



## Meet & Greet: Social Innovations for Sustainability

### Program

12:30 - 12:45 **Walk-in Lobby**

12:30 - 16:30 **Posters of PhD's**

### Opening

12:45 - 12:50

**Opening by the Federation of Graduate Schools**

Konstantin Mierau -  
 University Groningen

12:50 - 13:10

**Keynote Arjen Boekhold**

*Arjen Boekhold is Game Changer! With his company Game Changer Unltd. he inspires, assists and challenges businesses to make a positive impact. In this endeavour, he draws on several years of experience as 'Cocoa Game Changer' in Tony's Chocolonely's core team. As Tony's of the first hour, he helped the chocolate brand with its large commercial growth and impactful success. During his presentation, Arjen will demonstrate with great enthusiasm how businesses can contribute to solving the largest issues of this time, in addition to showing how you can make an impactful difference in your daily work and career. Do you dare to choose your own path?*

Arjen Boekhold -  
 Game Changer Unltd.

13:10 - 13:25

**Keynote dr. Wander Jager**

*Tipping points of human behaviour  
 Increasingly, transitions towards sustainability require the action of local communities to change practices, e.g. in generating and consuming energy, or promoting biking. Simulation models are increasingly being used by social scientists interested in the social dynamics that take place in larger groups of people over longer time periods. HUMAT has been developed as an integrative framework that is connecting different behavioral theories in a formal model. HUMAT also supports the collection of various types of data to parameterize cases. In the presentation the case of a referendum on closing a park for car traffic will be used to demonstrate the potential of HUMAT.*

Wander Jager -  
 University Groningen

---

## Parallel session 1

---

13:30 - 14:30

### **Parallel session 1a: Energy Transition**

Hoang Nguyen (chair) - University of Groningen  
Klaus Hubacek - University of Groningen  
Nicole de Koning - TNO  
Ceciel Nieuwenhout - University of Groningen & City council member

---

*The energy transition is not confined to technological challenges. If we only look at the energy transition from a technical perspective we will not be successful in implementing the societal changes required to enable the transition. Multiple stakeholders from various fields must collaborate and learn from each other's insights and expertise. During this panel discussion, stakeholders from academia, research institutes and government will discuss the role of the natural sciences as well as the social sciences and humanities in the energy transition.*

*Professor Klaus Hubacek will introduce several major challenges arising from the energy transition. Nations, cities, and individuals all have a responsibility to reduce their carbon footprints. He will discuss some of the technical and societal challenges that arise from this responsibility.*

*Nicole de Koning will explain how TNO works together with both technical and societal partners on the challenges of the energy transition. Questions they work on are: What is needed to support a sustainable lifestyle? How can we make sure we have an inclusive transition? What is the role of consumers and energy communities? What does the decision-making process within businesses look like? And what are drivers and barriers for making sustainable choices within businesses?*

---

### **Parallel session 1b: Food Sustainability**

Kees van Veen (chair) - University of Groningen  
Jan Willem Bolderdijk - University of Groningen  
Frank Hindriks - University of Groningen  
John Hoeks - University of Groningen  
Yannick Onstenk - Avebe

---

*Consumers, producers, and retailers increasingly recognize the need for our diets to become more sustainable. The number of 'flexitarians' among consumers is increasing, producers present themselves as 'caring farmers', and retailers see that the demand for sustainably-produced food is growing.*

*At the same time, this changing market comes with challenges for all stakeholders involved. Young farmers realize the current food production system is unsustainable, but feel forced to keep up current practices due to pressure to produce short term financial gains. Retailers are wary to experiment too much, fearing market share loss. Willing consumers often need to pay a premium for sustainable products, which not everyone can afford.*

*In this panel, dr. Jan Willem Bolderdijk will present the latest insights into consumer behaviour. Dr. Frank Hindriks will identify challenges and opportunities for a more sustainable food market. What is the role and responsibility of consumers, and what can be done to align the interests of retailers, producers and consumers?*

