



Seminar: Frameworks for sustainability

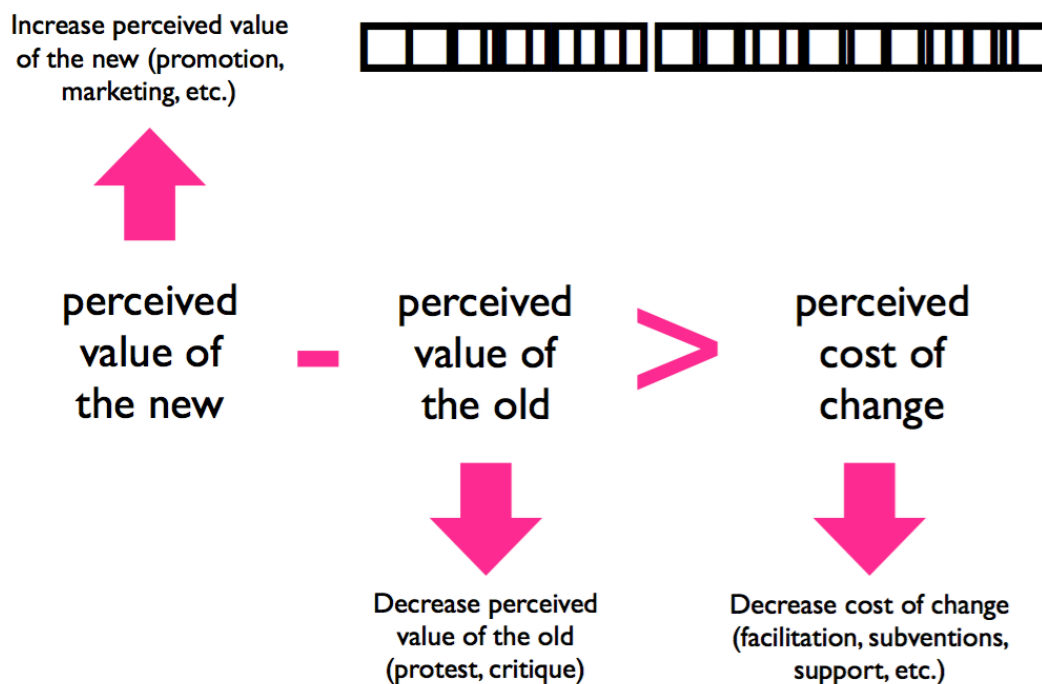
Make-up task | February 8th

Deadline: Friday Feb 19, 23.59 | Upload to Studentportalen under file-are "Feb 8th: make-up task"

This is only for those students who did not attend the mandatory seminar on February 8th.

Purpose: At the seminar, students presented their innovations and designed a strategy for how that innovation could be implemented. You will have the opportunity to do the same thing. In this make-up task you will also describe one of your group's innovations and design a strategy for its implementation, using certain tools.

Instructions: Watch Alan AtKisson's TED talk, "How to be a more effective agent of change" (<https://www.youtube.com/watch?v=ZR1Dn1HdSpA>). In it he gives a description of the "amoeba of social change". Another tool for Strategy that Alan uses in his workshops is called Gillman's equation. It states that for a new innovation to be adopted, the difference between the perceived benefits of the old and new ways of doing things is greater than the cost of implementing the innovation:



The question is then how we can increase the perceived value of the new, decrease the perceived value of the old and decrease the perceived cost of change.

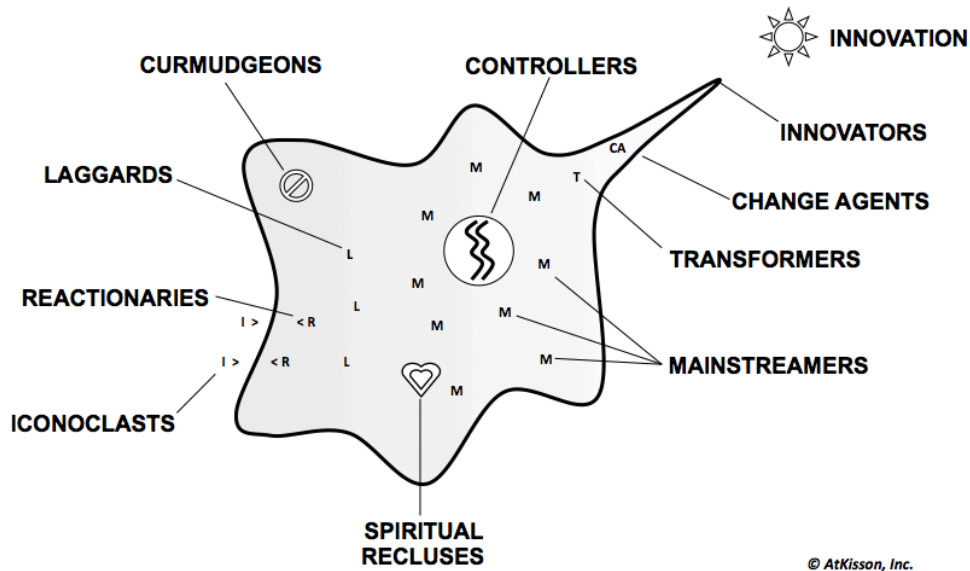
Assignment: Give a brief description of your chosen innovation (use one of your group's innovations if this is possible). Use the *Amoeba framework* and *Gillman's*



equation as tools to develop a strategy for how to implement your innovation.
Write approx. 350 – 450 words.

Here are two pictures that illustrate the tools:

The Amoeba of Cultural Change



Worksheet: Promoting the Idea

	VALUE OF THE NEW IDEA	VALUE OF THE OLD WAY	COST OF CHANGE
1		—	>

	HOW TO INCREASE IT	HOW TO DECREASE IT	HOW TO DECREASE IT
2	↑	↓	↓