

Actors and Strategies for Change | Spring 2015

# Getting to Maybe

*Building Engagement for Change*



How can we be more than just anxious critics of the status quo or wishful thinkers about a better future, and become actual and effective agents for large-scale transformations?

*Getting to Maybe*

## MODULE I: Why Change is Needed

Mon 19 Jan w. 4 17.15 – 18.00 Norrländssalen I, Geocentrum	<b>Course Registration/Roll-call – Obligatory Attendance</b> Course Coordinators
Mon 19 Jan 18.15 – 20.30 Hambergsalen	<b>CEMUS Open Lecture: Transformation in a Changing Climate</b> Karen O'Brien, Professor at the Department for Sociology and Human Geography, Oslo University
Mon 26 Jan w. 5 17.15 – 20.00 12:004, Blåsenhus	<b>Course Introduction: Why are we here?</b> Course Coordinators
Mon 2 Feb w. 6 17.15 – 20.00 12:004, Blåsenhus	<b>Sustainable Development: What is it and how do we get there?</b> Alan AtKisson, author, musician and sustainability consultant
	<b>Preparation in interview groups</b>
Mon 9 Feb w. 7 17.15 – 20.00 12:004, Blåsenhus	<b>SEMINAR*: Theories of Change – how does change happen?</b> Students and Course Coordinators

## MODULE II: Actors and Strategies

Mon 16 Feb w. 8 17.15 – 20.00 12:004, Blåsenhus	<b>Change from the Bottom Up: Grassroots engagement for Change</b> Christopher Wegweiser, permaculturalist and Johline Lindholm, PUSH Sweden
	<b>Preparation in field trip groups</b>
Mon 23 Feb w. 9 17.15 – 20.00 12:004, Blåsenhus	<b>Actors for Change – A Soft Systems Approach to Stakeholder Analysis</b> Neil Powell, Director at Centre for Sustainable Development, Uppsala University

Mon 2 Mar w. 10 17.15 – 20.00 12:004, Blåsenhus	<b>WORKSHOP*: Getting to Maybe</b> Students and Course Coordinators
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 You are here.

THURSDAY 5 Mar w. 10 17.15 – 19:30 Gunnar Johansson, Blåsenhu	<b>CEMUS Open Lecture: Using your voice</b> Joakim Medin, journalist
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Mon 9 Mar w. 11 17.15 – 20.00 12:004, Blåsenhus	<b>Change from the Top Down: How do we solve the climate crisis?</b> Elin Kronqvist, Department of the Environment
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Mon 16 Mar w. 12 17.15 – 20.00 12:004, Blåsenhus	<b>SEMINAR*: Getting to Maybe and the articles so far in Module II</b> Students and Course Coordinators
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Mon 23 Mar w. 13 17.15 – 20.00 12:004, Blåsenhus	<b>Shifting behaviours: Why do individuals act as they do?</b> Lecturer TBA
	<b>Fieldtrip presentations: Group 1-4</b>

Mon 30 Mar w. 14 17.15 – 20.00 12:004, Blåsenhus	<b>Education for Sustainable Development: How do organisations change?</b> Felix Spira, Co-founder Rootability and PhD Student at DRIFT
	<b>Fieldtrip presentations: Group 5-8</b>

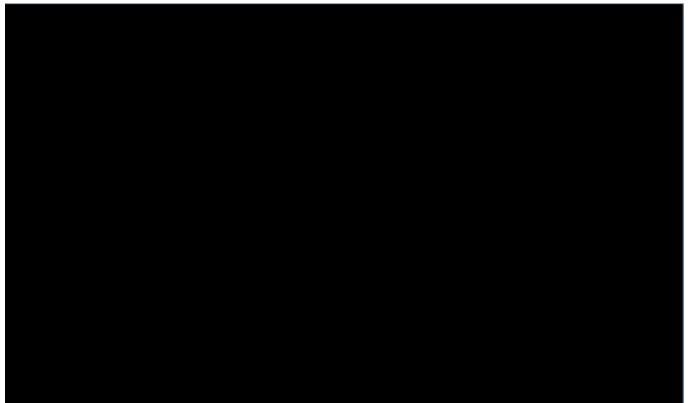
Tue 31 Mar w. 14 11.15 – 13.00 21:136, Blåsenhus	<b>Strategic Leadership and Entrepreneurship</b> Sean Westcott, Sustainability Consultant
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Mon 6 Apr w. 15	<b>Reading Week – work on examination task II.</b>
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Mon 13 Apr w. 16 17.15 – 20.00 12:004, Blåsenhus	<b>Art for Change: Conversations on democracy through theatre</b> Lisa Färnström, theatre director at Troja
	<b>Fieldtrip presentations: Group 9 – 12</b>

Mon 20 Apr w. 17 17.15 – 20.00 12:004, Blåsenhus	<b>SEMINAR: Connecting Stories – Communicating Sustainability</b> Students and Course Coordinators
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Examination Task II



