus Library: Located in the VR Room.
- Pedralbes Campus Library (Building 2): Located in the Babel Room.

Operating Hours: Both rooms are accessible from Monday to Friday, 8:30 AM - 7 PM.

Mindfulness and VR Sessions: Additionally, the PACS service has introduced Mindfulness and VR Sessions. These sessions provide relaxation techniques and stress-reduction exercises.

esade Psychological and Counselling Service

ACADEMICS

Archive

You'll find a dedicated section on the PACS website featuring materials and resources that can help you prepare for exams both academically and personally.

Virtual reality glasses

VR glasses allow you to enter a digitally-created world to experience new situations and a wide range of emotions while working on improving your academic and interpersonal skills. Contact the Esade Library to take part in a scheduled introductory session and to be able to check out and use these glasses.

Immersion Room

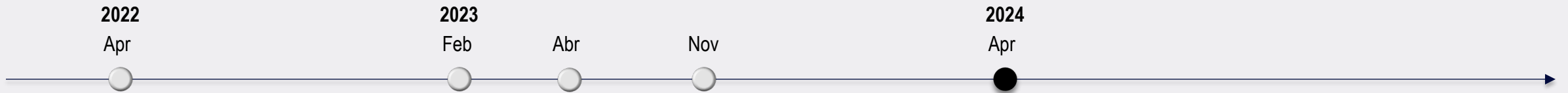
Visit our immersion room, featuring innovative technology to completely immerse yourself in a multisensory visual and audio experience. You can access this room free of charge and without prior appointment.

From April 6th to May 31st
Barcelona & Sant Cugat Campus
From Monday to Friday, 8:30 AM - 7 PM

Good luck for the exams!

Psychological and Counselling Service in collaboration with Esade Library

For additional information about any of these initiatives and applicable schedules or to request an appointment, you can visit the PACS website or send us an email at pacs@esade.edu