*Royal Avebe is a cooperation of over 2000 potato growers based in the Netherlands and Germany. Decades of development has led to a wide variety of potato starch and -protein products for food, feed and industrial applications. With their strategy based on growth in good food, sustainable potato cultivation and reduction of our ecological footprint, they are striving to produce future-proof, plant-based food products in the most sustainable way possible. Production of sustainable food products from the potato requires smart development and constant innovation in the cultivation and production process in which difficult problems arise. During this presentation, Yannick Onstenk will show you some of the problems Avebe faces and the solutions they have found over the past years.*

## Career talks and speed dating

14:30 - 15:00	Career Talks <i>Presentations by PhD alumni Corien Wiersma and Suzan Folkerts about their experience.</i>	Corien Wiersma - Netherlands Enterprise Agency Suzan Folkerts - Athenaeum library Deventer
---------------	--	---

14:30 - 15:00	Are you interested in meeting new people? The speed date sessions offer you the perfect opportunity to meet other participants of the Meet & Greet.	
---------------	---	--

## Parallel session 2

15:00 - 16:00	<b>Parallel session 2a: Social Inclusion</b>	Susanne Täuber (chair) - University of Groningen Esther Neven - University of Groningen Michel Öz - Dutch Police Union Julian Rengers - University of Groningen
---------------	--	--

*Despite many diversity approaches in companies, results are disappointing. People from minority groups may enter organizations, but often leave within several years after being recruited. We know about backlashes and violent behavior, distrust, and cynicism.*

*Diversity on its own is insufficient, it is more about the ‘numbers’, and the representation of the company. Like: how many women are on the board? How many black people work at the university? The numbers are not a goal. For retaining diversity, inclusion is a prerequisite. And inclusion is firmly linked to identity and power.*

*In Esther Neven’s professional career, as ‘scholar practitioner’ she has noticed a lack of belongingness among members of minority groups in companies. One step beyond, in a small part of her current work as a teacher at a multicultural vocational adult-education class at The Schilderswijk, The Hague, she hears reflections from her bicultural students about the Dutch: they do not feel to belong to ‘the Dutch’ themselves.*

*During this panel, Esther Neven will explain how the Social Identity Approach allows her to conceive insights into the dynamics of identity processes in organizations and the difference between “the grand narrative” of an organization and its “silent voices”. Her PhD research is about social inclusion of policewomen in their organization, The Dutch Police Force. Michel Öz, from the Dutch Police Union, will also provide us with his reflections on working in the police force and what role diversity*

and inclusion plays in their daily work.

**Parallel session 2b:  
Social Entrepreneurship**

Aard Groen (chair) - University of Groningen  
Emma Folmer - University of Groningen  
Jolijn Creutzberg - Vanhulley  
Antoniya Grozdanova - Impact Institute

*What is a social enterprise? How can you make a difference as a social enterprise? During this session we will take a closer look on what it means to be a social enterprise.*

*During this panel, dr. Emma Folmer will briefly explain the difference between corporate social responsibility and social entrepreneurship. She will also provide several (inter)national examples of successful social entrepreneurs. Based on her research, she will give tips and tricks for our (future) social entrepreneurs. She will explain why social enterprises work together more frequently than 'conventional' enterprises and what aspects have to be taken into account when you want to measure or increase your impact on society.*

*Vanhulley is an interesting case study of a social enterprise. Jolijn Creutzberg, the owner of Vanhulley, is one of the founders of impactful entrepreneurship in our region. Vanhulley makes unique clothing from used fabrics and provides work for women who do not have access to regular employment yet. At Vanhulley these women gain experience, receive training and are introduced to the labour market.*

**Funding presentation and speed dating**

16:00 - 16:15

**Funding presentation**

*During this session we will discuss funding opportunities which are available for supporting research/ societal collaborations. After this presentation we will discuss with Geert Jan Arends his experiences on setting up collaborations. What are the challenges? What do you have to take into account when working with external partners?*

Geert Jan Arends -  
University of Groningen

16:00 - 16:15

Are you interested in meeting new people? The speed date sessions offer you the perfect opportunity to meet other participants of the Meet & Greet.