## Module III: Taking a lead in the Midst of Complexity

Mon 27 Apr w. 18 17.15 – 20.00 12:004, Blåsenhus	<b>Change Project: Start-up</b> Students and Course Coordinators	} Human-centered design process
Mon 4 May w. 19 17.15 – 20.00 12:004, Blåsenhus	<b>Change Project*: Week of action</b> Students and Course Coordinators	
Mon 11 May w. 20 17.15 – 20.00 12:004, Blåsenhus	<b>Change Project*: Presentations</b> Students and Course Coordinators	
Mon 18 May w. 21 17.15 – 20.00 12:004, Blåsenhus	<b>WORKSHOP: Evaluating, Scaling and Sustaining Change</b> TBA	
Mon 25 May w. 22 17.15 – 20.00 12:004, Blåsenhus	<b>Final Session: Where do we go from here?</b> Students & Course Coordinators	
TUESDAY 26 May	<b>Barbeque and celebration with other CEMUS courses</b>	
THURS 28 May	<b>CE//MUSE Sustainability Festival</b>	



# Worrying trends...

- Lack of engagement
- Political apathy among young people
- Disengagement from sustainability issues
- Difficulties in acting upon the knowledge one already has

# Dave Meslin: Antidote to Apathy

- [http://www.ted.com/talks/dave\\_meslin\\_the\\_antidote\\_to\\_apathy?language=en](http://www.ted.com/talks/dave_meslin_the_antidote_to_apathy?language=en)

## Mini-design challenge for today:

- How might we increase engagement for sustainability issues amongst Uppsala students?

# Human-centered design

- A design process centered around identifying and empathising with people's needs.
- Three phases:

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## INSPIRATION

**I have a design challenge.**  
How do I get started?  
How do I conduct an interview?  
How do I stay human-centered?

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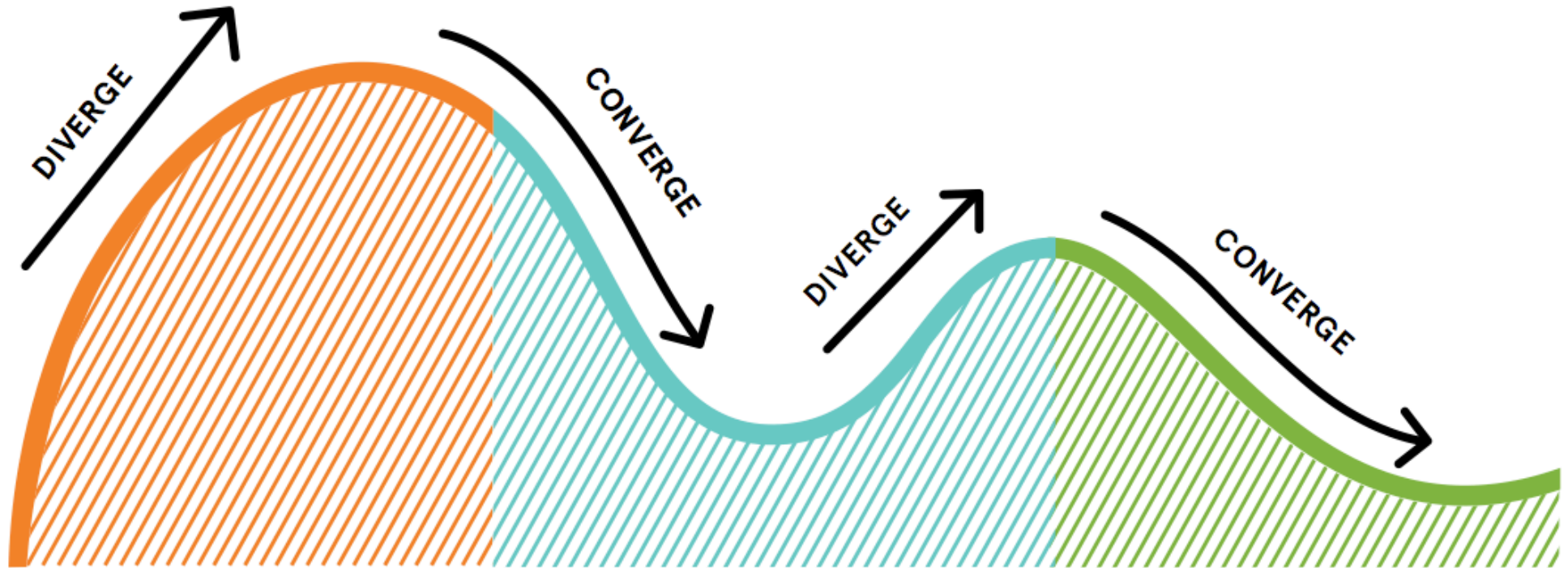
## IDEATION

**I have an opportunity for design.**  
How do I interpret what I've learned?  
How do I turn my insights into tangible ideas?  
How do I make a prototype?

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## IMPLEMENTATION

**I have an innovative solution.**  
How do I make my concept real?  
How do I assess if it's working?  
How do I plan for sustainability?





# Plan for the day:

- Inspiration:
  - Interview a partner (20 min)
  - Interpreting needs (5 min)
- Ideation:
  - Brainstorming (20 min)
  - --break--
  - Get into groups and prototype (25 minutes)
  - Feedback from a different group (15 minutes)
  - Individual reflection (5 minutes)
- Mini Project fair
  - Have a look at other groups' ideas

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Announcements and info

# Important info:

- Try to be there early if you can for Joakim's lecture on Thursday
- Make-up tasks (Are you unsure if you missed a compulsory session? you can see if you need to do one by looking at your progress in Studentportalen).
- Feedback on task I uploaded this week
- Optional books and readings to be posted this week
- Movie night next Thursday March 12<sup>th</sup> in CEMUS Library, 18.30:  
**No Impact Man**
- How are your field trips going?