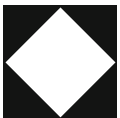


Rainer Grießhammer | Bettina Brohmann

How Transformations and Social Innovations Can Succeed

**Transformation Strategies and Models of Change
for Transition to a Sustainable Society**



Nomos

Rainer Grießhammer | Bettina Brohmann

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for Transition to a Sustainable Society

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Preface

Germany's energy transition (*Energiewende*), as a targeted intentional transformation, is a topic of ongoing debate. Easy, then, to overlook the general lack of progress on another transformation, namely sustainable development, proclaimed by the international community at the Rio Summit back in 1992.

Concepts of transformation or transition offer great promise for more sustainable policy development, especially since it has become apparent in recent decades that one-off technical solutions such as better energy efficiency, end-of-pipe technologies and classic policy instruments – despite having successfully mitigated many environmental and sustainability problems – rarely result in structural change.

Transformation concepts are also of interest in relation to systemic innovations, for they explain why some initiatives – such as carsharing – have been successful while others, notably the Transrapid high-speed rail system, have spectacularly failed. These concepts show why, in future, emphasis needs to be placed not only on technical but also on social and institutional innovations.

In recent years, there has been a plethora of publications on transformations and transition management. This book provides a systematic evaluation of these works and considers their practical relevance, drawing on numerous examples from the energy transition, stakeholder cooperation (for instance, the energy transition committees and chemical policy initiatives) and the role of the municipalities (such as Green City Freiburg)¹.

Additionally to science, the book is therefore intended for actively engaged individuals in politics, administration, business, civil society and

1 The recommendations and practical information presented in this book, are based on the results of the UFOPLAN project „Transformationsstrategien und Models of Change für nachhaltigen gesellschaftlichen Wandel“. We kindly thank Dierk Bauknecht, Dirk Heyen, Inga Hilbert and Andrea Droste, our project partners Lucia A. Reisch, Claus Leggewie and Martin David as also the supervisor of the Federal Environment Agency Alexander Schülke for their inputs, critical guidance and discussion.

local networks who are key decision-makers, multipliers or communicators on environmental and sustainability issues.

Various questions of a practical nature arise in this context. Who initiates and shapes a transformation, and at which levels can it be driven forward? How can the right stakeholders be identified? How should we manage uncertainties and the exploratory processes that will doubtless be required? The book provides guidance here. Transformations cannot be planned in detail, but it is possible to define the major goals and adopt the directional decisions that become necessary in practice. In doing so, transition stakeholders striving for success should be guided by Wilhelm Raabe's old adage – "Look to the stars and keep an eye on the alleyways!"

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