

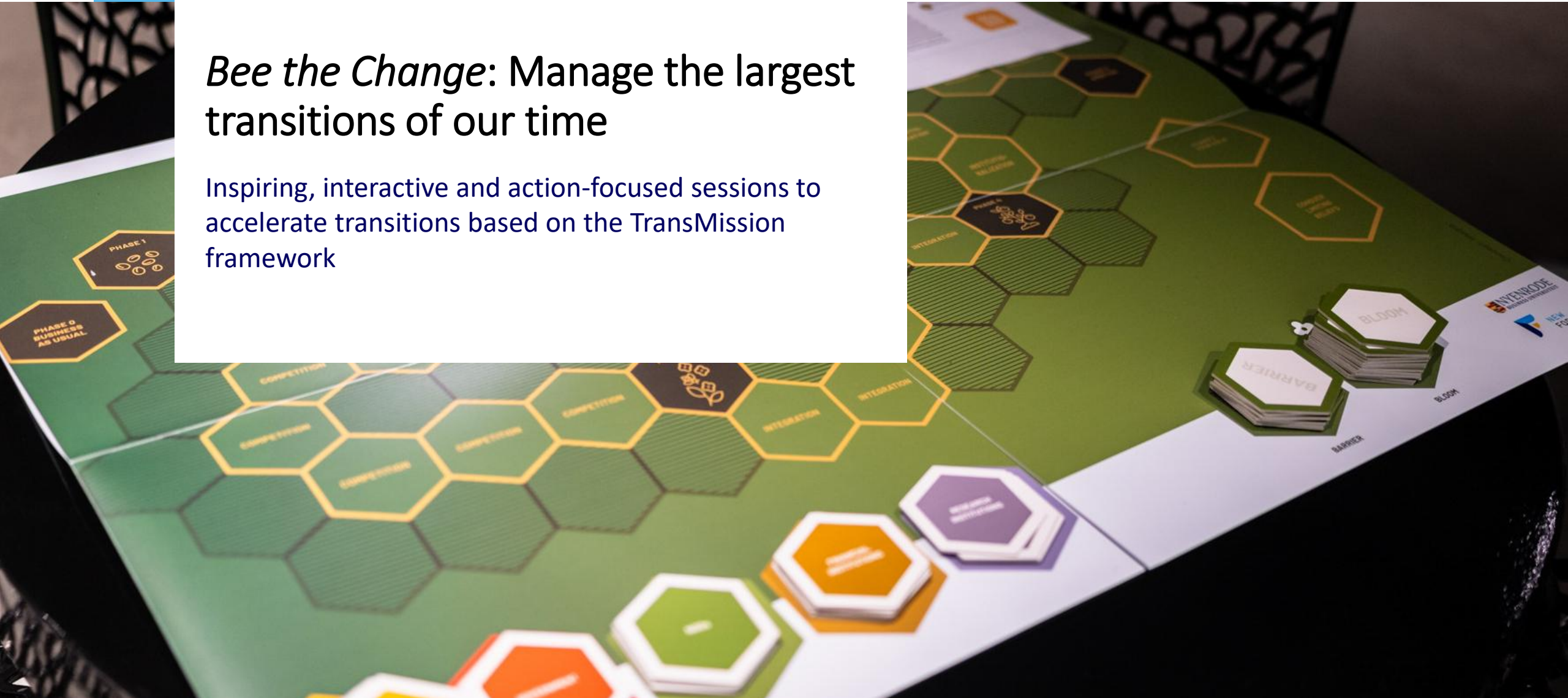


NEWFORESIGHT

SUSTAINABLE BUSINESS OPPORTUNITIES

Bee the Change: Manage the largest transitions of our time

Inspiring, interactive and action-focused sessions to accelerate transitions based on the TransMission framework



The world is in transition...

In the coming 30 years, we need to reform our economies and markets, making them efficient, sustainable, circular, regenerative, inclusive, and just. This requires significant technological and socio-economic changes. The commitment to creating this sustainable future is growing, but the path to it is not always clear.

... and requires a transition approach for complex issues

The challenges we face are complex in nature, interconnected, and require action from multiple stakeholders. Such complex processes of change call for a shared transition approach in which various stakeholders collaborate towards a common vision. These processes do not happen automatically but require a shared language and tools, structure, and coordination – or, transition management.

TransMission is the state-of-the-art framework for transition management

[TransMission](#) is an integrated, action-oriented transition framework that provides the necessary common language and tools to collectively accelerate complex sustainability transitions. In a 'Bee the Change' session, we introduce people to TransMission in an accessible and interactive manner. This way, we plant a seed to get started and address the significant challenges of our time through innovative collaborations.



