



Verbindt



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It's time for a new approach

Newly appointed associate professor at University of Groningen/Campus Fryslân, **Valentina Gallo, is a Rosalind Franklin Fellow, a top international researcher on a tenure-track that will take her to a full professorship. The neurologist turned epidemiologist specialises in public health and her appointment is timely with the COVID-19 pandemic showing its effects across the board. "It's time for a new approach to our health system. One that will make public health sustainable."**

BY TORI KELLY

With Campus Fryslân specialising in sustainability on a variety of fronts, Gallo feels she's in the right place to develop her field. "My work has an interdisciplinary approach to public health which recognises that physical health is related to mental and social wellbeing. Factors such as international governance and the quality of housing affect health as much as environmental pollutants and other risk

factors. At Campus Fryslân, my work will go a step further and look at how public health can also be more sustainable, so that it is effective, affordable and relevant, and equally open to everyone and to the generations to come."

Stress to the immune system
"A sustainable public health system needs to consider the bigger picture. It's a philosophical approach to health and disease where health is not seen as a commodity but as an equitably accessible and sustainable right. This will be explored by taking the results of our research at a micro level and creating a bridge to expand the scope to a population, even to a global level. For instance, at a micro level we know that stress as a mental health issue can lead to physical symptoms. We are now discovering how stress can be a long-term issue caused by lifelong social circumstances such as for instance structural racism. When we take this to a macro level, we realize that there is a whole population that is more vulnerable to a virus such as COVID-19."

System inequality
"This pandemic is actually giving us the chance to rethink the norm. The virus is a result of ill interaction between the wild world and humankind, as was zika and swine flu. So we need to develop a relationship with the environment that is sustainable, not based on exploitation. There's also the question of social inequality and social injustice. Our public health systems need to be accessible to everyone and work towards filling the gap between health inequalities. Systems that leave people behind are by definition simply not sustainable. As a consequence of concerns about the devastating health, social and economic effects of COVID-19, a global movement was launched this summer for sustainable health equity. It draws attention to how disadvantaged and marginalized populations run a higher risk of infection and how our current health systems are not prepared to deal with a pandemic of this extent. COVID is helping us see the problems embedded in our systems and we should seize the opportunity to create a new norm."

"Systems that leave people behind are by definition simply not sustainable"

Involve the population
"Just what this new norm looks like should very much depend on input from the population. We need to look at how communities can participate in creating a better health system, in shaping what is needed to prevent ill health. The community needs to be able to say what their needs are in order to become healthier and society should tackle them as priorities, making the solutions accessible to everyone. It's no good saying people should do more physical exercise if going to a gym is beyond their budget. We need to build reality into the public health message."

Master's programme in Sustainable Health
Gallo and her team are currently working on developing a master's programme in Sustainable Health. "We're using the Rosalind Franklin fellowship to work on the subject and developing the master's programme is an important part of this. We'll be emphasising the multidisciplinary approach and inviting local stakeholders to get involved as well as bringing in colleagues from other relevant fields. The idea is that we get to learn from each other and be inspired."
"I'm really looking forward to meeting stakeholders and colleagues. I've already been lucky enough to collaborate with some incredibly talented people during my career and interdisciplinarity is so important. We get the best out of academia when we work together. And we have such talent here. The more I find out about the other Rosalind Franklin Fellows, the more honoured I feel to be part of the fellowship."



Column

Drs. Piet Bouma – Managing Director University of Groningen/Campus Fryslân

Responsibility

One of the most commonly used words in the last six months, after 'corona' and 'social distancing', is 'responsibility'. We are being called upon to behave responsibly, to take personal responsibility for the consequences of our behaviour. Responsibility is not only demanded of us as individuals, but also of groups of people, institutions and countries. Now more than ever, we need to be mindful of the people around us, so that we can get COVID-19 under control as quickly as possible. To achieve that, we have to pull together. It's in our own hands.

Here in the Netherlands, we have a strong tradition of self-management. After all, it was Dutch business experts who came up with the term 'self-managing team'. And I am quite the fan myself. At least, most of the time. In times of crisis, however, it doesn't always work. In such situations, individuals, groups and institutions also need to be told exactly how to behave. There needs to be a clear standard. Because sometimes there is no time to lose. This isn't a plea for a 'strongman leader' in the current crisis, but for moral leadership that sets and communicates a clear behavioural norm.

