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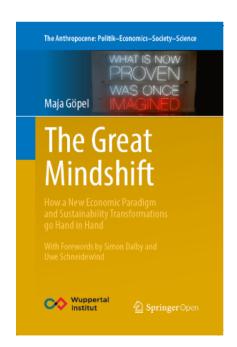
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H.G. Brauch, Ú. Oswald Spring, J. Grin, J. Scheffran (Eds.)

Handbook on Sustainability Transition and Sustainable Peace

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M. Goepel

The Great Mindshift

How a New Economic Paradigm and Sustainability Transformations go Hand in Hand

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- ► Provides an easily accessible introduction to sustainability transformation research
- Discusses key aspects of an emerging new economic paradigm for sustainability
- Elucidates four case studies of pioneering movements for sustainability system innovations
- ► Translates large-system change analysis into individual change strategies

This book describes the path ahead. It combines system transformation research with political economy and change leadership insights when discussing the need for a *great mindshift* in how human wellbeing, economic prosperity and healthy ecosystems are understood if the Great Transformations ahead are to lead to more sustainability. It shows that history is made by purposefully acting humans and introduces *transformative literacy* as a key skill in leading the *radical incremental change strategies* that wicked problems require, illustrating their nature through mapping pioneering practices and their commonalities.

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Side Event – Book Launch



Maja Göpel: The Great Mindshift: How a New Economic Paradigm and Sustainability Transformations go Hand in Hand (The Anthropocene; Politik – Economics – Society –Science, vol. 2), Forewords by Simon Dalby & Uwe Schneidewind. Webpage: http://www.afes-press-books.de/html/APESS 02.htm>

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Hans Günter Brauch, Úrsula Oswald Spring, John Grin, Jürgen Scheffran (Eds.): *Handbook on Sustainability Transitions and Sustainable Peace* (Hexagon Series on Human and Environmental Security and Peace, vol. X), Forewords: Heide Hackmann (ICSU), Hoesung Lee (IPCC), Paul Raskin (Tellus). Webpage: http://www.afes-press-books.de/html/hexagon 10.htm>

Friday, Sep 9, 10:30 - 12:00, Bergischen Universität Wuppertal, Lecture Hall 32

Speakers:

- Prof. Dr. Uwe Schneidewind, Wuppertal Institut, President
- Dr. Maja Göpel, Wuppertal Institut, Head, Berlin Office
- Prof. Dr. Jürgen Scheffran, Hamburg University, CLISEC
- PD Dr. Hans Günter Brauch, FU Berlin & AFES-PRESS, who will be moderator of this book launch
- Prof. Dr. Derk Loorbach, Erasmus University Rotterdam, DRIFT, Discussant



Prof. Dr. Uwe Schneidewind is President and Chief Research Executive of the Wuppertal Institute for Climate, Environment and Energy, Professor for Sustainable Transition Management at the University of Wuppertal. He studied Business Administration at the University of Cologne. PhD thesis (1995) and habilitation thesis (1998) on strategic environmental management issues and the role of enterprises in societal transformation processes at the University of St. Gallen in Switzerland. Professorship for Business Administration at the University of Oldenburg (1998-2010) and President of the University (2004-2008). Membership in Club of Rome, German Advisory Council on Global Change (WBGU). Research focus: Analysis of sustainable transformation processes with special emphasis on the close interactions between technical, economical, institutional and cultural aspects. **Website: http://wupperinst.org/en/c/wi/c/s/cd/947/**

Maja Göpel is a political economist, system transformation scholar, future justice campaigner, sustainability lecturer and project leader dedicated to the quest of collectively bringing about the sustainable societies that we individually wish for. She has 20 years of work-experience in sustainable development from the local to the global which turned her into a possibilist: she enjoys shaking up established ways of thinking and doing to inspire new views on possible futures and unexpected alliances to bring them to life. Maja is a member of the Club of Rome and the Balaton Group, serves on the scientific advisory boards of several organizations and as the mother of two girls. Website: http://wupperinst.org/en/c/wi/c/s/cd/1301/





Jürgen Scheffran, Professor, Institute of Geography and Center for Earth System Research and Sustainability (CEN), University of Hamburg, Germany; head of the Research Group Climate Change and Security (CLISEC) in the CliSAP Cluster of Excellence.

<u>Biography</u><https://www.geo.uni-hamburg.de/geographie/mitarbeiterverzeichnis/scheffran.html>CLISEC: < http://clisec.zmaw.de/index.php?id=854>

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Hans Günter Brauch, Adj. Prof. (PD), Free University of Berlin (ret.); chairman of Peace Research and European Security Studies (AFES-PRESS); editor of five English language book series published by SpringerNature; works on peace, security and environment.

- Hexagon-Series: < http://www.afes-press-books.de/html/hexagon.htm >
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Derk Loorbach is director of DRIFT and Professor of Socio-economic Transitions at the Faculty of Social Science, both at Erasmus University Rotterdam. Derk is one of the founders of the transition management approach as new form of governance for sustainable development. He has over one hundred publications in this area and has been involved as an action researcher in numerous transition processes with government, business, civil society and science. He is a frequently invited keynote speaker in and outside Europe.

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