KEYNOTE



In an **inspiring keynote**, the TransMission framework is explained in an engaging manner

BEE THE CHANGE GAME



During the **Bee the Change sessions**, TransMission applied to a case

IMPLICATIONS



To conclude, we discuss the **implications** that TransMission has for the way of working



We offer a program featuring an inspiring keynote, followed by *Bee the Change* breakout sessions, and concluding with the implications for a new way of working



INSPIRING KEYNOTE



- In an **inspiring keynote**, the [TransMisson framework](#) is explained in an engaging manner
- In 60 minutes, we share **state-of-the-art insights** from transition theory: Why do markets get stuck in sustainability challenges, and how can we bring about change?
- One of our experienced **transition managers** guides the audience through these insights
- By the end of the keynote, **people will be eager** to actively engage with the framework



BEE THE CHANGE GAME

- During the **Bee the Change sessions**, TransMission applied to a case
- We have **developed a game** based on TransMission, which we will play in 90-minute breakout sessions covering various relevant themes
- The sessions are facilitated by consultants from NewForesight, who **inspire and support** the groups
- **Interaction is key**—new elements are introduced throughout the game, and participants can ask questions





IMPLICATIONS



- To conclude, we discuss **the implications** that TransMission has for the way of working
- We conduct a **brainstorming session** with the team during the last 30 minutes of the program
- The game provides insights into the actions needed for the **overall transition**; the brainstorming session focuses on the required actions at the **organizational level**
- We **set the team up for success**—the discussion should be a starting point for implementing both large and small changes, both in the short and long term

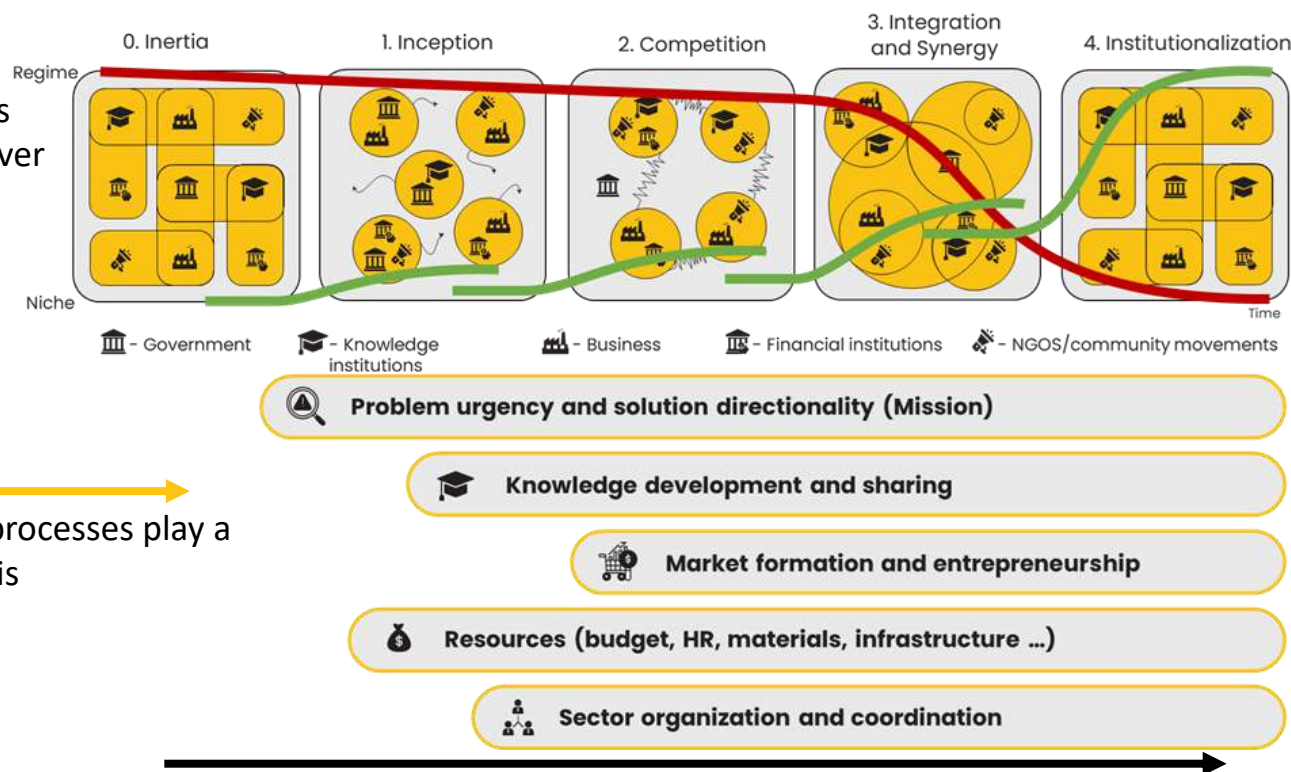
The foundation of the inspirational session is TransMission: the transition framework to comprehend and address complex challenges

1) Unsustainable practices should be broken down over time

2) While sustainable practices should be scaled up

3) 5 key processes play a role in this

[Click here to download the TransMission paper](#)



4) The process goes through five distinct transition phases. Each phase requires specific strategies, and various stakeholders have different roles to play.