**Closing**

16:15 - 16:30

**Closing remarks**

Han Thomas Adriaenssen -  
University of Groningen  
Konstantin Mierau -  
University of Groningen

# Meet & Greet: Social Innovations for Sustainability

## Speakers

### Introduction of the speakers

Speaker	About
Konstantin Mierau	Dr. Konstantin Mierau is Senior Lecturer for European Culture and Literature (Spanish), at the department of European Languages and Cultures of the University of Groningen. Mierau is also the programme director of the Graduate School for the Humanities and director of the Federation of Graduate Schools in the Social Sciences and the Humanities. Dr. Mierau's research focuses on the relationship between marginal groups and literary representations. He is currently academic director of the Converging Horizons project funded by the Chilean Government. This project is a collaboration between researchers from Chile, Argentina, Brazil, Spain and the Netherlands centred on the study of representations of marginal groups, such as prisoners, ethnic minorities, LGBTQIA communities and immigrants, with the intention of identifying the role of cultural representation underlying structures of marginalisation as well as the potential for reconnection and reintegration of marginalised groups.
Arjen Boekhold	Arjen Boekhold is Game Changer! With his company Game Changer Unltd. he inspires, assists and challenges businesses to make a positive impact. In this endeavour, he draws on several years of experience as 'Cocoa Game Changer' in Tony's Chocolonely's core team. As Tony's of the first hour, he helped the chocolate brand with its large commercial growth and impactful success. During his presentation, Arjen will demonstrate with great enthusiasm how businesses can contribute to solving the largest issues of this time, in addition to showing how you can make an impactful difference in your daily work and career. Do you dare to choose your own path?
Wander Jager	Dr. Wander Jager is a social scientist interested in social complex phenomena. He is an Associate Professor at the University of Groningen and the Managing director of the Groningen Center for Social Complexity Studies. A key theme in Wander Jager's research is studying the dynamics of human behaviour in environmental contexts. Much of his work uses social simulation as a tool to explore human-environment interactions, e.g. related to issues such as innovation diffusion, land-use, littering and migration.
Hoang Nguyen	Within Industry Relations, Hoang Nguyen focuses on developments within the northern ecosystem in the field of Green Industry and Circular Economy. In this role, he establishes connections between researchers, companies, and organizations involved in innovations in that field. He is also active as Investment Manager at RUG Ventures, the investment vehicle of the University. His background in external relations and carrying out investment processes forms a solid foundation for creating new contacts and collaborations within the theme of Green Industry.
Klaus Hubacek	Prof. dr. Klaus Hubacek is a Professor in Science, Technology and Society at the University of Groningen. He is chair of Integrated Research on Energy, Environment and Society (IREES) and chair of the board of Energy and Sustainability Research Institute Groningen (ESRIG). Klaus is currently also



