

Trafo 3.0 project side-event

As a side-event to the SustEcon Conference, the research project “Trafo 3.0” offers four sessions on sustainable transformations – taking place Monday afternoon.

About the Trafo 3.0 project:

(How) can societal transformation processes be initiated, supported and governed so that they are sustainable? This is the core question of the Trafo 3.0 research project conducted by Oeko-Institut, a German environmental research and policy think tank, together with various stakeholders.



Based on previous projects and existing transition literature, we conduct transdisciplinary and action-oriented research with regard to three ongoing transformation processes: sustainable production and consumption of meat, paperless publishing and reading, and the use of e-bikes for urban and regional mobility.

The overall objective of the project is the further development and field-testing of a transformation (governance) heuristic, and the drafting of an (electronic) manual to support politicians and practitioners in contributing to the initiation and governance of socio-ecological transformation processes.

For more information on the project, please visit the website www.trafo-3-0.de.

The project is funded by the German Federal Ministry for Education and Research (BMBF) within the “Sustainable Economy” program; funding reference: 01UT1426.



About this side-event:

The event is open to all conference participants and anybody else interested.

Presentations and discussions will usually be in German. However, comments in English are also possible and welcome.

While the first session will introduce and discuss the conceptual framework, the other three sessions will each give insights on a concrete transformation process. Although we recommend participating both in the conceptual as well as one of the thematic sessions, you can also visit them independently from one another.

Session I: Conceptual framework

Governance of transformations: the Trafo 3.0 project's heuristic

Monday, 2 - 3.30 pm, Akademischer Senatssaal

The first session introduces the conceptual framework of the Trafo 3.0 project, including our understanding of transformations (of sociotechnical systems) and a heuristic for analyzing the status quo in a system. The focus, however, lies in a newly developed heuristic for the governance of transformations – intended to serve as the foundation in a practitioners' guide for contributing to sustainability transformations. Several invitees dealing with societal change in different contexts will comment on the draft heuristic's utility from their perspective, followed by an open discussion.

Program:

- Welcome and short introduction into the Trafo 3.0 project (*Carl-Otto Gensch, Oeko-Institut*)
- Input: The Trafo 3.0 heuristic for the governance of transformations (*Dirk Arne Heyen, Oeko-Institut*)
- Interviews and discussion with practitioners: *Laura Haverkamp, Ashoka; Marie-Luise Abshagen, Forum Umwelt & Entwicklung; and Herbert Brüning, City Administration Norderstedt*
- Open discussion with audience

Interviewing and facilitation: *Franziska Wolff, Oeko-Institut*

Sessions II-IV: Thematic fields of application

Transformation towards light electric mobility (e-bikes)

Monday, 4 - 5.30 pm, Akademischer Senatssaal

This session discusses how electric bikes can contribute to a sustainable transformation of the transport sector. Learning from the experience of the pro-cycling grassroots initiative "Volksentscheid Fahrrad" in Berlin, a particular aim is to identify key factors for a successful transformation induced by civil society actors. What barriers do they face? What are key factors of success? Which stakeholders need to be engaged? The session aims to discuss measures for civil society as well as for political actors seeking to facilitate the transformation towards light electric mobility.

Program:

- Understanding and governing the transformation to light electric mobility using the Trafo 3.0 heuristic (*Ruth Blanck, Oeko-Institut*)
- "Volksentscheid Fahrrad" as an example for successful change induced by civil society (*Kerstin Stark, Volksentscheid Fahrrad*)

- Policy instruments to promote e-bike use (*Thomic Ruschmeyer, bsm e.V.*)
- Open discussion with audience

Facilitation: *Dirk Arne Heyen, Oeko-Institut*

Transformation towards sustainable meat production & consumption

Monday, 4 - 5.30 pm, Hörsaal D

The production and consumption of meat is currently the subject of intensive and controversial discussion in Germany. On the production side, animal welfare and environmental impacts but also economic conditions are main issues. On the side of the consumer, consumption levels and related health impacts as well as willingness to pay for higher standards are main issues. This session discusses challenges and opportunities for the governance of a sector transformation in a sustainable direction.

Program:

- Understanding & governing the transformation to sustainable meat production & consumption using the Trafo 3.0 heuristic (*Dietlinde Quack, Oeko-Institut*)
- Possible pathways for a transformation with a focus on the value chain of pork (*Jürgen Herrle, Naturland Fachberatung*)
- Open discussion with audience

Facilitation: *Franziska Wolff, Oeko-Institut*

Transformation towards paperless publishing & reading

Monday, 4 - 5.30 pm, Conference Room I

The ongoing transformation towards paperless publishing and reading in the book market offers opportunities as well as risks from a sustainability perspective. Based on an analysis of the current situation this session aims to facilitate a discussion on how to design more sustainable pathways in this sector. Oeko-Institut will provide some ideas, followed by comments by sector experts and practitioners. Participants of this session can engage actively in the discussion with the help of the fishbowl method.

Program:

- Understanding and governing the transformation to paperless publishing & reading using the Trafo 3.0 heuristic (*Carl-Otto Gensch, Oeko-Institut; Peter Mathews*)
- Ideas to design more sustainable pathways (*Ina Rüdener, Oeko-Institut*)
- Fishbowl with experts and interested audience members

Facilitation: *Carl-Otto Gensch, Oeko-Institut*