

## Sustainability Day @ TU/e - 03 October 2024

Joining forces, taking responsibility, enabling transformation

On Thursday, 03 October 2024 we celebrate the work we have done on Sustainability @ TU/e, we create a Sustainability network, we spotlight Sustainability in Education and we discuss ways to move forward the transition with known change agents Mark van Baal, Marjan Minnesma, Isabelle Reymen and Anna Wieczorek. Join us and get inspired, informed and connected during the TU/e Sustainability Day!

The program of the Day is presented below. Want to sign up or be updated: please [register here](#).

For additional and the latest information: visit our website: [TU/e Sustainability Day \(tue.nl\)](https://www.tue.nl/sustainability)

Will you join us?

#SustainableTUE team

Note: We are organizing this event in accordance with the [TU/e Sustainable Events Policy](#) to minimize our CO2 footprint and to avoid waste. Therefore, we kindly ask you to register in advance so we will be able to customize all quantities.

## Program Sustainability Day @TU/e, 03 October

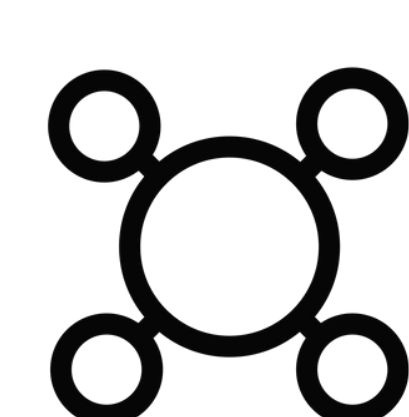
09:30 - 18:30

Exposition: Joining Forces  
Voorhof Auditorium

09:30 - 18:30

Coffee and Tea Station  
Available

10:00 - 12:00

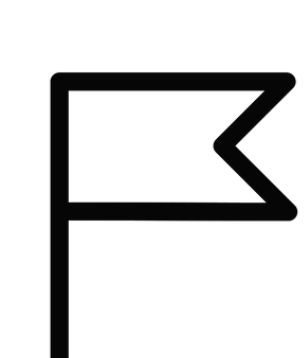


Joining Forces -  
Creating a Sustainability Network  
Senaatszaal

12:00 - 13:00

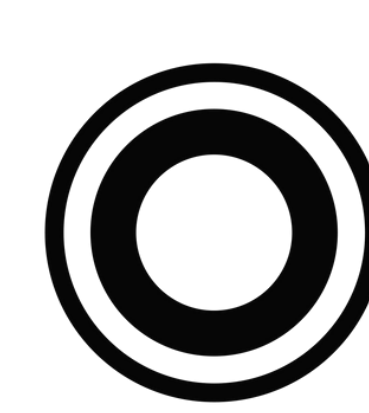
Walking Lunch  
Voorhof

12:30 - 13:00



Taking Responsibility -  
Sustainability in Education Award  
Senaatszaal

13:00 - 15:00

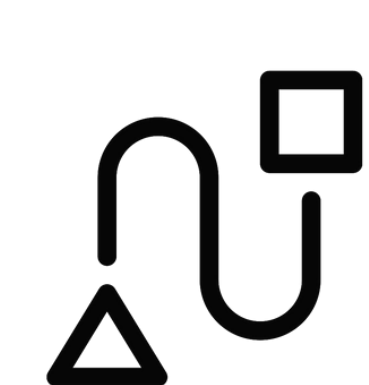


Symposium: Joining Forces for Smart  
Change. Opening: prof. dr. Silvia  
Lenaerts, rector TU/e  
Blauwe Zaal

15:00 - 16:00

Welcome Drinks  
Voorhof

16:00 - 17:00



Inaugural Speech Anna Wieczorek:  
Enabling Sustainability Transitions  
Blauwe Zaal

