

	Atrium	29	9	65	58	114	291	
16:00 - 16:20	Information Market		Bartjan Pennink: Forget all about sustainability.....	Manon van Eikelenboom Angela Greco (Campus Fryslan) Social side of circular economy	Andrea Sagiaco: Spinoza and Sustainable Food	Dick Jager: Sustainability at the UG	Morrowland movie and workshop	
16:20 - 16:25								
16:25 - 16:45								
16:45 - 17:00		Break						
17:00 - 17:20		Key-note Jan Terlouw						
17:20 - 17:25		Key-note Jan Terlouw						
17:25 - 17:45		Key-note Jan Terlouw						
17:45 - 18:00		break						
18:00 - 18:20			Geerte de Jong: Communication, Branding and Image; How to stand out while hunting for a green job?	Goda Perlaviciute: Environmental Psychology	Joana Gusc: What is a True Cost of a good?	Hylke (closed) sustainable funding student associations	Bert Scholtens workshop Sustainable Finance	Kristin McGee: Eco-feminism
18:20 - 18:25								
18:25 - 18:45								
18:45 - 19:00		Break						
19:00 - 19:20			UN Center on Climate Adaptation: Who's afraid of adapting to climate change? Richard Klein and Anne van Valkengoed	Maarten Loonen	Frank Pierie: WE Energy Game	Opfleurst: Create your own Ecosystem	Christiaan Vermue: LLM Energy and Climate Law	Sulitest: How much do you know about Sustainability?
19:20 - 19:25								
19:25 - 19:45								
19:45 - 20:00	Break				Break			
20:00 - 20:30								
20:30 - 21:00								

Round 1

Bartjan Pennink, Faculty of Economics and Business, Global Economics and Business/ Careerservices.

Title: Forget all about sustainability.....

Sustainability, Corporate Social Responsibility, “People, Planet, Profit”: interesting and relevant but does it really matter?

In Business Thinking, we use these concepts but it seems to be that the economic rationality and profit are the ultimate drive. That could be the case but it might be good to come up with alternatives way of thinking. Not just in general but easy to apply, in many situations usable and also giving the opportunity to show that the main concept of economic thinking: “added value” can have a different meaning. Developing such a new framework will help to counterpart the economic rationality. It will help to change the mainstream of economic rational thinking into a new rationality with a mix of economic *and* sociological thinking. If business is influencing society than the thinking on and the rationality within business thinking should also include values of society: *the added value for business and society!* In this workshop, we make the first steps in developing such a new, simple and easy to understand way of thinking. With the help of a new developed model we will give new thoughts on the “old” existing concepts like sustainability and give new options to counterpart the mainstream of economic thinking.

Manon van Eikelenboom and Angela Greco (PhD students Fryslan)

Title: Social side of circular economy

The circular economy is an economic system that focusses on reducing, reusing, remanufacturing and recycling products. Most literature and practice has focused on the ecological and technological aspects of the circular economy. However, limited attention has been addressed to its social implications. Think for example about potential positive and negative effects on local communities such as cleaner community spaces but also more expensive production practices.

In my research I work together with a social housing association which is a private non-profit making organization with the goal of providing housing to low-income households and improving their overall wellbeing in neighborhoods. We investigate how the housing association could adopt principles of the circular economy involving local communities and making sure these principles have positive social impacts. Think for example about consultation sessions with local communities for the design of circular houses or the construction of local playgrounds with the use of demolition materials.

In this workshop I will explain more about the circular economy and its potential social implications. We will dive into the trade-offs that can be experienced between social and ecological goals in sustainable organizations. Thereafter, we will work in groups on ideas that can combine the circular economy with the social context of the housing association. We do this with the use of design thinking principles in which we emphasize with the tenants of the housing association and think about potential issues and opportunities of circular solutions.

Andrea Sangiacomo

Title: Spinoza for a #PlantPoweredCommunity

Abstract: What does Spinoza (the famous Dutch seventeenth century rationalist philosopher) have to say about vegan food at public events? In this talk I'll argue that Spinoza has much to say about this issue, mostly because he has a very interesting theory about how social habits and interactions impact our rationality and how, in turn, by fostering better social behaviors we can develop more sustainable and rational habits. Spinoza can thus help us to better understand why institutions have a responsibility in encouraging individuals to assume more sustainable attitudes, including more sustainable diets. For a summary of the talk, you can check this [blog post](#) and leave your comments.