Leadership and taking responsibility, where have we seen this combination before? In the name of our Bachelor's degree programme Global Responsibility & Leadership. We teach our students to think critically about how to use the earth responsibly. We teach them to recognize and develop good leadership qualities. It's wonderful to see them flourish in that regard.

But let's return to the coronavirus pandemic. For many months now, prime minister Mark Rutte has been pursuing the self-management approach: "Change your behaviour, not because I am asking you to, but because it is necessary to control the virus." This, however, proved to be insufficient; the appeal to the Dutch population had to be much more forceful. And behavioural norms had to be enforced more rigorously. Taking responsibility alongside clear leadership. As a country, there is no escaping these times of crisis. Now is the time to come together as a global community. I am confident that our Global Responsibility & Leadership alumni will be able to play a constructive role in this in the future.



Prof. Patrick Verkooijen on Climate Adaptation Governance:

"We will train the global leaders of tomorrow"

In May, Patrick Verkooijen was appointed Professor by special appointment of Climate Adaptation Governance at Campus Fryslân and the Faculty of Spatial Sciences at the University of Groningen. As CEO of the Global Center on Adaptation (GCA), he is committed to adapting to climate change by helping governments and the business community implement solutions.

BY GERARD DE JONG

The face of the GCA is former Secretary-General of the United Nations Ban Ki-moon. As chair of the board he works closely with Patrick Verkooijen and praised his appointment. "I am incredibly honoured to hold this chair, named after Ban Ki-moon. But, of course, it's not about me. It's about the research and educational activities in the area of Climate Adaptation Governance and I fully expect this to be a great success," says Verkooijen resolutely. "This is a major step for academic developments in climate adaptation. The foundations have already been laid: excellent colleagues, enthusiastic students and solid support from the University's leaders. Now it's up to us to make the best of it."

Next year, Campus Fryslân will be offering an *Advanced Certificate Course*, including an online course, in collaboration with the GCA. In addition, as from the 2021-2022 academic year, students will be able to follow a specialization in Climate Adaptation Governance, which will form part of the Master's degree programme in Cultural Geography.

Double-edged sword

Anyone who talks to him is struck by a compelling sense of urgency. Verkooijen, who grew up in Emmen, has seen enough of the world to be convinced of climate change. In 2005 he worked for the UN in Darfur, and until 2018 he was a Special Envoy on Climate at the World Bank. He has also been a professor in Boston for ten years. "Dealing with climate change is a double-edged sword: we need to drastically reduce our emissions, but we also need the world to adapt and prepare for future climate changes, which will be even more serious in both their nature and scale than what we see happening around us today. Adaptation doesn't mean giving up the fight against global warming, but, on the contrary, being prepared for

"Now more than ever, it's the next generation of students who will be able to make a difference."

what is to come, so that sustainable development isn't undermined. You can't have one without the other."

Verkooijen sees the coronavirus pandemic as both a warning and an opportunity. "It is precisely during this COVID-19 period that climate adaptation is of the utmost importance. The climate isn't an isolated issue; it's related to every aspect of life. A COVID-19 reset is a great opportunity to pursue a green recovery, so that current investment measures actually contribute towards the required transformation."

Ban Ki-moon's visit

In the week of 22 January 2021, the Netherlands will host the GCA Climate Adaptation Summit. All being well, Ban Ki-moon will travel to Leeuwarden on 23 January. In the meantime, Global Responsibility & Leadership students will be tackling the issue of adaptation. "On 25 January, their results will be presented in Rotterdam to world leaders such as Macron, Merkel and Rutte, people who can make a difference. The students have the opportunity to initiate a movement, which is incredibly exciting and inspiring."

Verkooijen will consider the Climate Adaptation Summit a success if it accelerates efforts in several areas. "Because things are moving too slowly. As things currently stand, we're not going to hit the Paris targets. But at the same time a lot of progress is being made, for example in the energy transition and the financial sector, where climate risks are increasingly being taken into account in investment decisions. That change is already happening. The whole system will have to change, but that's no longer a pipe dream. Now more than ever, it's the next generation of students who will be able to make a difference."



