

# Societal Transitions

## Striving for Systemic Impact

A 5-day Masterclass in social  
innovation and sustainability  
transitions

5-day masterclass

# Societal Transitions

Do you sometimes think that societal challenges are hopelessly complex, but are you still committed to make a difference? Do you search for bridges between civil society, government and business? The Masterclass Societal Transitions combines critical reflection and applied action learning to help you foster systemic impact.

## What

Our society faces striking challenges in housing, welfare, energy, food, education, mobility, security, environment and numerous other domains. A growing community of researchers and practitioners argue that our societal challenges ask for *sustainability transitions*: processes of fundamental transformation towards more sustainable and resilient societies.

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 innovation drive the transition towards a sustainable society? How are innovations cultivated, empowered and scaled? What can we learn when we combine the insights of researchers and experienced social entrepreneurs, policy entrepreneurs and change makers, to set and encourage the change agenda within our own projects and organizations?

This Masterclass aims to answer these questions by tapping into the latest research and practice on social innovation and sustainability transitions. DRIFT and Impact Hub Amsterdam combine their expertise to offer you a course that releases the potential of social innovation and invigorates you to lead change in your professional and personal environment.

## Content

The course combines a critical and theoretical perspective on sustainability transitions, social innovation and entrepreneurship, with pragmatic tools and insights from transition management and entrepreneurial practices. By combining state-of-the-art research and deep critical reflection with applied action learning, the course strikes a balance between intellectual challenge and practical wisdom. We provide a diversity of perspectives to enable you to discover what fits you and your goals and to construct your own *narrative of change*.

## Learning goals

The course teaches you to:

- ◆ Apply system thinking
- ◆ Analyse transition dynamics in your field
- ◆ Identify relevant actors and power relations
- ◆ Recognize societal trends and movements
- ◆ Design a transition intervention
- ◆ Construct your own narrative of change

## For who?

This Masterclass is designed for a diverse combination of professionals, researchers, and practitioners. We believe systemic change needs diverse perspectives. Therefore, we invite you: managers, entrepreneurs, community leaders, researchers, facilitators, consultants, project leaders, and changemakers. 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 FIVE THEMATIC MODULES, spread out over 5 days and one evening. The programme involves a series of interactive lectures, discussions and participatory methods. Participants are encouraged to apply concepts and insights in their own context and in their own case work with feedback and relevant readings, provided by course teachers and supported by fellow participants. The Masterclass is taught by both academics and practitioners, experts in a variety of fields, from sustainability to social entrepreneurship and transitions. The course is guided by Dr. Flor Avelino (DRIFT) and Tatiana Glad (Impact Hub). A digital reading package and learning case assignment are used during the course. Participants who complete the course will be granted a certificate from DRIFT's Transition Academy, Erasmus University Rotterdam.

Webinar – 25<sup>th</sup> APR 2018

Introduction to the Course - 1½ hour (15:30- 17:00 CEST)

Module 1 – 29<sup>th</sup> MAY 2018

“Striving for Systemic Impact:  
Narratives of Change and Social  
Entrepreneurship”

### MORNING

Interactive lecture: *Narratives of Change and Social Entrepreneurship*, by Tatiana Glad & dr. Flor Avelino  
Working session: Applying insights to real life case

### AFTERNOON

Action: Field trip to local change initiative

Module 2 – 30<sup>th</sup> MAY 2018

“Sustainability Transitions &  
Transition Management”

### MORNING

Interactive lecture: *Transition theory & sustainability transitions*, by dr. Flor Avelino  
Working session: Analyzing transition dynamics & intervention opportunities (with Multi-Level Perspective & Multi-Actor Perspective)

### AFTERNOON

Interactive lecture: *Transition management in theory and in practice*, by prof. dr. Derk Loorbach

## Module 3 – 31<sup>st</sup> MAY 2018

“Power & Politics of Innovation and Sustainability Transitions”

### MORNING

Interactive Lecture: *Purpose-driven leadership - Exchanging experiences on power & politics*, by Tatiana Glad

### AFTERNOON

Interactive lecture: *Transition Leadership*, by prof. dr. ir. Jan Rotmans

### EVENING

Interactive lecture: *Power and Empowerment*, by dr. Flor Avelino

Working session: Identifying personal power and empowerment potentials

## Module 5 – 29<sup>th</sup> JUN 2018

Comeback Day:  
“Learning in Action”

### MORNING

Reflection: Sharing and peer review of learning cases

Working session: Feeding forward into an intervention action plan.

### AFTERNOON

Interactive lecture: guestspeaker t.b.a.

Public Talk & drinks: with guestspeaker t.b.a.

## Module 4 – 1<sup>st</sup> JUN 2018

“Synthesis & Moving Forward”

### MORNING

Interactive Lecture: *Transitions in Action: Daring Strategies to Accelerate Sustainability Transitions*, by drs. Mr. Marjan Minnesma MBA

### AFTERNOON

Reflection: Harvesting and integrating learnings and key insights

Working session: Preparing learning case work in real-life contexts

## To Register

Please visit  
[drift.eur.nl/courses/societal-transitions](http://drift.eur.nl/courses/societal-transitions)  
or contact  
[transitionacademy@drift.eur.nl](mailto:transitionacademy@drift.eur.nl)

## Price

€ 2.541 (ex. BTW) / incl. lunches & 1 dinner

## Location

The course takes place at the Impact Hub Amsterdam, located in the city of Amsterdam, home to many creative, cultural and innovative entrepreneurs.

For more information on the directions, look at [www.amsterdam.impacthub.net/contact](http://www.amsterdam.impacthub.net/contact)