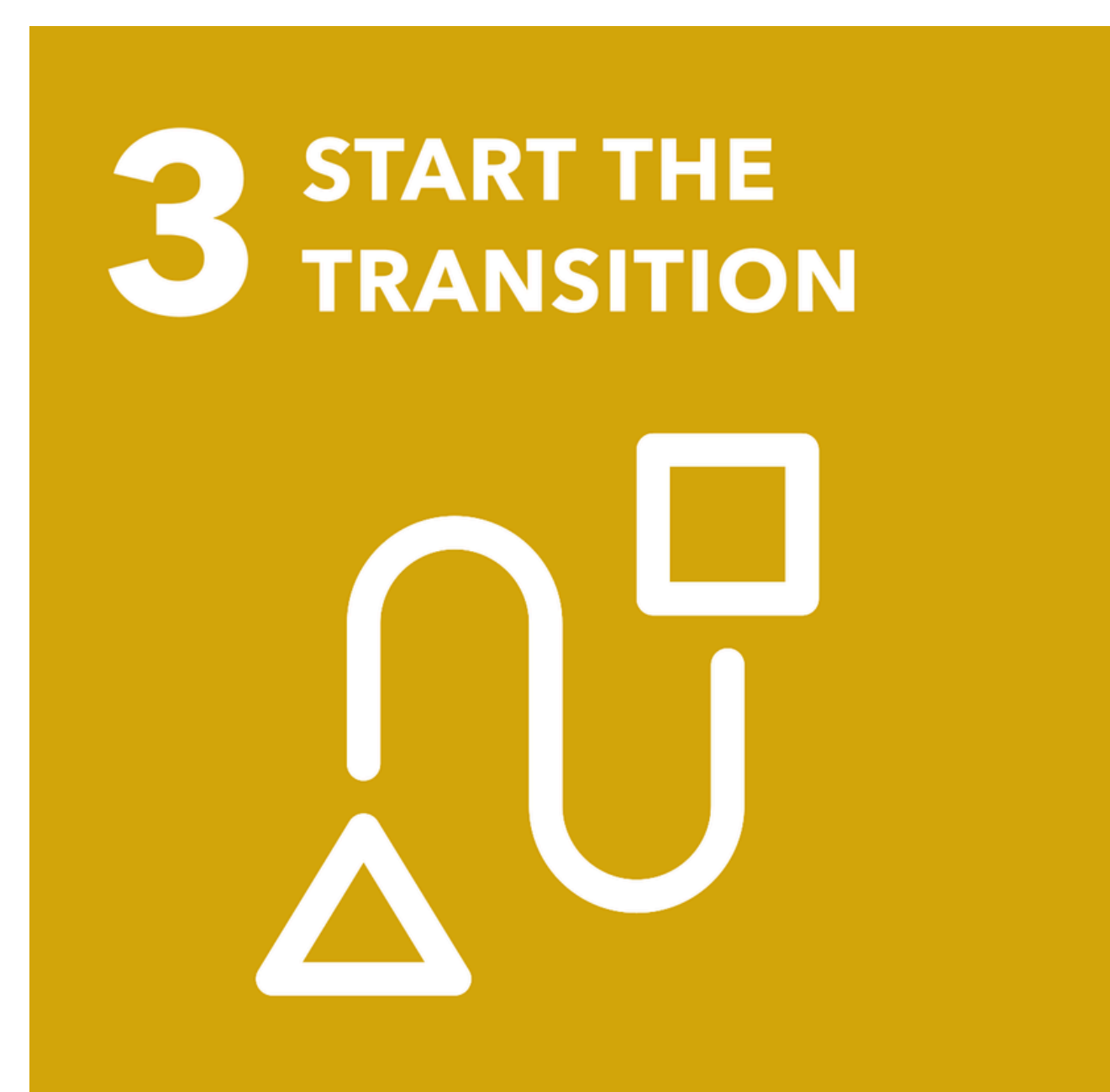
SEE NEXT PAGE FOR EXTENSIVE  
PROGRAM INFORMATION!



Want to learn more about  
Sustainability and how to get involved at TU/e?

Visit our Website: [www.tue.nl/sustainability](https://www.tue.nl/sustainability)  
or connect with us on LinkedIn:  
<https://www.linkedin.com/in/sustainability-team-tue/>  
or simply send us an email via [sustainability@tue.nl](mailto:sustainability@tue.nl)

**TU/e**  
SUSTAINABILITY



## Program Information - Sustainability Day @ TU/e

*Joining forces, taking responsibility, enabling transformation*

### 09:30 - 18:30 Exposition: Joining Forces

TU/e Auditorium - Voorhof  
Coffee & Tea Station available

This exposition will highlight our Sustainability achievements, outline our future objectives and steps for reaching these goals. Immerse yourself in the **blueprint of our Sustainability timeline**, supporting the formation of new connections on this Sustainability Day. It's an excellent opportunity for both our **internal and external community** to showcase Sustainability projects and initiatives. Join forces to celebrate our shared successes and explore new collaborative pathways towards a sustainable future.

09:30 - 10:00 Welcome coffee & registration for the network workshop  
All guests of the exposition and the network workshop are invited for a welcoming drink.