Dick Jager

The sustainable agenda of the UG: how we reach our goal

Four years ago, the University wrote down their sustainability goals and ambitions in the Roadmap 2015-2020. For the last years, we've been working to achieve these goals.

With a team consisting of students and staff members we execute various projects, influence stakeholders and influence policy making to make the university more sustainable. The Green Office is a part of our team, and well as a Taskforce Sustainability.

Currently, the UG belongs to the top 7 of sustainable universities worldwide. How did we achieve our goals? And what are our next actions?

Come and find out!

Charles van Santvoord: Morrowland (Morgenland) Film and workshop

Morrowland is a short animation film (12 min) that paint the picture of The Netherlands that finds itself in the middle of the energy transition. Showing us the changes we experience at present and the increasing effects on our daily life. The film is suitable for all ages and educational levels. It is a story of a society in transition and an open invitation for you to join!

Why this film

Climate change is our problem. In Paris we decided to push back the Co2 emmissions that cause the earths temperature to heat up. And such at a level that in 2050 earth's temperature will have risen no more than 2 degrees celcius. And our aim is to even keep it at 1,5 degrees.

Experts state that this is the biggest issue the world has ever faced. We all need to deal with this. The film is about waking up and activation! What are YOU going to do about it?

Round 3

Geerte de Jong:

Communication, Branding and Image;

How to stand out while hunting for a green job?

Dr. Goda Perlaviciute, Behavioural and Social Sciences

Title: Lessons from environmental Psychology.

Pro-environmental behaviour is not always easy and fun. Think about taking shorter colder showers, reducing the heating, eating less meat, and paying a price premium for organic food and clothes.

Yet, many of us do act pro-environmentally sometimes. Which are the key factors that motivate or prevent pro-environmental behaviour? And how to address these factors in interventions aimed at promoting pro-environmental actions? In this lecture you will learn about Environmental psychology and how it addresses these important questions. You will also learn about possibilities to study Environmental psychology at the University of Groningen.

Joanna Gusc

Title: What is a True Cost of a good?

"We have an unpriced externality in the negative effects [...] on the environment and also in the wars that we fight and national security. Whenever you have an unpriced externality you can't quite rely on the market to do the right thing." Elon Musk

The current prices do not tell the 'ecological truth' while if the market prices reflected the full cost (including social - and environmental external costs, next to economic) consumers would be encouraged to switch their consumption to less environmentally and socially damaging products.

True cost accounting allows for accounting for the full cost, it serves as a resource, drawn on by agents, not only to "make a difference" within organizations but to "create a difference" with the organization in a society.

Science and practice have combined forces to support sustainable decision-making by performing applied research jointly, and moving forward the sustainability awareness.

Two MSc BA OMC students will join to share their results of our efforts in master thesis action research to make a world a better place by developing and implementing sustainable true cost model for ENERGY spin-off and Sustainable Hotel.

You are invited to join two presentations, build your own TCA model, discuss sustainability and show engagement.

Bert Scholtens:

Is it an oxymoron? Find out at the Sustainable Education event.

Bert Scholtens will discuss sustainability in relation to banking, finance and investments.

He will interactively reflect on key features of our financial system and how it affects society.

Kristin McGee:

Technology Won't Save Us: Eco-Feminism, Arts Activism and De-Growth Approaches Towards Sustainability

