

Transition management to foster fundamental change

The case of the 'mobility arena' in Rotterdam

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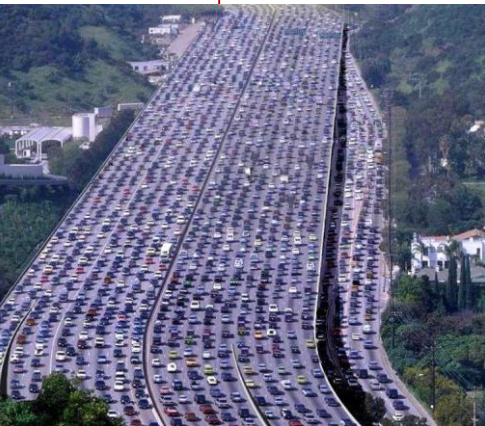
POLIS conference, Rotterdam



Photo (c) Studio van der Poort

TM as response to persistent unsustainability

- Aiming for a sustainable future is about finding **fundamental new ways of thinking, working, organising**
- Transition Management aims to influence the pace and direction of societal change by **creating space for systems innovation**



Transition Management - basics

System innovation in incremental steps

Take small but radical steps, guided by a long-term perspective

Co-creation with change-agents

Go beyond vested interests and stakes

Social and institutional learning

Reflect on status quo, dynamics, perspectives, possible futures

Central method: Transition Arena

“protected” setting with new connections
to think & act beyond business-as-usual

selective: small, diverse group
of **change-agents** (\neq stakeholders)

diverse backgrounds and opinions

complementary to “regular” policy
(and also not to be confused with participation)

