

Lecture 8: Agents of Transformation

Episode 2: Change Agents

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Episode 1: Values, Knowledge and Action

Episode 2: Change Agents

Episode 3: Interview





Learning Outcomes



- 1. You have an understanding of the role of human agency in social change.
- 2. You are familiar with the concept of change agents.
- 3. You have an understanding of different phases of social diffusion.
- 4. You are able to distinguish between different types and roles of change agents.
- 5. You know various change agents for a low-carbon transformation.





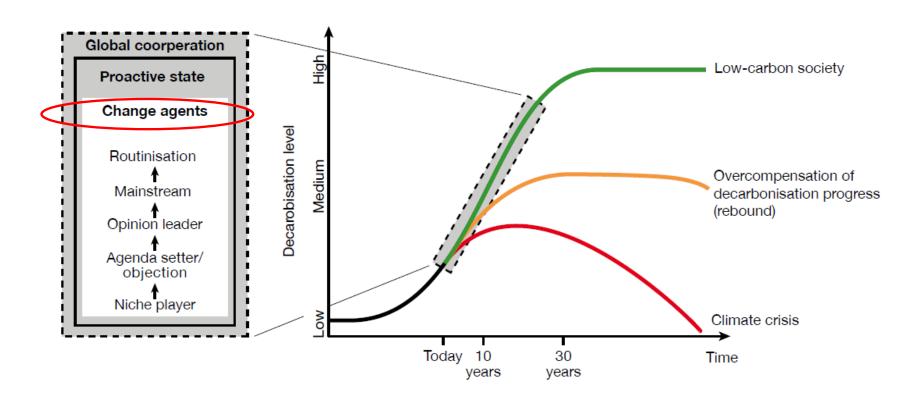
- The Role of Agency (within Innovation- and Transformationprocesses)
 - Temporal Dynamics and Action Levels
 - Dynamics of Innovation and Diffusion on the Micro-, Meso- and Macrolevel
- The Concept of Change Agents
 - WBGU Definition
 - Phases of Social Diffusion
- Change Agents for a Low-Carbon Transformation
 - Typology
 - Cases Studies







The Transformation's Temporal Dynamics and Action Levels









Innovation Dynamics and Diffusion on Three Levels

Social Level	Business as Usual	Innovation	Analysis Level
Micro	Veto Players	Change Agents	Interests
Meso	Loss Aversion	Pioneer Spirit	Emotions, Dispositions
Macro	Cultural Barriers	Innovation Cultures	Symbolic Level, Framework







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WBGU Definition

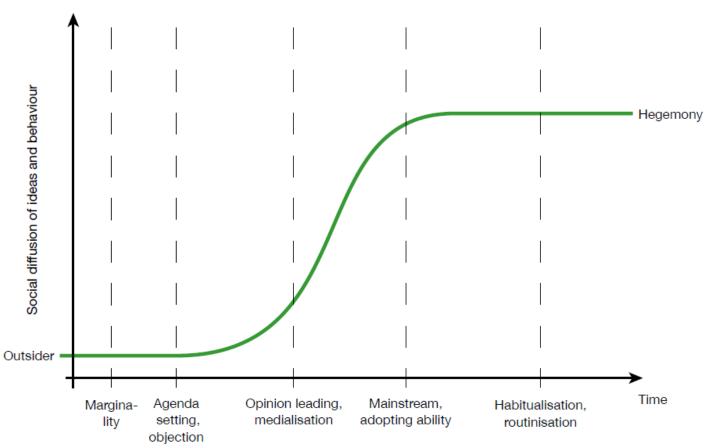
"Strategic actors who are (sometimes unconscious) pioneers of social change, spreading an awareness of the chances it offers" (WBGU, 2011).







