

MASTERCLASS SOCIETAL TRANSITIONS 2015 MODULE DESCRIPTIONS

MODULE 1. STRIVING FOR SYSTEMIC IMPACT: SOCIAL ENTREPRENEURSHIP AND BEYOND

This first module opens with a framing of the course content and learning trajectory, as well as time dedicated to get to know each others' contexts. Participants have an opportunity to pitch their learning cases and share learning questions. Collectively we will dive into a deeper understanding of what we mean by "systems" - exploring current trends across social innovation, sustainability and social entrepreneurship as domains of practice. We will be welcomed to Impact Hub and have a chance to interact with entrepreneurs contributing to societal transition. We will also touch on what kind of leadership we need in these times, which will continue as a red thread throughout our days together.

MODULE 2: SUSTAINABILITY TRANSITIONS & SYSTEMS THINKING

The second module dives right into the theory of transitions and social innovation. Sustainability transitions are processes of fundamental transformation towards more sustainable and resilient societies. This module gives insight into the basic principles of transition theory, based on interdisciplinary transition and innovation research. We use the concepts of complexity and co-evolution to understand how innovations emerge, grow and contribute to societal, systemic change (i.e. transitions). Participants will exercise with the *Multi-Level Perspective* (MLP) and the *Multi-Actor Perspective* (MaP) as tools to analyse transition dynamics and social innovation processes in their own context. Based on this exercise, first insights are discussed regarding possibilities for intervention and transition management.

MODULE 3: SUSTAINABILITY: THE NATURAL STEP APPROACH

The Natural Step developed the Framework for Strategic Sustainable Development (FSSD) based on basic science, interactions in our socio-ecological systems and strategic thinking - it brings together the individual, the organization and the world by providing a clear set of 'rules of the game'. It has been scrutinized and applied successfully for 25+ years in businesses (e.g. Interface, IKEA, Nike, Scandic Hotels, Philips), communities (e.g. Whistler, Eindhoven), universities and governments around the world and has a proven business case. In this module, Edwin Janssen - through an experiential learning process and examples - will provide a practical introduction into how the TNS FSSD is applied through leadership towards sustainability.

MODULE 4: CIRCULAR ECONOMY & BUSINESS

Sabine Oberhuber, is the co-founder of Turntoo, a frontrunner in the circular economy. Turntoo is developing and implementing new circular business models to facilitate the transition to a circular economy. It regards products as raw materials depot; therefore products are provided as a service - returning to the manufacturer at the end of use. This way components and materials remain available for future products, and automatically incentivise manufacturers to opt for better design and material choices. Turntoo's Light-as-a-Service model developed in cooperation with Philips Lighting as well as washing machines on performance basis together with Bosch have become iconic projects for the circular economy. In this module, Sabine will elaborate on the different business opportunities the circular economy offers and share insights how changing the paradigm from selling appliances to delivering services results in savings on material and energy and is a new and better business model for companies and the planet.

MODULE 5: TRANSITIONS IN ACTION: THE URGENDA EXPERIENCES

Drs. Mr. Marjan Minnesma MBA, director of Urgenda, shares insights and experiences on how transition management works in practice. She combines a strong intellectual basis - with degrees in philosophy, law and business administration - with broad experience as a leader in innovation programmes and environmental organisations. She demonstrates exceptionally diverse and daring strategies to accelerate sustainability transitions, including the case-examples of Urgenda's interventions for upscaling solar energy and electric vehicles (transition through technology & consumption), organising the Climate March and numerous other public events (transition through social movement), and taking the Dutch state to court for neglecting climate change in the notorious legal Climate Case (transitions through law).

MODULE 6: POWER AND EMPOWERMENT IN TRANSITION

Social innovation and transitions towards more sustainable and resilient societies require human power and empowerment. This module dives into the dynamics of power and empowerment in the context of societal change and sustainability transitions. Insights on power and empowerment are based on social and political theory and psychological research on intrinsic motivation. Through a Power-IN-Transition (POINT) exercise, participants are challenged to identify their own power potentials

MODULE 7: URBAN TRANSITION MANAGEMENT

Prof. Dr. Derk Loorbach and Dr. Niki Frantzeskaki will co-produce a dynamic module on Urban Transition Management. Niki first sets the scene with the cutting edge state-of-the-art in urban transition research. Derk Loorbach follows with an introduction of urban transition management and so-called "transition panarchy". Both will build on practical and recent examples of urban transition strategies. Moreover, this module will enable participants to (1) raise their questions about transition management, and (2) 'experience' what it is like to work with transition management methods such as the transition arena, back-casting scenarios, experiments and reflexive monitoring.

MODULE 8: TRANSFORMATIVE POTENTIAL OF SUSTAINABLE AND SMART URBANISM

Prof. Dr. Maarten Hajer (director PBL/University of Amsterdam) is director-general of PBL (Netherlands Environmental Assessment Agency) and professor in political science and public policy. In this masterclass, Maarten Hajer combines academic expertise of political theory with leadership experience at PBL, to share his insights on environmental politics. This includes the idea of an "energetic society" as a phenomenon that maximises the existing powers of creativity and innovation within society to offer opportunities for 'green growth', which also demands adjustment of the way existing institutions think and act.

MODULE 9: SYNTHESIS & MOVING FORWARD

This module rounds off our intensive and prepares us for further work on our learning case work over the next 5 weeks as well as application within participant real-life contexts. Through an interactive process we will collectively integrate our learning so far and harvest key insights to support participants on taking next steps. This is also a chance to answer and discuss remaining questions/issues. Perspectives on leadership and strategies for "change agents" will be offered.

MODULE 10: COME-BACK DAY & THE ROLE OF GAME CHANGERS IN TRANSITIONS

Participants present their learning paper and receive feedback from each other and lecturers. In the afternoon, Prof. dr. ir. Jan Rotmans will share his thoughts on the role of change makers in transition, with insights in the practices of the Dutch social movement of game changers, frontrunners and connectors. For nine different sectors (from energy to healthcare and education, from spatial development to even arts) he and his team are following to what extent game changers are dealing with radical innovation, and transforming the sector in which they are operating. Rotmans will analyse game changing strategies with us and put them in the context of transition governance.