



Meet & Greet: Social Innovations for Sustainability

Program

12:30 - 12:45	Walk-in Lobby	
12:30 - 16:30	Posters of PhD's	
Opening		
12:45 - 12:50	Opening by the Federation of Graduate Schools	Konstantin Mierau - University Groningen
12:50 - 13:10	<p>Keynote Arjen Boekhold</p> <p><i>Arjen Boekhold is Game Changer! With his company GameChangerUnltd. he inspires, assists and challenges businesses to make a positive impact. In this endeavour, he draws on several years of experience as 'Cocoa Game Changer' in Tony's Chocolonely's core team. As Tony's of the first hour, he helped the chocolate brand with its large commercial growth and impactful success. During his presentation, Arjen will demonstrate with great enthusiasm how businesses can contribute to solving the largest issues of this time, in addition to showing how you can make an impactful difference in your daily work and career. Do you dare to choose your own path?</i></p>	Arjen Boekhold - Game Changer Unltd.
13:10 - 13:25	<p>Keynote Wander Jager</p> <p><i>Tipping points of human behaviour Increasingly, transitions towards sustainability require the action of local communities to change practices, e.g. in generating and consuming energy, or promoting biking. Simulation models are increasingly being used by social scientists interested in the social dynamics that take place in larger groups of people over longer time periods. HUMAT has been developed as an integrative framework that is connecting different behavioral theories in a formal model. HUMAT also supports the collection of various types of data to parameterize cases. In the presentation the case of a referendum on closing a park for car traffic will be used to demonstrate the potential of HUMAT.</i></p>	Wander Jager - University Groningen

Parallel session 1

13:30 - 14:30

Parallel session 1a: Energy Transition

Hoang Nguyen (chair) - University of Groningen
Klaus Hubacek - University of Groningen
Nicole de Koning - TNO
Ceciel Nieuwenhout - University of Groningen & City council member

The energy transition is not confined to technological challenges. If we only look at the energy transition from a technical perspective we will not be successful in implementing the societal changes required to enable the transition. Multiple stakeholders from various fields must collaborate and learn from each other's insights and expertise. During this panel discussion, stakeholders from academia, research institutes and government will discuss the role of the natural sciences as well as the social sciences and humanities in the energy transition.

Professor Klaus Hubacek will introduce several major challenges arising from the energy transition. Nations, cities, and individuals all have a responsibility to reduce their carbon footprints. He will discuss some of the technical and societal challenges that arise from this responsibility.

Nicole de Koning will explain how TNO works together with both technical and societal partners on the challenges of the energy transition. Questions they work on are: What is needed to support a sustainable lifestyle? How can people make better lifestyle choices that support this transition? How can we make sure we have an inclusive transition? What is the role of consumers and energy communities? What does the decision-making process within businesses look like? And what are drivers and barriers for making sustainable choices within businesses?

Parallel session 1b: Food Sustainability

Kees van Veen (chair) - University of Groningen
Jan Willem Bolderdijk - University of Groningen
Frank Hindriks - University of Groningen

Consumers, producers, and retailers increasingly recognize the need for our diets to become more sustainable. The number of 'flexitarians' among consumers is increasing, producers present themselves as 'caring farmers', and retailers see that the demand for sustainably-produced food is growing.

At the same time, this changing market comes with challenges for all stakeholders involved. Young farmers realize the current food production system is unsustainable, but feel forced to keep up current practices due to pressure to produce short term financial gains. Retailers are wary to experiment too much, fearing market share loss. Willing consumers often need to pay a premium for sustainable products, which not everyone can afford.

In this panel, dr. Jan Willem Bolderdijk will present the latest insights into consumer behaviour. Dr. Frank Hindriks will identify challenges and opportunities for a more sustainable food market. What is the role and responsibility of consumers, and what can be done to align the interests of retailers, producers and consumers?

Career talks and speed dating

14:30 - 15:00	Career Talks <i>Presentations by PhD alumni Corien Wiersma and Suzan Folkerts about their experience.</i>	Corien Wiersma - Netherlands Enterprise Agency Suzan Folkerts - Athenaeum library Deventer
14:30 - 15:00	Are you interested in meeting new people? The speed date sessions offer you the perfect opportunity to meet other participants of the Meet & Greet.	