Prof. dr. Patrick Verkooijen



Margo Enthoven

Sustainable entrepreneurs and activists are not all that dissimilar

Sustainable entrepreneurs have the potential to solve some major problems. A new company can change the market and influence our way of life. But how do you transform such a problem into a business opportunity? Margo Enthoven (27), PhD student at the Centre for Sustainable Entrepreneurship at Campus Fryslân, will soon be awarded a PhD for her research into this very subject, during which she drew a number of remarkable conclusions.

BY GERARD DE JONG

Enthoven studied social geography and urban and regional planning in Groningen, and moved to Leeuwarden in 2016 to start her PhD at the Centre for Sustainable Entrepreneurship. 'Urban and regional planning is much more about public administration; you are restricted by rules and regulations. In the case of sustainable entrepreneurship, you work with the market; once you have an idea, you can pursue it. It's the frontline of sustainability, and that's something I'm really interested in.' She wanted

to start right at the beginning, she says. "The first step is recognizing problems and opportunities. You first have to have an idea. How do people come up with them? We all have different values and identities. You're never just a team leader. You're also a scientist, a parent and coach of the football team, for example. All of that forms your cognitive framework – the glasses through which you observe the world. That determines how you look at a problem and see opportunities.

For her research, Enthoven interviewed 26 'enterprising activists and activist entrepreneurs'. 'One of them launched his own plant-based ice cream because he opposed conventional dairy farming. And because he travelled a lot for his work, he came across coconut milk in Asia. "What if I throw that in the ice cream maker?" He had an idea and he tried it out. And now it's available in shops. That idea became his business.'

Sustainable entrepreneurs and activists have the same goal: to open up the market and change consumer behaviour. 'They're not all that different and they follow a similar path, starting with an emotional shock. For example, the excessive amount of plastic, or witnessing abuse in the bio-industry: "Oh, I'm contributing towards this, I'm a link in this system." Those who realize that try to establish a new identity and find a solution. That creates opportunities.'

In her PhD thesis, Enthoven describes a number of applicable strategies, such as broadening the market and connecting various groups. 'An activist might point out the suffering associated with the production of meat. An entrepreneur comes up with a sustainable alternative and then calls it humane, or links eating less meat to a healthier life. That's how the connections are made. There is a certain synergy between the two, and they could actually facilitate each other.'

The results are pleasing. 'It's a hopeful conclusion. Recognizing a problem is great, but it's even better to then do something about it and come up with strategies that lead to business opportunities. You can incorporate that in teaching, you can write blogs about it or give workshops. It makes it tangible.'

"There is a certain synergy between the two, and they could actually facilitate each other."

Does she see herself becoming a sustainable entrepreneur in the future? 'Ha! I do have an entrepreneurial spirit and have become very enthusiastic about this, partly because the people I have spoken to are so passionate! But I'm not sure if I have the guts to actually do anything like that. I will soon be moving to Stockholm for two years to carry out research into sustainable business models. I can certainly see myself eventually starting something up, so that I can actually contribute towards a solution.'

Climate Adaption Award

The climate is changing and there is very little we can do to stop the temperature from rising. We can, however, adapt to the consequences of climate change. The University of Groningen/Campus Fryslân and Wetterskip Fryslân challenge young people to think about society in a climate-proof version of the Netherlands. The *Citizen Climate Adaptation Award*, created in honour of the work of former *dijkgraaf* Paul van Erkelens, is a citizen science prize that will be awarded once every two years from 2020 onwards, to young people aged 15-24 years who come up with innovative ideas for climate adaptation. The awards will be presented on Saturday 23 January in Leeuwarden by Paul van Erkelens, among others.