Phases of Social Diffusion











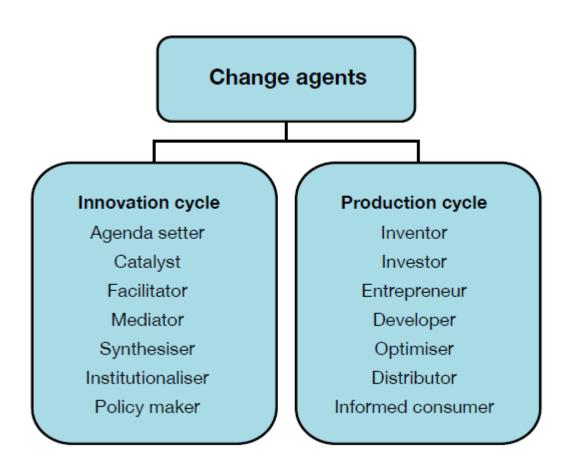
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Typology of Change Agents







Change Agents for a Low-Carbon Transformation



Synopsis of Case Studies

Change agents in the areas "urban development" and "land use" (food production and forest protection)

Innovation cycle

Highlighters of issues

Buckminster Fuller (urban development) Carlo Petrini, Slow Food (food production) Hans Carl von Carlowitz (forest protection)

Catalysts

DAI/BDA (urban development) InnovationCity Ruhr (urban dev.) World Mayors Council (urban dev.) Wangari Maathai (forest protection)

Facilitator

ICLEI (urban development) Greenpeace (food production)

Mediator

Heiner Geißler (urban development; Chapter 5)

Synthesiser

DAI/BDA (urban development)
Abu Dhabi/Masdar City (urban dev.)
C40-Städte (urban development)
Carlo Petrini, Slow Food (food prod.)

Institutionaliser Forest Stewardship Council

(forest protection)
Stadt Marburg (ubran development)
World Mayors and Local Governments
Climate Protection Agreement
(urban development)

Europäisches Parlament (food production)

Supermärkte wie Tesco, Migros and Casino (food production)

Policy maker

Stadt Marburg (urban development)
Europäisches Parlament
(food production)

Production cycle

Inventors

Buckminster Fuller (urban development) Hygiene-Institut (food production)

Investors

Abu Dhabi/Masdar City (urban development)

InnovationCity Ruhr (urban development)

Clinton Climate Initiative (urban development)

Tengelmann-Gruppe (food production)

Ford- und Rockefeller Foundation (food production)

Entrepreneur

Baufritz (urban development) Bionade (food production) dkk Scharfenstein/foron (food production)

Developers

Buckminster Fuller (urban development) TU Darmstadt/Manfred Hegger (urban development)

Bionade (food production)

Optimisers

Tengelmann-Gruppe (food production)
IRRI/CGIAR (food production)

Distributors

Grüne Kiste (food production)
Wangari Maathai (forest protection)

Informed consumers

Utopia (cross-sector; Section 6.3.3)

Good Magazine
(cross-sector; Section 6.3.3)







Promote and Multiply Change Agents to Achieve a Rapid Transformation

- Frequently, social innovation processes are triggered less by existing cognitive knowledge, and more by change motivated by the immediate environment, communicated and/or implemented exploratively and experimentally.
- Change agents support certain changes, actively driving them ahead. Initially, change agents are single individuals and small groups. They propagate innovations by questioning 'business as usual' policies and creating alternative practices.
- The speed of a transformation (or whether it can succeed at all) depends largely on the involved actors availing themselves of the existing opportunity structures.

Exercises for Self-Study



What are change agents and why are they important?

Please describe different phases of social diffusion.

 What are typical roles/functions of change agents within the innovation and production cycle?

References



Basic reading:

WBGU (2011): World in Transition: A Social Contract for Sustainability, chapter 6. Berlin.
 www.wbgu.de

Further reading:

- Rogers, E. M. (2003): Diffusion of Innovations. New York: Free Press.
- Grin, J., Rotmans, J. and Schot, J. (2010): Transitions to Sustainable Development. New Directions in the Study of Long Term Transformative Change. London: Routledge.
- Leggewie, C. and Welzer, H. (2009): Das Ende der Welt, wie wir sie kannten. Klima, Zukunft und die Chancen der Demokratie. Frankfurt/M.: Fischer.
- Gladwell, Malcom (2001): Tipping Point. How Little Things Can Make a Big Difference. New York/Boston: Back Bay Books
- Kristof, K. (2010): Wege zum Wandel. Wie wir gesellschaftliche Veränderungen erfolgreich gestalten können. Munich: oekom.







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