	<p>a visiting professor in geographical sciences at the University of Maryland, College Park. His research focus is on conceptualizing and modeling the interactions between human and environmental systems. Klaus has published over 200 research articles in peer-reviewed journals on topics such as climate change adaptation and mitigation, participatory modeling, management of ecosystems services, land use change and governance, and is recognized as a highly cited researcher with multiple papers in the top 1% by citations.</p>
Nicole de Koning	<p>Nicole de Koning works as a senior consultant at TNO, within the department Energy Transition Studies. She focuses on social innovation and citizen engagement/participation in the energy transition, and how these relate to governance, technology and business development. Nicole currently works on several EU H2020 projects (e.g., POCITYF and BRIGHT) and national subsidized projects with this research focus.</p>
Ceciel Nieuwenhout	<p>Dr. Ceciel Nieuwenhout is currently a postdoc researcher in Energy Law at the Groningen Centre of Energy Law and Sustainability. In her current research, she focuses on the legal aspects of the energy transition in the built environment, focused on 'positive energy districts' and monumental buildings. Next to her work at the University, Ceciel is a city council member for the greens (GroenLinks) in the city council of Groningen. She is also a member of the editorial board of 'De Helling' Journal of the Scientific Bureau of GroenLinks. Finally, she is also a founding member of local sustainability initiative 'De Groene Bruggenbouwers' in her village.</p>
Kees van Veen	<p>Dr. Kees van Veen is Academic Director Sustainable Society. Within Sustainable Society, RUG colleagues work together on major societal challenges which require an interdisciplinary approach. One of the key challenges is the growing collision between planetary boundaries and present day food production systems which has large consequences for a wide set of stakeholders, regionally as well as (inter)nationally. Together with the colleagues of the research group Sustainable Landscapes and a growing set of external partners, he pushes this agenda in order to increase the societal contribution of the RUG to this major challenge that affects present and future generations.</p>
Jan Willem Bolderdijk	<p>Dr. Jan Willem Bolderdijk is Associate Professor at the University of Groningen. His expertise lies in the field of Consumer Behavior, Decision making, Social Marketing and Sustainability. His research aims to uncover individual consumers' psychological barriers preventing change.</p>
Frank Hindriks	<p>Prof. dr. Frank Hindriks is Professor in Ethics, Social and Political Philosophy at the Faculty of Philosophy of the University of Groningen. He is the director of the Center for Philosophy, Politics and Economics and one of the founding editors of the Journal of Social Ontology. His research interests include collective responsibility and sustainable institutions in an open society.</p>
John Hoeks	<p>Prof. dr. John Hoeks is Full Professor of Communication and Information Sciences. His research focuses on the cognitive processes underlying persuasive communication. He is looking at convincing conversations on adopting a plant-based lifestyle and other sustainable behaviors.</p>

Yannick Onstenk	Yannick Onstenk is a trainee in process modelling, design and development at the Innovation Center of Avebe in Groningen. One year after graduating from his master study in Chemical Engineering at the University of Groningen and half way through the traineeship, Royal Avebe offers a place for research and innovation with sustainability strongly intertwined in the strategy and close links to their large scale production plants. In his role, he focuses on designing and developing new production processes for food products and improving and modelling existing processes. Sustainability at Royal Avebe, however, goes beyond the production processes and reaches out far into the fields of cultivation, product development and commerce.
Corien Wiersma	Dr. Corien Wiersma is GEO specialist at the Netherlands Enterprise Agency. She focuses on the introduction of the Key Register Large-Scale Topography in the working processes of the agency. Earlier she was employed as a researcher (NWO Veni laureat) and teacher at the Groningen Institute of Archaeology at the University of Groningen. In between working on post-docs she also co-founded <i>Popke</i> , a shop in secondhand maternity- and children's clothing. Next to her work she is also active as a board member of the Advice Council of Archaeology; <i>Thessalika Erga</i> , which funds archaeological research in Thessaly, Greece; and her neighborhood council. In her brief talk she will focus on what it takes to successfully make the transition from working in academia to working someplace else.
Suzan Folkerts	Suzan Folkerts is curator of manuscripts and early printed books at the Athenaeumbibliotheek Deventer, the oldest surviving and functioning city library of the Netherlands. Previously she was postdoctoral researcher and lecturer at the Faculty of Arts of the University of Groningen. Her latest project was 'From monastery to marketplace. Towards a new history of New Testament translations and urban religious culture in the Low Countries (c. 1450–1540)', funded by a Veni grant of NWO (2013–2017). In 2021 she published <i>Religious Connectivity in Urban Communities. Reading, Worshipping, and Connecting through the Continuum of Sacred and Secular (1400-1550). New Communities of Interpretation 1</i> (Turnhout: Brepols, 2021).
Susanne Täuber	Dr. Susanne Täuber is Rosalind Franklin Fellow and Associate Professor at the Faculty of Economics and Business at the UG. She examines social identity processes during organizational and societal change, particularly when such processes involve changes to moral norms and values. She further investigates the dynamics that affect the translation of policy into actual organizational change, for instance in the context of gender quotas. She is a member of the National advisory committee on diversity in higher education and research.
Michel Öz	Michel Öz is teamchef and strategic international advisor at the Dutch Police Union. He has a background in public and business administration, and has followed a Master's degree in leadership and culture. Michel's career has led him to specialize increasingly in the management of complex international projects and handling large groups of staff. He has broad experience in: international criminal investigations; international intelligence and information sharing; international crisis handling; operating within a very hostile and complex international context and environment; international Police Cooperation. He was one of the leaders of the Kunduz mission in minority identity, with a focus on lesbian, gay, and bisexual (LGB) people.