In the recent technological adaptations of the green movement, many concepts such as green growth, green entrepreneurship, green innovation, bio-based energy, and circular economies have emerged. Each of these derives from the conceptual framework of Capitalist modes of production in which technological developments are envisioned as the way out of our current global ecological and environmental crisis. This talk argues (as many others have already argued) that such an approach will inevitably fail and even reproduce and exacerbate the inequities and false sense of confidence that the entire modernist paradigm promulgated – especially the belief in utilizing science to harness nature for the benefit of Man. As a rebuttal to this mammoth (Cartesian) project - I draw upon the philosophies of eco-feminists as well as arts activists who've sought to highlight the larger issues with regards climate (in)justice and the current etymological and ecological precarity running a mock in our (still) new millennium. Cases from music collectivism to online digital arts activism provide a voice for the most marginalized and even violently repressed individuals, especially those seeking to save their cultures, communities, landscapes, and co-habiting species from long-term destruction due to widespread industrial exploitation. Here I hope to not only preach to the choir, but invite the academic and scientific community to observe and listen to such activism and hopefully activate themselves in ways turning the focus inward so we can forge a path from the present to the future by engendering what film maker Kip Anderson describes as a state of "bio-harmony".

Round 4

Richard Klein, Director of Science and Innovation at the Global Center on Adaptation

Anne van Valkengoed, researcher adaptation & behavior at the University of Groningen

Who's afraid of adapting to climate change?

The Global Center on Adaptation advances bold actions to help societies across the world become more resilient to climate-related threats.

Join us for a masterclass not only on climate adaptation, but on the importance of a mindset ready to adapt.

For more information about the Global Center on Adaptation, check www.gca.org

Dr. Maarten Loonen, Arctic Centre

How to adapt to the quickest climate change on earth?

In the Arctic, near Spitsbergen, the fastest climate change is observed with a recent rise in average temperature of 6 degrees in two decades. The ecosystem is in a rapid flux facing increasing precipitation and diminishing ice. Local people and nature are facing unexpected and unpredicted situations which challenge the sustainability of their future.

Already 30 years, Maarten Loonen is spending every summer two months in this area, while doing ecological research. He can share with you his observations on weather, animals and people. Why is this happening in the Arctic? How can animals and people adapt? Is there a sustainable future for the Arctic or will we observe a new era of geopolitical stress and unrestricted exploitation?

These topics are also addressed in the minor Arctic and Antarctic Studies, which is a multidisciplinary course into nature, exploration, exploitation, geopolitics and the role of science in mapping a sustainable future for the polar regions.

Frank Pierie, Mathieu Przybyla
We-Energy Game (Dutch)

We-Energy is onderdeel van het lectoraat: Communication, Behaviour & the Sustainable Society van de Hanzehogeschool Groningen. We-Energy is actief betrokken bij de energietransitie door het spelen van de We-Energy Game met: gemeenteraden, energie- en woningcorporaties, inwoners van gemeenten en andere betrokken partijen. De discussie die vanuit de We-Energy Game ontstaat, zorgt voor bewustwording en enthousiasme bij de deelnemers.

Marjolein Kuipers:

De Opfleurist workshop - Making your own ecosystem

Make your own ecosystem in a closed glass pot.

Indoor plant-specialist Marjolein Kuipers from “De Opfleurist” will teach you step by step how to build a self-sufficient terrarium layer by layer, how to plant it and how to take care of it.

She will also point out how such an enclosed system remains viable and is open to all questions about plants.

Then you can get started yourselves with a large jar that you will turn into a mini-jungle. Of course you can take this home with you!

Bert Scholtens:

Sustainable Finance

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Christiaan Vermue

LL.M. Energy- and Climate Law

Are you a law student and are you interested in the energy sector and climate change concerns?

Then this might be a LL.M. programme suited for you!

The University of Groningen is the first university in Europe that offers a combination between Energy Law and Climate Law. Today, the energy sector is changing as a result of market liberalization and climate change concerns, and the EU presents a typical example of this although similar developments can be found in other parts of the world. This specialised Energy and Climate Law LL.M. programme presents students with the main principles of such liberalization and how climate law affects the energy sector.

As a recently graduated student of this LL.M. program I will talk you through the details of this program and share my personal experiences with you. I will discuss the courses, job opportunities and everything else you want to know!

Hope to see you there!

Sulitest

How knowledgeable are you with regards to sustainability? Ready for a Challenge? Take the Sulitest and find out. ‘Created after the United Nations Conference on Sustainable Development (COP21) and designed to contribute to the Sustainable Development Goals, the Sulitest initiative benefits from the support of a wide range of United Nations entities, renowned national and international academic institutions, and the trust of hundreds of contributors around the world.