Transition Management in Rotterdam

CASE: MOBILITY ARENA ROTTERDAM

Mobility arena Rotterdam

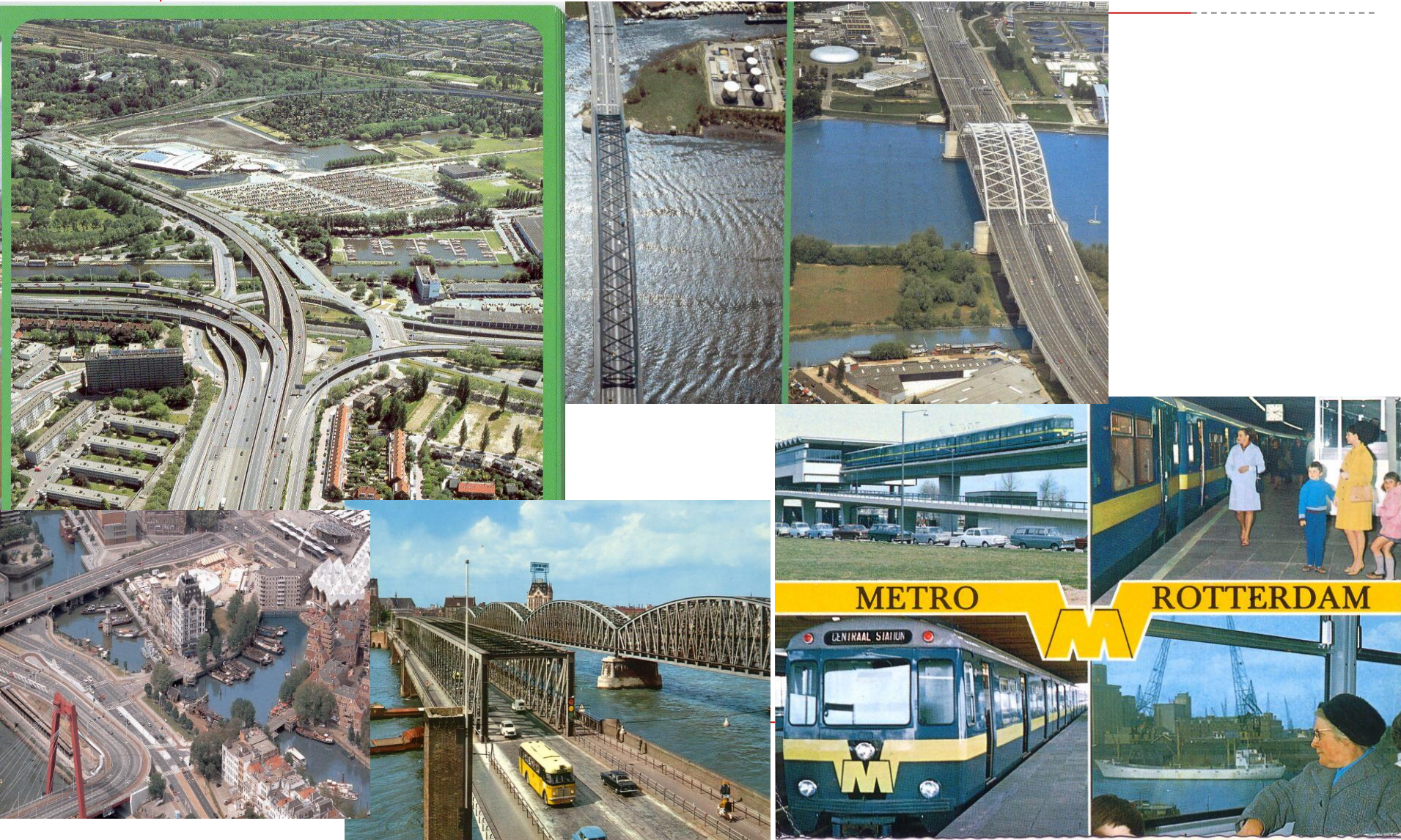
Process overview

Arena impulse concentrated in 2015

- Transition team (5 members): 4 months of preparation
- Transition arena (16 members): 7 months (5 meetings) from analysis to vision to agenda.
- December 2015: „Launch“ event with 80 participants