Esther Neven	Esther Neven is an external PhD student (scholar-practitioner) at the University of Groningen in the Faculty of Behavioural and Social Sciences. A scholar-practitioner combines insights from working in organizations with academic research. Her research focuses on social inclusion in organizations, and esp. within the Dutch Police Organization. She also works as an independent consultant, trainer and coach ( <a href="http://www.neven.pro">www.neven.pro</a> ).
Julian Rengers	Julian Rengers is a final-year PhD student at the Faculty of Behavioral and Social Sciences at the University of Groningen. His expertise lies in workplace inclusion of employees with a concealable stigmatized minority identity, with a focus on lesbian, gay, and bisexual (LGB) people.
Jolijn Creutzberg	Jolijn Creutzberg is owner of Vanhulley, a social and circular organization that creates new products from clothing that would otherwise have been thrown away. Vanhulley employs women and opens the door for them by providing them with work experience and education.
Antoniya Grozdanova	After 3 years of working in Strategic Product Marketing, Antoniya made the decision to better match her career to her values and joined the Masters Programme in Sustainable Entrepreneurship at the RUG. After completing this, Antoniya started her sustainable career at the social enterprise Impact Institute. Within this organization she has done several projects and roles focused on impact measurement and valuation. Currently she supports the organization in developing and executing education programmes for professionals across multiple fields, to enable these to apply impact in their day-to-day work.
Emma Folmer	Dr. Emma Folmer is Assistant Professor in sustainable entrepreneurship. With her research she aims to understand under what conditions social entrepreneurship can thrive, how social entrepreneurs deal with organizational challenges and how they create social impact on a community level. Emma is also the programme director of the MSc Sustainable Entrepreneurship at Campus Fryslân.
Aard Groen	Prof. dr. Aard Groen is Dean Entrepreneurship of the University of Groningen. He leads the University of Groningen Centre for Entrepreneurship (UGCE) and is full professor of entrepreneurship & valorization. His expertise lies in research, teaching and support of development of new innovative business in existing and new firms in international and/or in technological context. He is co-founder of the early stage accelerator Venturelab North and advisor to several enterprises and is member of advisory committees on entrepreneurship & innovation.
Geert Jan Arends	Geert Jan Arends is senior consultant Research Funding at the University of Groningen. After studying Solid State Chemistry at the University of Groningen, he worked in industry for 8 years (at a multinational corporation and at a regional small company). He came back to the University and now has more than 25 years of experience with European and National funding programmes. He helped set up the Carbohydrate Competence Center, a public private cooperation with 10 universities and 25 companies.
Han Thomas Adriaenssen	Han Thomas Adriaenssen is an Associate Professor of philosophy at the University of Groningen. His research focuses on the history of medieval and early modern philosophy of mind and metaphysics. His first book, Representation and Scepticism from Aquinas to Descartes (CUP 2017) provides a comparison of late medieval and early modern theories of cognition. Adriaenssen is director of the graduate school of the Faculty of Philosophy.