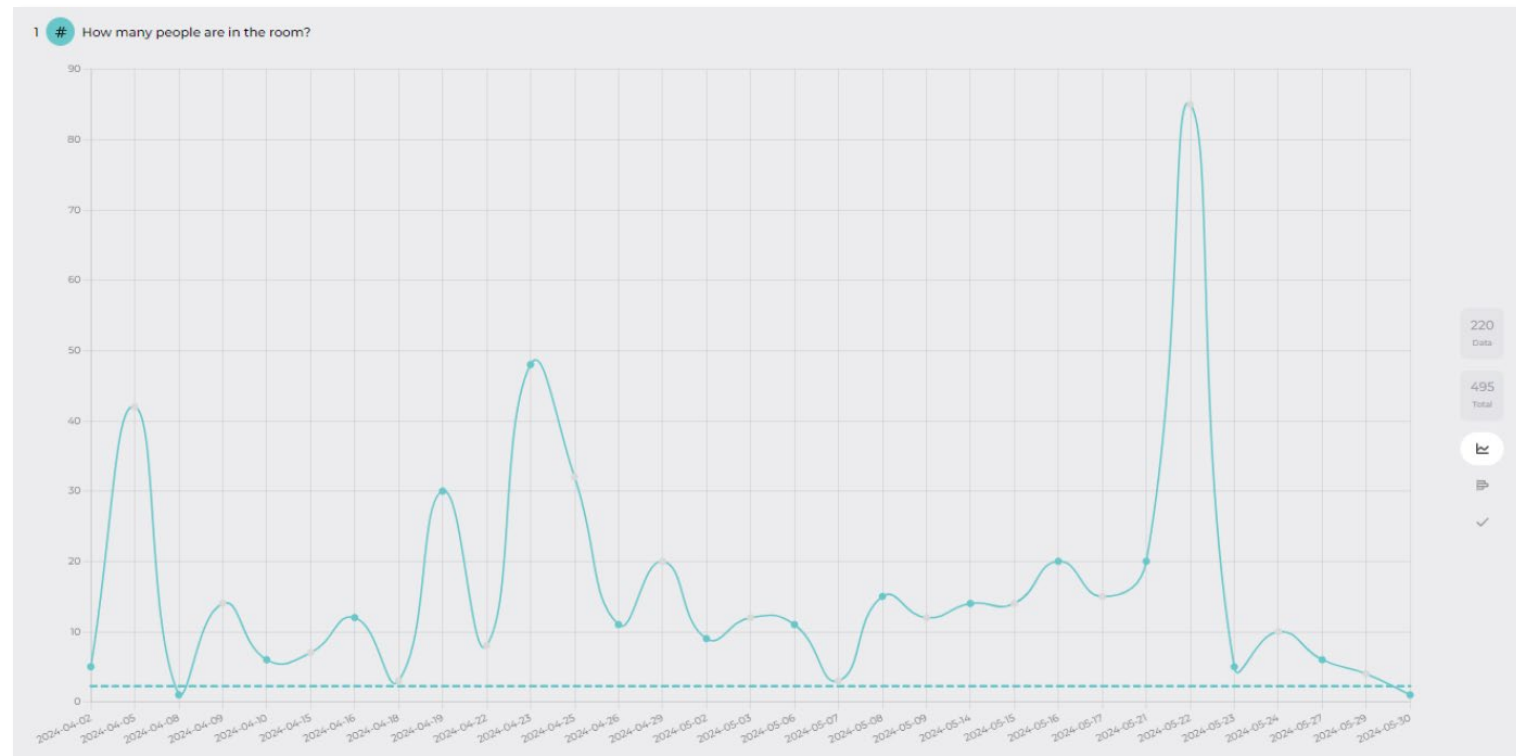


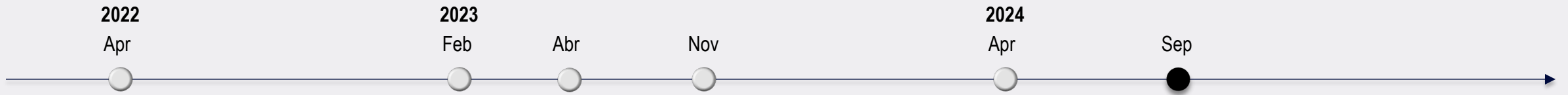
Apr-May24: Third pilot

We track usage and student satisfaction to establish the Immersive Room as a service.

500+ students in two months.

Satisfaction rating: 4,9 out of 5.





Dean's approval to move forward with the Immersive Room project

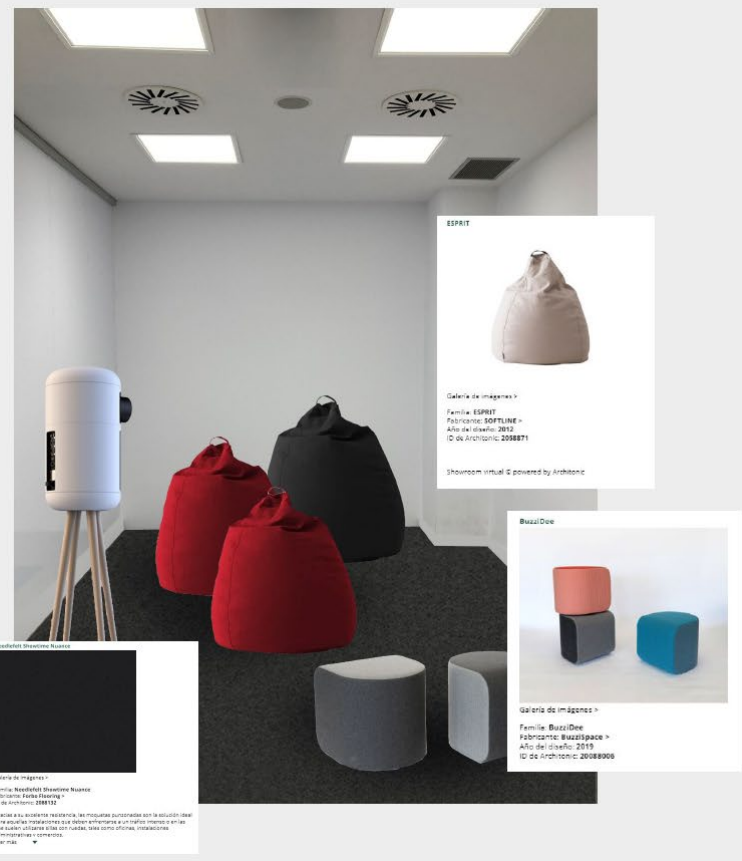
The aim of the project is to create a dynamic, multi-sensory space for transformative experiences that promote **both academic enrichment and mental and physical well-being.**

Immersive
Room

Enter. Transform. Inspire.



