

SOCIETAL TRANSITIONS

A MASTERCLASS IN
SOCIAL INNOVATION
& SUSTAINABILITY

AN INTENSIVE FIVE DAY
COURSE IN FALL 2015
BY DRIFT, TRANSITION
ACADEMY & IMPACT HUB
AMSTERDAM



YOU'LL LEARN

During this course, you will learn to:

ANALYSE changes in society from a systemic perspective

RECOGNISE and **WORK** with power dynamics

ADAPT new insights, tools and mechanisms

INCREASE your personal change capacity, using all of the above

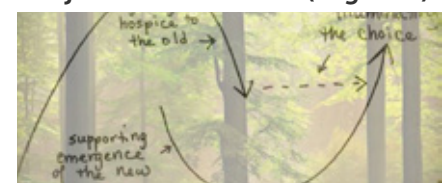
WHAT IS IT?

Society has increasing expectations of the potential contribution of social innovation to deal with sustainability challenges and economic downfall. New solutions offered by social entrepreneurs and civil society networks are often a response to state and market pressures, and are expected to enable societal transformation.

But how do social innovations contribute to systemic change? Can they help to drive the transition towards a more sustainable society? How are social innovations cultivated, empowered and scaled? How do we deal with shifting power relations and subsequent struggles? What can we learn from social entrepreneurs, policy entrepreneurs and other changemakers to support change agendas within our own projects and organisations?

This Masterclass aims to answer these questions by tapping into the latest research and practice on social innovation and sustainability transitions, drawing from the combined expertise of the [Dutch Research Institute for Transitions \(DRIFT\)](#), the [Transition Academy](#) and the [Impact Hub](#) network.

Faculty: **Prof. Dr. Ir. Jan Rotmans (DRIFT)**, **Prof. Dr. Maarten Hajer (PBL, UvA)**, **Prof. Dr. Derk Loorbach (DRIFT)**, **Tatiana Glad Msc (Impact Hub)**, **Dr. Niki Frantzeskaki (DRIFT)**, **Edwin Janssen MSc. BA (The Natural Step Nederland)**, **Dr. Flor Avelino (DRIFT)**, **Sabine Oberhuber (Turntoo)**, and **Drs. Mr. Marjan Minnesma MBA (Urgenda)**.



"The important thing is not to stop questioning. Curiosity has its own reason for existing."
- Albert Einstein

SOCIETAL TRANSITIONS

This fall 2015, the **Dutch Research Institute for Transitions** (DRIFT, Erasmus University Rotterdam) and the **Transition Academy** cooperate with entrepreneurial network **Impact Hub Amsterdam** to offer a 5 day Masterclass on Societal Transitions for **professionals, researchers and practitioners**. The course combines a **critical and theoretical perspective** on **sustainability** transitions and **social** innovation, with pragmatic tools and insights from transition management and business.



DATES

The course consists of 10 thematic modules, over 4½ days and 2 evenings.

Introduction webinar:

Tue Sept 8 - 1½ hour (16:30-18:00 CEST)

Course days:

Wed 28 Oct, Thu 29 Oct, Fri 30 Oct,
Sat 31 Oct

Comeback day & network drinks:

Fri 11 Dec

REGISTER

www.bit.ly/mcsotra

LEARNING CASE

In addition course participants are supported in their own case work with peer and faculty feedback, relevant readings and learning reflections.

FOR WHO?

This Masterclass is designed for a diverse combination of professionals, researchers, and practitioners. We believe systemic change needs multifarious perspectives. We therefore invite civil servants, entrepreneurs, community leaders, students, researchers, urban planners, facilitators, consultants, project leaders, sustainability activists and managers. You represent a variety of contexts but share a strong commitment to being in a learning trajectory that combines intellectual input with active participation.



PROGRAMME

The course consists of 10 thematic modules, spread out over 4½ days and 2 evenings. The modules involve a series of interactive lectures, discussions and participatory methods, in which participants are challenged to apply concepts and insights in their own contexts. The Masterclass is taught by both academics and practitioners, experts in a variety of fields, from sustainability to social entrepreneurship and transitions. The course will be guided by Dr. Flor Avelino (DRIFT) and Tatiana Glad (Impact Hub),

Material: a digital reading package and learning case assignment is shared before start of the course.

Participants who complete the course will be granted a certificate from the Transition Academy.

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LOCATION

The course takes place at the **Impact Hub Amsterdam**, located in the city of Amsterdam in the beautiful Westerpark, home to many creative, cultural and innovative entrepreneurs. It is 10-15 minutes from Amsterdam Central Station by bike or bus, 40 minutes from Schiphol Airport by train & bus.

PRICE

€2,231 (ex. BTW)

(€2,700 incl. BTW)

incl. lunches & 2 dinners

TO REGISTER

Please visit:

www.bit.ly/mcsotra

or contact:

bram.pauwels@impacthub.net

FULL PROGRAMME

- | | |
|------------|--|
| Tue 8 Sep | Introduction to the Course Webinar - 1½ hour (16:30-18:00 CEST) |
| Wed 28 Oct | Striving for Systemic Impact Social Entrepreneurship and Beyond Tatiana Glad - Impact Hub Amsterdam
Sustainability Transitions & Systems Thinking Flor Avelino - DRIFT
Sustainability: The Natural Step approach Edwin Janssen - The Natural Step |
| Thu 29 Oct | Circular Economy & Business Sabine Oberhuber - Turntoo
Transitions in Action: the Urgenda Experiences Marjan Minnesma - Urgenda
Power & Empowerment in Transition Flor Avelino & Tatiana Glad |
| Fri 30 Oct | Urban Transition Management Derk Loorbach - DRIFT & Niki Frantzeskaki - DRIFT
Transformative Potential of Sustainable and Smart Urbanism Maarten Hajer - PBL, University of Amsterdam |
| Sat 31 Oct | Synthesis & Moving Forward Tatiana Glad & Flor Avelino |
| Fri 11 Dec | Integration and Application, including Pitches of Learning Cases Jan Rotmans - DRIFT, Flor Avelino & Tatiana Glad (possible to attend via online stream)
In Times of Transition: the Role of Change Makers Jan Rotmans (possible to attend via online stream) |