Parallel session 2

15:00 - 16:00	Parallel session 2a: Social Inclusion	Susanne Täuber (chair) - University of Groningen Esther Neven - University of Groningen Michel Öz - Dutch Police Union Julian Rengers - University of Groningen
	<p><i>Despite many diversity approaches in companies, results are disappointing. People from minority groups may enter organizations, but often leave within several years after being recruited. We know about backlashes and violent behavior, distrust, and cynicism.</i></p> <p><i>Diversity on its own is insufficient, it is more about the ‘numbers’, and the representation of the company. Like: how many women are on the board? How many black people work at the university? The numbers are not a goal. For retaining diversity, inclusion is a prerequisite. And inclusion is firmly linked to identity and power.</i></p> <p><i>In Esther Neven’s professional career, as ‘scholar practitioner’ she has noticed a lack of belongingness among members of minority groups in companies. One step beyond, in a small part of her current work as a teacher at a multicultural vocational adult-education class at The Schilderswijk, The Hague, she hears reflections from her bicultural students about the Dutch: they do not feel to belong to ‘the Dutch’ themselves.</i></p> <p><i>During this panel, Esther Neven will explain how the Social Identity Approach allows her to conceive insights into the dynamics of identity processes in organizations and the difference between “the grand narrative” of an organization and its “silent voices”. Her PhD research is about social inclusion of policewomen in their organization, The Dutch Police Force. Michel Öz, from the Dutch Police Union, will also provide us with his reflections on working in the police force and what role diversity and inclusion plays in their daily work.</i></p>	
	Parallel session 2b: Social Entrepreneurship	Aard Groen (chair) - University of Groningen Emma Folmer - University of Groningen Jolijn Creutzberg - Vanhulley

What is a social enterprise? How can you make a difference as a social enterprise? During this session we will take a closer look on what it means to be a social enterprise.

During this panel, dr. Emma Folmer will briefly explain the difference between corporate social responsibility and social entrepreneurship. She will also provide several (inter)national examples of successful social entrepreneurs. Based on her research, she will give tips and tricks for our (future) social entrepreneurs. She will explain why social enterprises work together more frequently than 'conventional' enterprises and what aspects have to be taken into account when you want to measure or increase your impact on society.

Vanhulley is an interesting case study of a social enterprise. Jolijn Creutzberg, the owner of Vanhulley, is one of the founders of impactful entrepreneurship in our region. Vanhulley makes unique clothing from used fabrics and provides work for women who do not have access to regular employment yet. At Vanhulley these women gain experience, receive training and are introduced to the labour market.

Funding presentation and speed dating

16:00 - 16:15

Funding presentation

During this session we will discuss funding opportunities which are available for supporting research/ societal collaborations. After this presentation we will discuss with Geert Jan Arends his experiences on setting up collaborations. What are the challenges? What do you have to take into account when working with external partners?

Geert Jan Arends -
University of Groningen

16:00 - 16:15

Are you interested in meeting new people? The speed date sessions offer you the perfect opportunity to meet other participants of the Meet & Greet.

Closing

16:15 - 16:30

Closing remarks

Han Thomas Adriaenssen
- University of Groningen
Konstantin Mierau
- University of Groningen

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Speakers

Introduction of the speakers

Speaker	About
Arjen Boekhold	Arjen Boekhold is Game Changer! With his company Game Changer Unltd. he inspires, assists and challenges businesses to make a positive impact. In this endeavour, he draws on several years of experience as 'Cocoa Game Changer' in Tony's Chocolonely's core team. As Tony's of the first hour, he helped the chocolate brand with its large commercial growth and impactful success. During his presentation, Arjen will demonstrate with great enthusiasm how businesses can contribute to solving the largest issues of this time, in addition to showing how you can make an impactful difference in your daily work and career. Do you dare to choose your own path?
Wander Jager	Dr. Wander Jager is a social scientist interested in social complex phenomena. He is an Associate Professor at the University of Groningen and the Managing director of the Groningen Center for Social Complexity Studies. A key theme in Wander Jager's research is studying the dynamics of human behaviour in environmental contexts. Much of his work uses social simulation as a tool to explore human-environment interactions, e.g. related to issues such as innovation diffusion, land-use, littering and migration.
Hoang Nguyen	Within Industry Relations, Hoang Nguyen focuses on developments within the northern ecosystem in the field of Green Industry and Circular Economy. In this role, he establishes connections between researchers, companies, and organizations involved in innovations in that field. He is also active as Investment Manager at RUG Ventures, the investment vehicle of the University. His background in external relations and carrying out investment processes forms a solid foundation for creating new contacts and collaborations within the theme of Green Industry.
Klaus Hubacek	Prof. dr. Klaus Hubacek is a Professor in Science, Technology and Society at the University of Groningen. He is chair of Integrated Research on Energy, Environment and Society (IREES) and chair of the board of Energy and Sustainability Research Institute Groningen (ESRIG). Klaus is currently also a visiting professor in geographical sciences at the University of Maryland, College Park. His research focus is on conceptualizing and modeling the interactions between human and environmental systems. Klaus has published over 200 research articles in peer-reviewed journals on topics such as climate change adaptation and mitigation, participatory modeling, management of ecosystems services, land use change and governance, and is recognized as a highly cited researcher with multiple papers in the top 1% by citations.
Nicole de Koning	Nicole de Koning works as a senior consultant at TNO, within the department Energy Transition Studies. She focuses on social innovation and citizen engagement/participation in the energy transition, and how these relate to governance, technology and business development. Nicole currently works on several EU H2020 projects (e.g., POCITYF and BRIGHT) and national subsidized projects with this research focus.

