

IRCA & MCI SEMINAR

“Institutional Entrepreneurship for More Sustainable Development in Cities”

An invited talk by Prof. Ursula Weisenfeld, Leuphana University of Lüneburg, Germany



**September 22nd 2016,
10:00 a.m. to 11:00 a.m.**

Room: MCI Innovation Lab

Abstract

In 2014 53% of people lived in urban areas and this figure is expected to increase over the coming years - cities are focal points for addressing sustainability. Growing numbers of people and the different kinds of behaviour are key to how sustainable life in cities can be: the carrying capacity of urban space is challenged when pollution levels induce health warnings, when social inequality leads to upheaval, when gentrification brings about cultural depletion. It is widely acknowledged that the transition to a more sustainable development of cities needs many innovations.

A new institutional logic, in particular, a ‘sustainability logic’ is needed in order to achieve a transition. How can such an institutional logic be brought into being? Who are the institutional entrepreneurs to further the transition to a more sustainable city? Using the German city Hanover as an example institutional entrepreneurship for sustainability is discussed.

About Ursula

Ursula Weisenfeld holds the Chair of Innovation Management at Leuphana University in Lüneburg, Germany, and teaches innovation-related topics such as Management of Change and International Technology Management and is involved in executive education. In research, her interests include the relations between innovations & institutions, stakeholder issues such as risk perception of new technologies, and mechanisms of change.

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