We are now preparing for the official launch in April 2025.



Success stories

Immersive tech for sustainability learning

VR Library: Course Selections

VR Apps 360 Videos **Course Selections**

Immersive content from selected Esade courses

Communication and Social Impact

Prof. Rita Rueff



MLK Now is the Time Discover the enduring messages of Dr. Martin Luther King's "I Have a Dream" speech.



On the Morning You Wake Experience the 2018 Hawaii False Missile Alert through the voices of those facing the threat.



Home After War Explore post-war Fallujah (Iraq) through the eyes of returning refugees.

Sustainability, Business and Values

Prof. Francesc Lozano



Ecosphere Travel around the world to meet the humans protecting our most precious wildlife.



The Cost of Carbon Visualize carbon emissions and understand the environmental impact of our carbon footprint.

From Linear to Circular Business Models

Prof. Francesc Lozano



A fresh look at Fresh City Farms A trip around Fresh City Farms, an urban farm located in Downsview Park in Toronto.



Green Deal in VR A VR approach to the European sustainability values and goals of 2050 through collaborative learning.



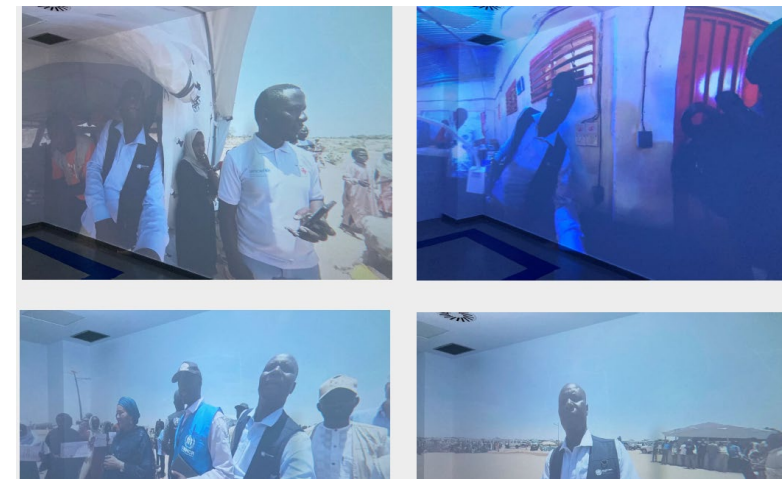
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Futuring Peace

VR EXPERIENCE "SOLIDARITY FOR CHAD"

VR/AR/XR

"Solidarity for Chad" is an immersive virtual reality (VR) experience that accompanies the Deputy Secretary-General on her visit to Chad from 17 to 19 July 2023.



A VR Approach to the European Goals of 2050

Course	From Linear to Circular Business Models	Participants	36
Professor	Francesc Lozano	Duration	180 minutes (90 minutes per session)
Day(s)	9 and 30 October	Language	English
Time	17:30h to 19h	Location	Sant Cugat Library

Session Structure

Students will arrive at the Library in **groups of 4**, where **4 VR stations** will be set up, ready for their session. Each group will have **15 minutes** to explore the **Green Deal in VR project**. After 15 minutes, the next group will rotate in, ensuring that all participants can engage in the VR session.

During the VR experience, participants will engage in **2 scenario-based learning activities**. One will focus on the priorities of the European Green Deal, exploring its key goals and strategies. The other will delve into the concept of the circular economy, highlighting its principles and applications.

Expected Outcome

Participants will **explore the core priorities of the Green Deal**, gaining insights into its strategic goals and sustainability impacts. Additionally, they will engage with the concept of circular economy, discovering its role in promoting sustainable practices and resource efficiency.

