

April 2nd, 2015 // 10:15-15:00

Forest Campus, Alfred-Möller-Straße 1, 16225 Eberswalde  
Global Change Management seminar room 17.108 & 17.109.



HNE  
Eberswalde

Eberswalde University for Sustainable Development

# 1<sup>st</sup> Eberswalde Ecosynomics Forum

*“Connecting thought leaders from science and practice...leveraging transformative change.”*

Guided by the drive to scale up collective efforts for transformation towards sustainability, the 1<sup>st</sup> EEF provides a collaborative space to explore possibilities for powerful actions, innovative research and joined consultancy.


**In the spirit of its ‘open source character’ the hosting organisation will change every 6 month - globally.**

Participants are invited guests from partner organisations and professional networks as well as students of the HNEE (International Master Study Programme Global Change Management) and the Europa-Universität Viadrina Frankfurt (Oder) (Master of Public Policy).

The event is limited to 30 persons and open for all interested in change systems. An interactive movie will be created and shared.



Please pre-register: Christoph Hinske +49 174.1966180  
[christoph@instituteforstrategicclarity.org](mailto:christoph@instituteforstrategicclarity.org)



PETRA KUENKEL is a leading strategic advisor to pioneering international multi-stakeholder initiatives that address complex sustainability issues. She is a full member at the Club of Rome. She is author of the forthcoming book: *The Art of Leading Collectively – How We Can Co-Create a Better Future A Guide to Collaborative Impact for Sustainability Change Agents from Companies.*  
<http://www.clubofrome.org/?p=8165>

STEVE WADDELL, PhD, focuses on large systems change to address critical issues. He does this with a range of clients and partners globally. He is a principal of Networking Action and lead steward for the Ecosystem Labs, which develops large change systems. Furthermore he is board member of the Institute for Strategic Clarity. He has a PhD in sociology and an MBA. He is author of several articles and other publications, including the books *Societal Learning and Change: Innovation with Multi--Stakeholder Strategies* and *Global Action Networks: Creating Our Future Together*. Steve is a Canadian-American living in Boston.  
<http://networkingaction.net/about-steve-waddell/>

Steve Waddell

// Change systems: The challenge of scaling up collective efforts for transformation towards sustainability

Petra Kuenkel

// The Collective Leadership Approach as a fractal for large systems change in collaboration

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[Agenda // 1<sup>st</sup> Ecosynomic Forum in Eberswalde]

10:15

**Welcoming words** // President of HNEE Wilhelm-Günther Vahrson and the Head of International Master Study Programme Global Change Management (Martin Welp)

10:30 **Impulse** by Steve Waddell (+ questions)

11:00 **Impulse** by Petra Kuenkel (+ questions)

11:30 Reflections on both contributions

11:45 **Speed Dating** // Q1: What are my personal experiences and observations regarding large systems change? Q2: How can we create coherence among efforts towards sustainability? Q3: What possibilities do I see and what do I need for them to scale collective efforts up?

12:30 Lunch Break

13:00 **Fish Bowl** // Speed Dating outcomes

13:30 **Project Incubator** // Break out groups (1) perspectives for action and research designs (2) possibilities for thesis projects (3) opportunities for consultancy activities

**Outlook // Ecosynomics** – Insights from innovative research. Providing game changing frameworks to incubate large scale collaborative projects. (Christoph Hinske & Martin Welp)

15:00