Government

Knowledge institutes

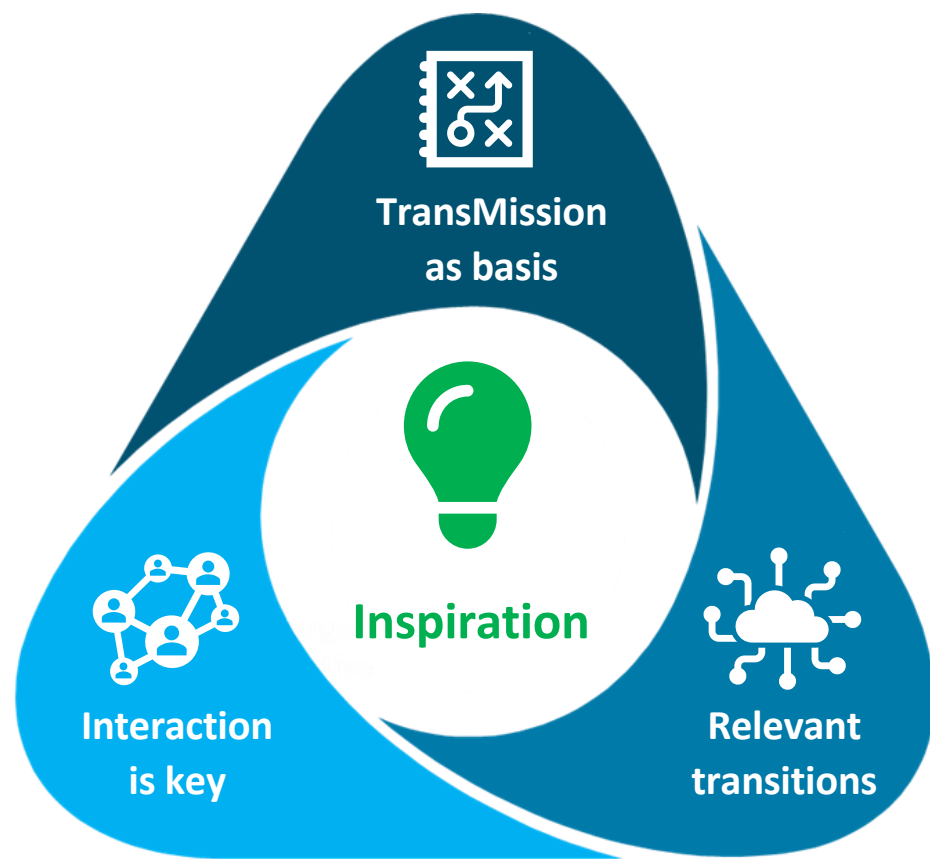
Companies

Financial institutes

NGOs

5) Based on the TransMission Intervention matrix we identify the needed actions per stakeholders

To be inspiring, the session must be innovative, relevant, and interactive both in format and content



Newest transition insights from TransMission

- The foundation for the inspirational session is the **TransMission framework**
- TransMissie consolidates key insights from transition theory into a **comprehensive and pragmatic framework**
- It provides a **shared language and tools** for accelerating transitions

Highly relevant transitions

- To activate, the sessions must **resonate** with the world of the target audience
- Together, we identify the most **relevant themes** for the audience and your wider strategy
- TransMission is a robust transition method **applicable to various sectors**

Interaction is key

- The central focus is on **engaging people** rather than just informing them
- In an **accessible and interactive manner**, we introduce people to transition thinking
- Our developed Bee the Change game is particularly **well-suited for this purpose**



Enriching insights into proven methods for transition management lay the foundation to comprehend, explain, and accelerate transitions



Insights from over 15 years of experience in accelerating transitions



Getting acquainted with the TransMission transition framework in an accessible and interactive manner



Learning *and* doing together based on comprehensive, proven transition theory



A shared transition language and tool as the basis for effective, cost-efficient change in sustainability challenges



Inspiration drawn from our practical examples *and* themes relevant to the target audience

Let's discuss!



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