This experience aims to **deepen their understanding of the Green Deal and circular economy principles**, providing practical tools to envision and shape a sustainable future, while also exploring **new learning methods** through a project developed by three European high schools.

Virtual Storytelling for Change: Exploring VR for Good

Course	Communication for Social Impact	Participants	44
Professor	Rita Rueff	Duration	180 minutes
Day(s)	7 November	Language	English
Time	8:00 to 10:30	Location	Bitlasi Room

Session Structure

Students will arrive at the Bitlasi small rooms in groups of 5, where **5 VR stations will be set up**. Each group will have **15 minutes** to **experience some of the 5 different social impact stories selected through VR**. After 15 minutes, the next group will rotate in, ensuring all participants have the chance to engage in the VR session while the class continues as usual.

The available VR stories include *MLK: Now is the Time*, *On the Morning You Wake*, *Home After War*, *The Key*, and *We Live Here*. These experiences offer unique insights into important **global and social issues**. The selection can be accessed [here](#).

Expected Outcome

Participants will **explore how virtual storytelling can drive social change**, gaining insights into the power of **new narratives** to foster **empathic engagement** and inspire action. Through the VR for Good stories, they will experience innovative approaches to communicating for impact, addressing **critical global issues** and exploring diverse perspectives.

This experience aims to deepen their understanding of how immersive technologies can be used as **tools for storytelling** while also exploring cutting-edge learning methods in virtual environments.

An Immersive Journey into Global Biodiversity

Course	Sustainability, Business and Values	Participants	36
Professor	Francesc Lozano	Duration	180 minutes (90 minutes per session)
Day(s)	16 and 23 September	Language	English
Time	9h to 10:30h	Location	Sant Cugat Library

Session Structure

Students will arrive at the Library in **groups of 4**, where **4 VR stations** will be set up, ready for their session. Each group will have **15 minutes** to explore the **Ecosphere app**. After 15 minutes, the next group will rotate in, ensuring that all participants can engage in the VR session.

During the VR experience, participants will have the opportunity to **engage in a series of 22 immersive stories** set across diverse ecosystems around the world: Kenya (4), Yemen (1), Borneo (4), Raja Ampat (5), Sea of Islands in the South Pacific (5), and Colombia (3).

Expected Outcome

Each participant will **meet indigenous community leaders** and explore their efforts to protect the planet's biodiversity. From bees to elephants and coral reefs, the experience provides a deep dive into both the natural world and the human stories driving conservation.

Through this immersive experience, students will gain a **deeper understanding of sustainability and biodiversity** as they interact with virtual ecosystems. By witnessing real-world conservation efforts, they will learn how communities work to protect biodiversity and apply sustainable practices.

NIO Factory Tour: A Journey into Customer-Centric EV Innovation

Programa	EM Operaciones e Innovación	Participantes	21
Profesor	Ivana Casaburi	Duración	90 minutos
Día	14 Febrero 2025	Idioma	Castellano
Hora	18:30 a 20:00	Ubicación	Edificio 2

Session Structure

La actividad se llevará a cabo en **grupos de 5-6 participantes**, mientras el resto de los estudiantes continúa con su workshop. Cada grupo tendrá acceso al equipo de VR para realizar la experiencia en **turnos rotativos de 20 minutos**, garantizando que todos puedan participar en la actividad.

Durante la experiencia, los participantes visualizarán un video 360º que muestra una **visita guiada por un creador de contenido a una fábrica de vehículos eléctricos en China**. Este recorrido inmersivo permite explorar de cerca la innovación centrada en el cliente en la industria de los vehículos eléctricos.

Expected Outcome

Los participantes adoptarán el punto de vista (POV) de un visitante en la fábrica NIO F2 en Hefei, Anhui, para **descubrir tendencias futuras** y cuestionar el mito de que los vehículos eléctricos chinos están mal fabricados.

El objetivo es mostrar cómo NIO enfrenta percepciones negativas mediante la **innovación centrada en el cliente** y la **transparencia en sus procesos de fabricación** que refuerza la confianza del usuario en la calidad y sostenibilidad de sus productos. Puedes obtener más información sobre este caso a través de [este artículo](#) de la Biblioteca.