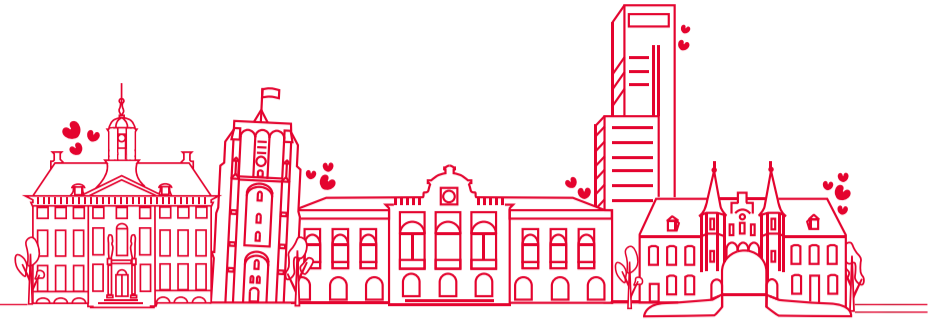
Fair energy transition

Campus Fryslân is participating in the new research project *A Fair Energy Transition for All*, involving a consortium of partners from 10 EU countries. In collaboration with Berenschot, Campus Fryslân is responsible for research in the Netherlands, for which a budget of €65,000 has been allocated. Campus Fryslân's Prof. Caspar van den Berg and PhD students Bram van Vulpen and Abe Hendriks are involved in the research. This project revolves around the idea that the energy transition can only succeed if it is actually good and fair for all groups in society – for the high and low educated, for those with high and low incomes, and for urban and rural areas. Between now and the end of 2021, there will be ten (online) round-table discussions with people from all walks of life and a concluding meeting.

Cyan Centre on Climate Change Adaptation

The Cyan Centre on Climate Change Adaptation (C4A) is a new research centre at Campus Fryslân. It serves as a hub for research and outreach initiatives and is particularly, but not exclusively, dedicated to enhancing the Governance research area. The centre focuses on interdisciplinary research into climate adaptation (e.g. economic, political, ecological, technological, social). The centre engages with local stakeholders (such as the Blue Delta Coalition, municipalities, provinces, WETSUS, Wetterskip Fryslân, Dairy Valley) as well as national and international stakeholders (such as Global Center on Adaptation). The Cyan Centre also serves as the direct link to the forthcoming *UG School of Climate Adaptation and Energy Transition*.

Favourite spot(s) in Leeuwarden



The number of students that are enrolled in a bachelor degree or master degree programme in Leeuwarden is about 23,000. Find out what they like about Leeuwarden and what their favourite places are!



De Plek Vintage

Ilonka Gruetzmacher, MSc Cultural Geography

"I love the city centre of Leeuwarden in general, it always looks so beautiful with the canals winding through the busy streets. However, one of my favourite streets is Oude Oosterstraat. It's a narrow street with beautiful buildings on it. On the corner of Oude Oosterstraat and Ossekop there is a cute vintage store called De Plek Vintage. This is a place where you can find all sorts of vintage treasures, from sweaters and jackets to boots and suitcases. When you walk in, there appears to be clothes everywhere, but just start flicking through the racks of clothes and you'll definitely find something you'll like."

Theresa Henne, LL.M Governance and Law in Digital Society

"One of my favourite places to eat in the city is Bowls n' Rolls. This is the first Poké Bowl restaurant in Leeuwarden. They serve really tasty vegan and vegetarian quinoa bowls. It's not the cheapest of places for students but the quality food is worth the price. There's a lot of choice so that can be a bit overwhelming but the staff are very kind when it comes to explaining how it all works. A loyalty card is also available so that you get your 10th bowl for free!"

Rebuild a better future

At the time of writing it has been exactly 6 months since universities in the Netherlands ceased physical teaching activities and large parts of the world entered lockdown. The initial response to the corona crisis was aimed at containing the virus and saving as many lives as possible. Over the last months, in addition, saving the economy came more and more into the focus. On European level the European Union agreed on a €750 billion recovery package, while in the Netherlands KLM was saved by the Dutch Government.

In both cases the chance to also use these rescue packages to make positive change was recognised as both measures were (partly) linked to 'green' goals. However, this should not be only a top-down process that happens at the highest level, as this is not sufficient. To use this momentum of change, it must become a movement within the region of Fryslân to reassess those parts of our society that have come under significant pressure due to the crisis we all face today, to re-evaluate lines of production and make them more green and more fair. Because this is the way to make them more resilient to future crises similar to the one we face today.

Therefore, I urge policy makers and businesses: make use of the knowledge that is present in our Education for Sustainable Development-institutions in the region. Such as our own Campus, Circulair Friesland or the to be established Regional Centre of Expertise on Education for Sustainable Development Fryslân (RCE ESD Fryslân). Therefore: work together with students of the BSc Global Responsibility & Leadership in their living labs, cooperate with master students from the Sustainable Entrepreneurship programme and (PhD) researchers to gain a more diverse insight into solution approaches, implement more sustainable business processes or make your organisation more green and fair.

So please, do not rebuild the economy to the way it was, but together rebuild a better future.



Column

Max Eisenbart is a second year student Global Responsibility & Leadership

Colophon

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