### 10:00 - 12:00 Joining Forces - Creating a Sustainability Network

TU/e Auditorium - Senaatszaal

During this workshop we will join forces to create a map of our Sustainability network in the region. Together, we will **build an overview** of our network which will give all of us great insights into possibilities for expanding and **strengthening collaborations** between organizations and businesses from the South of the Netherlands and colleagues and students from the university. After the workshop you will go home with **new ideas** for future collaborations, and concrete connections with other parties involved, to continue the conversation.

12:00 - 13:00 Walking Lunch  
TU/e Auditorium - Voorhof  
All guests of the Network workshop, Exposition and Sustainability in Education Award are invited for a walking lunch.

### 12:30 - 13:00 Taking Responsibility - Handing out the Sustainability in Education Award

TU/e Auditorium - Senaatszaal

The Sustainability in Education Award recognizes the **efforts of teachers and teaching groups** who invest in educational development and direct their teaching **toward addressing grand societal challenges** such as climate change, social inequality, and biodiversity loss, among others. The top 3 nominees will be spotlighted and the **Sustainability in Education Award** will be handed over to the **winner of 2024!** Are you curious who takes the lead in integrating Sustainability in their course program? Be there!

### 13:00 - 15:00 Symposium: Joining Forces for Smart Change - What does that mean for Universities?

TU/e Auditorium - Blauwe Zaal

Transitions to Sustainability involve radical changes in the way we live and meet our needs. These changes require both technical and social shifts, and each of us has a role to play. Sustainability transitions are not trivial, but they are not impossible either. We can draw inspiration from change agents like Marjan Minnesma, Mark van Baal, and Isabelle Reymen, who are driving momentum for Sustainability transitions in smart and novel ways. During this symposium, the guests will share their experiences with smart change and engage in a **panel discussion** on how **all universities**, researchers, and teachers can **contribute to transitions** and **become socially relevant**.



Marjan Minnesma received [Goldman Environmental Prize](#) in 2022 for suing the Dutch government over its [carbon emissions](#) plans. She won this lawsuit, becoming the first woman to successfully sue a government over carbon emissions. Minnesma is the founder of [Urgenda Foundation](#), which aims to accelerate transitions by concrete innovative projects.



Mark van Baal is the founder of [Follow This](#), a group of green shareholders that has become Big Oil's most influential shareholder. According to The Guardian, "Follow This is leading shareholder rebellions to tackle the climate crisis." Follow This forced six oil companies – Shell, BP, TotalEnergies, Equinor, Phillips 66, and Chevron – to promise to reduce their product emissions (Scope 3). The ultimate mission of Follow This is for shareholders to convince oil and gas companies to put their brains and billions behind the energy transition to clean energy. Exxon views Follow This as such a threat to their oil and gas activities, that the supermajor filed a lawsuit against the activist shareholder.



Isabelle Reymen is co-founder and scientific director of [TU/e innovationSpace](#), a learning hub that facilitates co-creation of responsible solutions to real-life challenges. In 2021, she was granted with her team the first Higher Education Award in the Netherlands for the educational innovations in the past years. In 2022, TU/e innovationSpace received international recognition by winning the European Triple E award in the category 'Innovation and Collaboration Space of the Year'.

15:00 - 16:00 After Drinks for Symposium guests & Welcome for Inaugural Lecture guests  
All guests of the Symposium, Exposition and Inaugural Lecture are cordially invited.

### 16:00 - 17:00 Inaugural Lecture prof. dr. ir. Anna J. Wieczorek: 'Enabling Sustainability Transitions'

TU/e Auditorium - Blauwe Zaal

Anna holds a chair in Sustainable Innovation and Transitions at TU/e. She is founding member of the [Sustainability Transitions Research Network](#) STRN, and serves as a [Sustainability Ambassador at TU/e](#). Driven by an urgent need to act on sustainability and conduct research that matters, in her inaugural speech, Anna will first discuss how our perception of environmental problems evolved over time and how our response to grand societal challenges needs to be adjusted to be effective.

In particular, Anna will elaborate on why and how we need to change our perspective on innovation and what actions are necessary to facilitate transformative change towards Sustainability. Anna will share the results of her research and her vision on how to enable Sustainability transitions both within the university and beyond.

17:00 - 18:00 Reception & Drinks Inaugural Lecture guests  
All guests of the Inaugural Lecture are invited for the reception & drinks.



Want to learn more about  
Sustainability and how to get involved at TU/e?

Visit our Website: [www.tue.nl/sustainability](http://www.tue.nl/sustainability) or connect with us on [LinkedIn](#)  
or simply send us an email via [sustainability@tue.nl](mailto:sustainability@tue.nl)

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