Enhancing Sustainability Learning with Immersive Tech



Francesc Lozano
Dept. of Society, Politics
and Sustainability

TO WRAP UP

Key findings and reflections

Immersive tech as a **complementary tool** for teachers to foster **empathy** and raise **awareness** on sustainability and social impact issues among students.

The value of **collaboration**: A win-win partnership between PACS and the Library.

Library **positioning**: Reinforces the library's innovative and dynamic role, attracting and connecting with new generations, and increasing campus centrality.

“**Wow factor**” vs. **Accurate measurement** of real effectiveness in enhancing the learning process.

Big differences between **individual** and **classroom** usage.

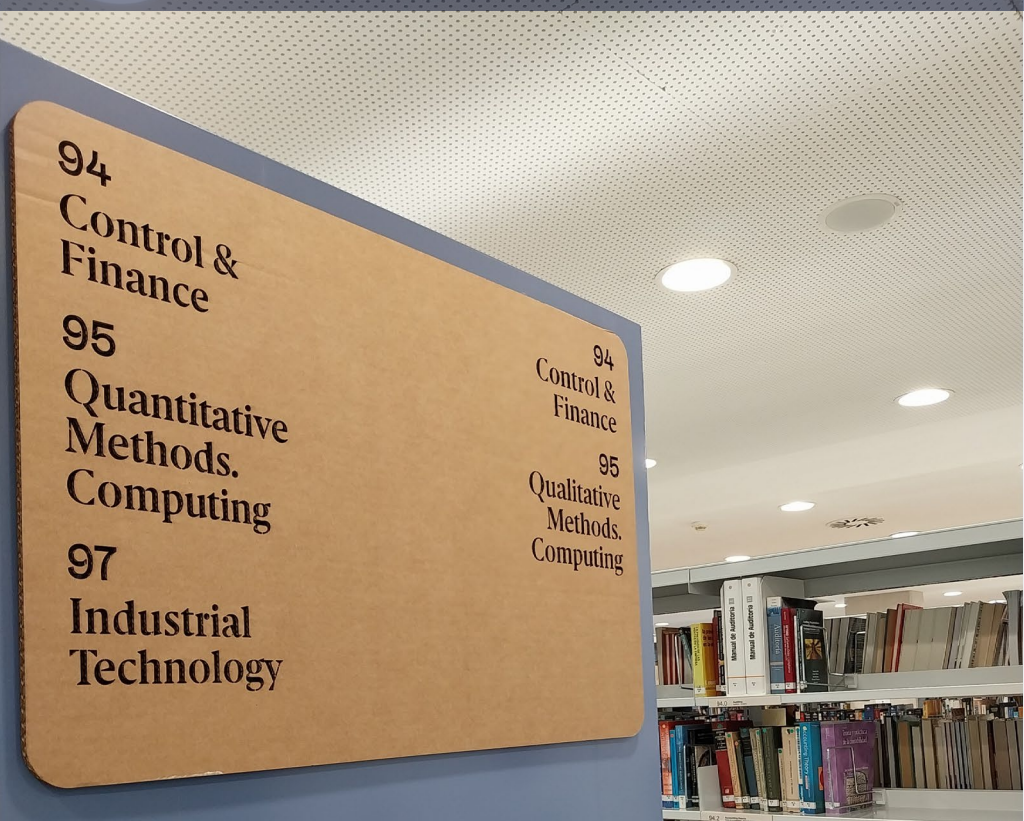
Not “**plug & play**”: Requires planning, training and support.

Other sustainability related initiatives...

at the Library



Cardboard signage with FabLab



Other sustainability related initiatives...

at Esade

Sustainability plan

People committed to our planet and society.

This document outlines how the plan was developed and also the strategic and specific aims of each undertaking.

esade
Sustainability

Do Good.
Do Better.

Sustainability Plan

People Committed to our Planet and Society
2022 - 2026



Sustainable Impact
Our chance to change the world together

< [About us](#)

2025 Esade Sustainability Week



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Renewing Our Commitment to a Sustainable Future

17-23 February

Join us for the **2025 Esade Sustainability Week** where we renew our commitment to creating a more just and sustainable world. This year's theme focuses on the connections between

Thank you!
What are your questions?