Modern city, large infrastructures

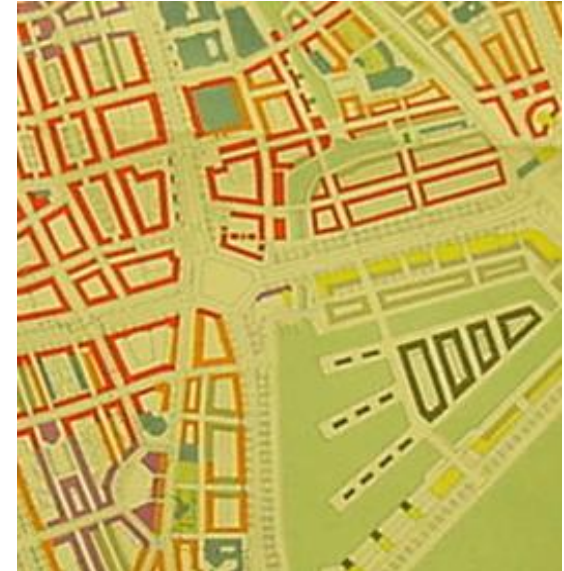


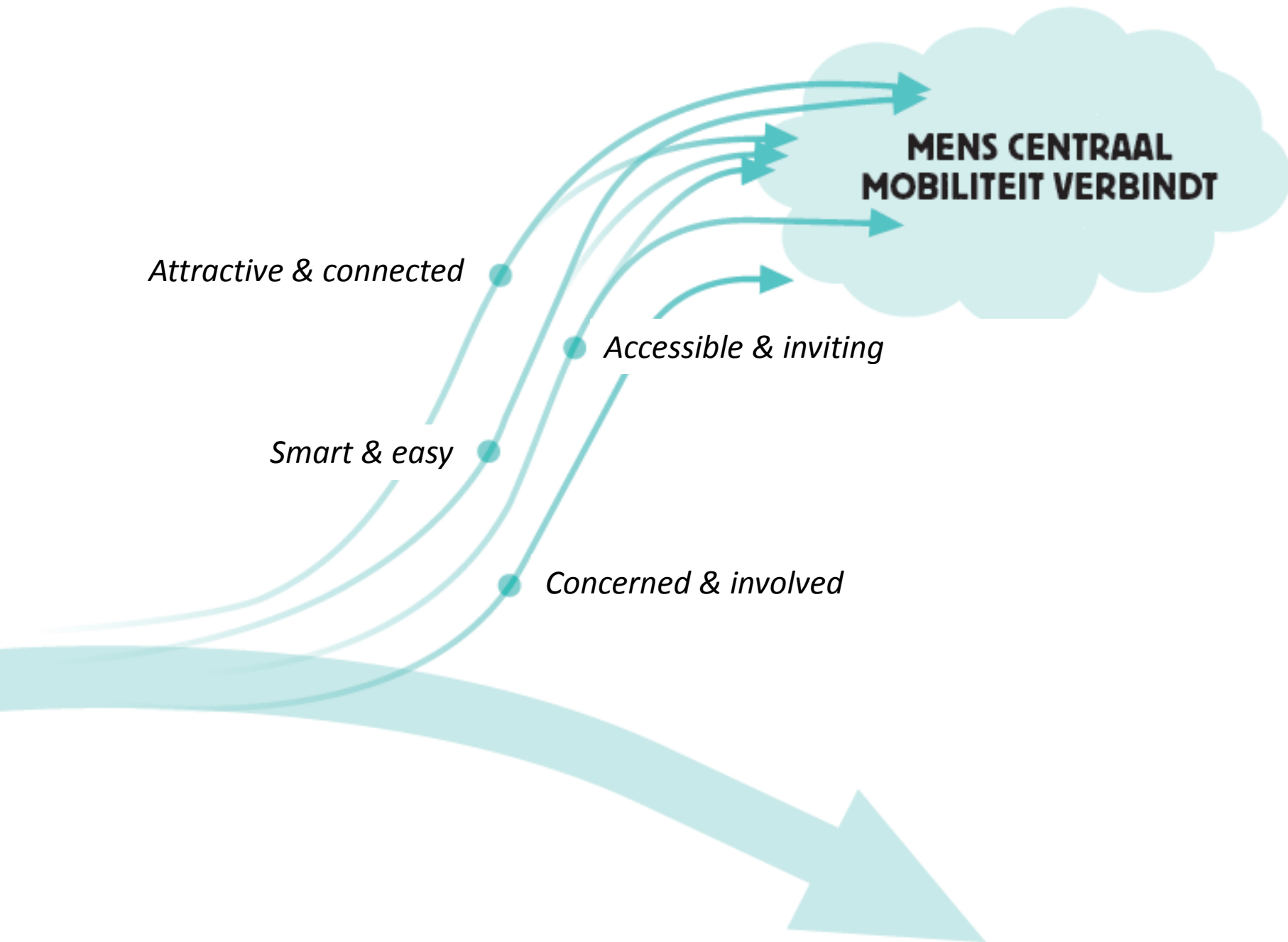
Change ahead



Urgency

- And-and-and > car dominant
- Good for Rotterdam of the past, but not for Rotterdam of the future
- Mobility in broader (social/economic) perspective
- Rotterdam might 'miss the boat'...





Transition Management in Rotterdam

RESULTS & REFLECTION

New, broader perspective on mobility

NIEUWE WEGEN INSLAAN



Vitaal Verkeer Rotterdam

Symposium

30 juni 2016 09:00-13:00 uur



Strengthening change agents

IN BEELD: Wethouder Langenberg opent BMX-fietschool



Wethouder Pex Langenberg op een BMX-fiets // Foto: Eva de Reus



Droomstraat Berkelselaan geopend met gezellig straatfeest



Bewoners van de Berkelselaan in het Liskwartier hebben de afgelopen maanden gezamenlijk de straat omgevormd. Er is een mooie loungeplek gekomen, de speeltuin is aangepakt en er zijn eetbare en

Impulse for new initiatives



Met z'n allen ontbijten op de

REAGEER

Door: Sanne Poot
10-5-16 - 16:00

BEWAAR ARTIKE



Initiatiefneemster Cemile Sezer wil vooral mensen verbinden met het ontbijt op de Erasmusbrug. © Rogier Bos.

Met meer dan 2000 anderen ontbijten op de Erasmusbrug. Op vrijdag 2 september kan dat. De Rotterdamse Cemile Sezer hoopt met haar initiatief 'Rotterdam Ontwaakt, Onthijt & Verbindt' Rotterdammers uit

Dialogue and collaboration



What's next?

- Further influencing policy & projects
- Towards a growing movement
- Creating space for experimentation
- Structurally playing into dynamics of change

Key insights

- **Don't stay in your own bubble**
 - Interaction regime-niche, backgrounds, motivations
 - Changing roles and relationships
- **Need for mental and organizational space**
 - Go beyond the status quo and beyond 'business as usual'
 - Time for reflection & learning
- **Strive for systems innovation**
 - Giving direction & creating space
 - Doing & thinking

Thanks for your attention!

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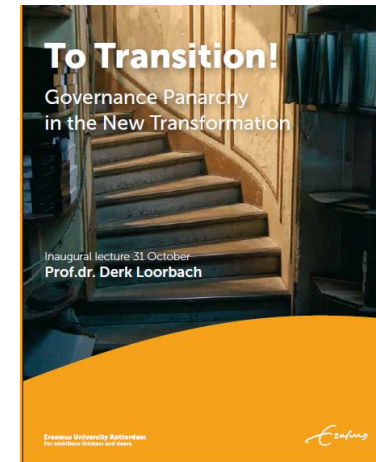
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More information & publications:

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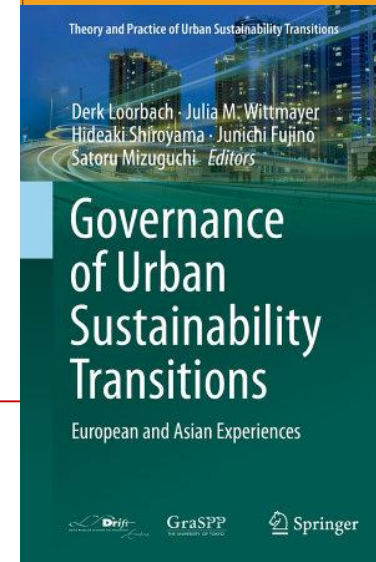
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www.transitionacademy.eu



**TRANSITION
MANAGEMENT
IN THE URBAN
CONTEXT**

GUIDANCE MANUAL



**Transitions to
Sustainable Development**

New Directions in the Study of
Long-Term Transformative Change

John Grin, Jan Rotmans
and Johan Schot

In collaboration with Frank Geels
and Derk Loorbach

