

February 4<sup>th</sup>, 2023

# Berlin: A driver of sustainable transformation?

**TED<sup>x</sup>**

**ESMT Berlin**

**x** = independently organized TED event

## Registration

14:00-15:00

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## Introduction

15:00-15:20

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### Martin Walter

15:20-15:35

#### **The Berlin Bubble - An Innovation Bias**

Berlin has a history of being a catalyst for change. The city has become a h  
German tech and entrepreneur scene.  
However, change makers need to leave the  
“Berlin bubble” in order to contribute to  
positive change in Germany and the world.



### Alina Bassi

15:35-15:50

#### **How to find your purpose and create a positive impact: be the change you want to see**

Every second, an entire truck full of textiles ends up in a landfill or is burned, producing tonnes of CO2 emissions. How did we get here and can a circular economy be the answer to this environmental issue?



## **Annemeike Lais**

**15:50-16:05**

### **Rethinking our education system as a catalyst for sustainable transformation**

We all play a role when it comes to climate change and our everyday actions majorly impact the course of time. Our education system is immensely important to sustainable transformation and is currently failing to prepare students for a fast-paced future full of challenges and unknowns. Only by giving our education system a much needed update, will we encourage future citizens to battle climate change and equip them with the right tools, skills and mindsets to solve one of the most pressing topics of our time.



## **Dr. Jörn Richert**

**16:05-16:20**

### **Why Berlin Needs a Strong Vision to Drive Mobility Transformation**

A vision is not just a pretty picture of what the world could look like. Made right, it can become an effective tool for successful citywide transformation. Inspired by experiences from cities around the world Berlin can create an impactful vision that brings about real change in urban mobility.





## Dr. Anna Wagenschwanz

16:20-16:35

### **How to achieve sustainable transformation— challenges & how to tackle them**

Sustainable transformation poses a number of challenges to companies today. The talk will provide insights into what those are & how to start tackling them; any why – as a society – we need more constructive conversations around sustainability to enable this change.

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## Intermission

16:35-16:50

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## Julia Franchi Scarselli

17:00-17:15

### **Our Food Stories Matter: Here's Why**

Smallholders are people who take care of relatively small parts of land. They know their land as well as you know your home. Unfortunately, smallholders are having to make life-altering decisions due to the challenges brought about by climate change. This is where we can make a difference by empowering smallholders by ensuring they maintain land in their stewardship and are resilient in the face of increasing risks.



## Santa Meyer-Nandi

17:15-17:30

### Loneliness in Change Agents and What We Can do About it -#BetterMeinABetterWorld

In our work on finding "Sustainia", i.e. Better Futures we have identified loneliness and compassion burnout as mayor stumbling blocks in change agents. As opposed to classical burn-out, change agents often feel depleted and powerless in a system that makes their purpose-driven work difficult. In this talk Santa will explore the necessary inner and external resources we can harness in order to thrive and bring about transformation, learn about the FindingSustainia VISH future visioning method - and transport ourselves to a 2030 Better Berlin vision.



## Vincent Zimmer

17:30-17:45

### Da Vinci code of our Brain

Berlin as an innovation hub and shares similarities with the nature of innovation itself but also ADHD. With Hypt Health we are working on discovering teh secrets to Brain health and will be working through past, presence, failiure and towards a future outlook for our Brains and Berlin.



## Theresa Reich

17:45-18:00

**Bridging the knowledge-action gap. How translating the benefits of sustainable transformation into financial terms can be a part of the solution**

How to bridge the gap between A) knowing about the environmental crises and B) transforming our societal systems accordingly. This talk will address how the act of “translation” can be a powerful part of the solution: translating what the global environmental crisis means for the specific context of an organization. In the private sector, this requires speaking the language of finance, of revenue and costs.



## Markus Müller

18:00-18:15

**Nature and economic choice - avoiding the tragedy of macro and market failure**

The planetary triple crisis our planet experiences is the result of a classical market failure. The systemic value of nature and its eco-system services are not systematically taken into account while making economic or policy decisions. How to solve this problem? And why this could be a source for new and further development.



**Thank you and  
enjoy the  
networking event!**

