

Governance of a circular society through a small-wins strategy

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Circular@wur

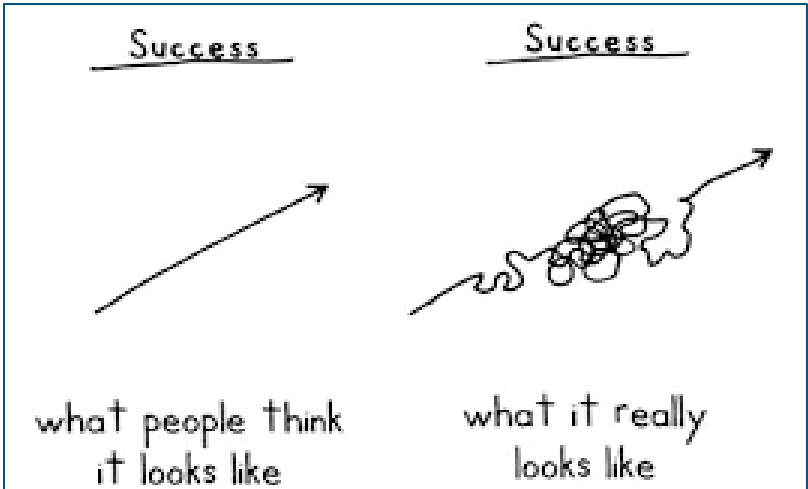
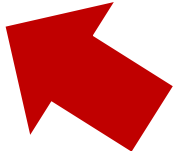
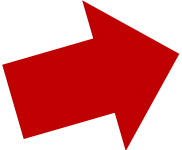
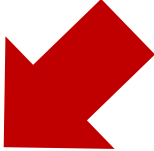


Juncker curse: "We all know what to do, but we don't know how to get re-elected once we have done it."

Out of the comfortzone

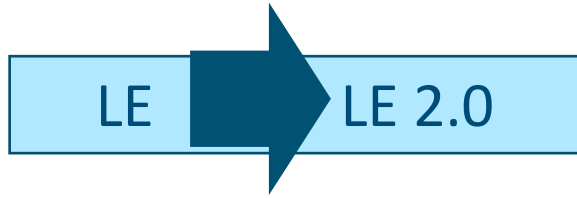


Is it possible to develop transforming governance strategies for a circular society that embrace complexity and energize a variety of stakeholders?

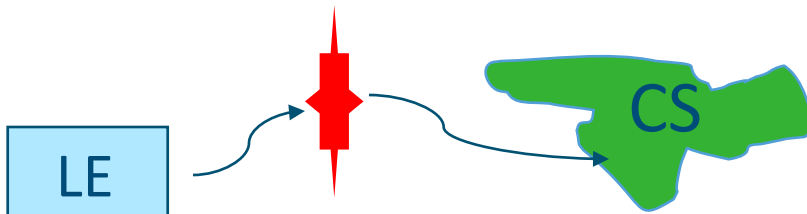


Pathways towards a circular bio-economy

Improvement



Transitions



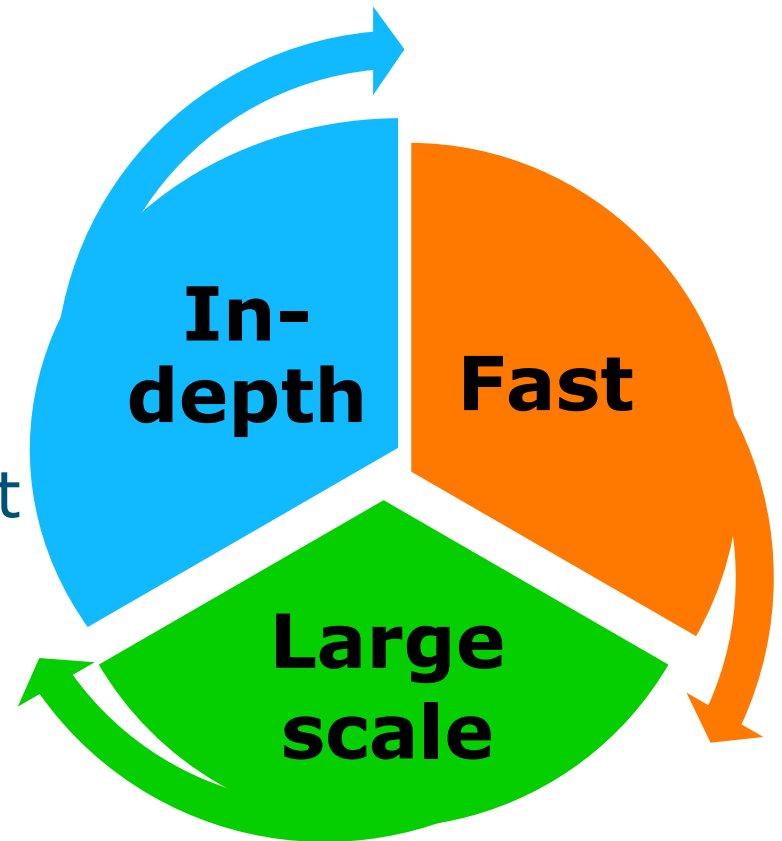
Transformation



The “small wins” approach

Transformative change through small radical steps with visible results

- More in-depth: moderates arousal and improves innovative responses
- Faster: less threatening, controversial, postponement
- System wide: resonate and amplify in complex systems



- Visible result
- In-depth change
- Technical & social
- Place of energy
- Have overcome barriers

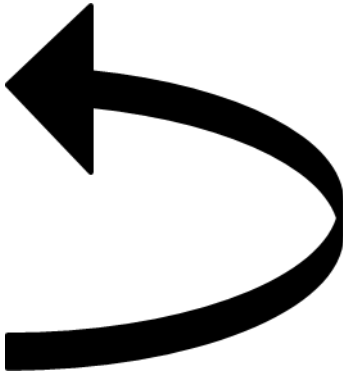
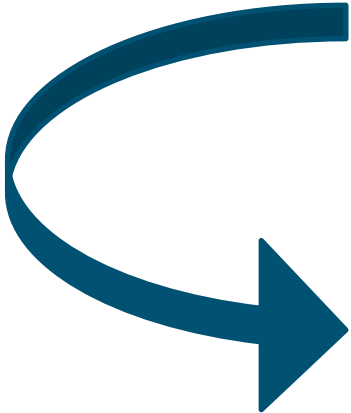
Ambition

A single small win

Propelling mechanisms

Policy interventions

Spreading, broadening, deepening



Transformative change

Governing through a small wins strategy

- Small wins do not combine in a neat, linear, serial form, with each step being closer to a predetermined goal
- Non linear strategy:
 1. Setting an (provocative) ambition
 2. Noticing, valuing and initiating small wins
 3. Activating propelling mechanisms to amplify them through tailor made interventions



In stead of



1. Ambition: circular climate neutral society

Interconnected transitions: circular, climate, biodiversity, all SDGs



2. Small wins: majority of technological innovations



WWF's
"extended producer
responsibility" (EPR)
project



Cooperative sustainable food production

3. Few policy interventions that could trigger propelling mechanisms

- Network governance
- Phasing out policies (SDE subsidies?)
- Green deal
- Policy coherency and stability
- Funding without deliverables



Thanks!

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