Ceciel Nieuwenhout	Dr. Ceciel Nieuwenhout is currently a postdoc researcher in Energy Law at the Groningen Centre of Energy Law and Sustainability. In her current research, she focuses on the legal aspects of the energy transition in the built environment, focused on 'positive energy districts' and monumental buildings. Next to her work at the University, Ceciel is a city council member for the greens (GroenLinks) in the city council of Groningen. She is also a member of the editorial board of 'De Helling' Journal of the Scientific Bureau of GroenLinks. Finally, she is also a founding member of local sustainability initiative 'De Groene Bruggenbouwers' in her village.
Kees van Veen	Dr. Kees van Veen is Academic Director Sustainable Society. Within Sustainable Society, RUG colleagues work together on major societal challenges which require an interdisciplinary approach. One of the key challenges is the growing collision between planetary boundaries and present day food production systems which has large consequences for a wide set of stakeholders, regionally as well as (inter)nationally. Together with the colleagues of the research group Sustainable Landscapes and a growing set of external partners, he pushes this agenda in order to increase the societal contribution of the RUG to this major challenge that affects present and future generations.
Jan Willem Bolderdijk	Dr. Jan Willem Bolderdijk is Associate Professor at the University of Groningen. His expertise lies in the field of Consumer Behavior, Decision making, Social Marketing and Sustainability. His research aims to uncover individual consumers' psychological barriers preventing change.
Frank Hindriks	Prof. dr. Frank Hindriks is Professor in Ethics, Social and Political Philosophy at the Faculty of Philosophy of the University of Groningen. He is the director of the Center for Philosophy, Politics and Economics and one of the founding editors of the Journal of Social Ontology. His research interests include collective responsibility and sustainable institutions in an open society.
Susanne Täuber	Dr. Susanne Täuber is Rosalind Franklin Fellow and Associate Professor at the Faculty of Economics and Business at the UG. She examines social identity processes during organizational and societal change, particularly when such processes involve changes to moral norms and values. She further investigates the dynamics that affect the translation of policy into actual organizational change, for instance in the context of gender quotas. She is a member of the National advisory committee on diversity in higher education and research.
Esther Neven	Esther Neven is an external PhD student (scholar-practitioner) at the University of Groningen in the Faculty of Behavioural and Social Sciences. A scholar-practitioner combines insights from working in organizations with academic research. Her research focuses on social inclusion in organizations, and esp. within the Dutch Police Organization. She also works as an independent consultant, trainer and coach (www.neven.pro).
Julian Rengers	Julian Rengers is a final-year PhD student at the Faculty of Behavioral and Social Sciences at the University of Groningen. His expertise lies in workplace inclusion of employees with a concealable stigmatized minority identity, with a focus on lesbian, gay, and bisexual (LGB) people.

Jolijn Creutzberg	Jolijn Creutzberg is owner of Vanhulley, a social and circular organization that creates new products from clothing that would otherwise have been thrown away. Vanhulley employs women and opens the door for them by providing them with work experience and education.
Emma Folmer	Dr. Emma Folmer is Assistant Professor in sustainable entrepreneurship. With her research she aims to understand under what conditions social entrepreneurship can thrive, how social entrepreneurs deal with organizational challenges and how they create social impact on a community level. Emma is also the programme director of the MSc Sustainable Entrepreneurship at Campus Fryslân.
Aard Groen	Prof. dr. Aard Groen is Dean Entrepreneurship of the University of Groningen. He leads the University of Groningen Centre for Entrepreneurship (UGCE) and is full professor of entrepreneurship & valorization. His expertise lies in research, teaching and support of development of new innovative business in existing and new firms in international and/or in technological context. He is co-founder of the early stage accelerator Venturelab North and advisor to several enterprises and is member of advisory committees on entrepreneurship & innovation.
Geert Jan Arends	Geert Jan Arends is senior consultant Research Funding at the University of Groningen. After studying Solid State Chemistry at the University of Groningen, he worked in industry for 8 years (at a multinational corporation and at a regional small company). He came back to the University and now has more than 25 years of experience with European and National funding programmes. He helped set up the Carbohydrate Competence Center, a public private cooperation with 10 universities and 25 companies.