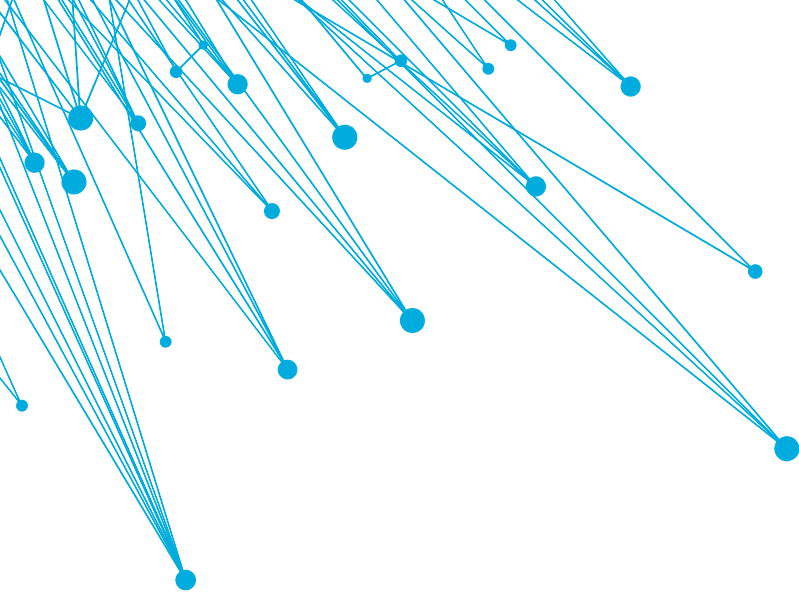


PART III

Dynamic Change





Dynamic Change

Change comes in many shapes and sizes. It may be small or large-scale, planned or emergent, evolutionary or revolutionary, and deep or broad. The Leadership for Change approach highlights the importance of developing conceptualisations of social change in order to enact meaningful change in current practices and systems. In this section, change processes are examined at and across several levels, in the context of a variety of complex societal challenges. Elina Närvänen, Malla Mattila and Nina Mesiranta's chapter analyses change in the context of food waste, which is one of the most eminent sustainability problems of our time. The tackling of this challenge requires change throughout the entire global food system. The chapter shows that the practices of consumer-citizens offer a convenient entry point for an analysis of such cross-level change processes. Abstract ideas can also be harnessed to generate change, as Erkki-Jussi Nylén argues. Nylén introduces the concept of ideological steering to approach the change-making potential of abstract concepts. These ideas are then deployed to examine whether and how circular economy thinking can change the current unsustainable economic model. Changes in the international system are examined by Marko Juutinen through a case study of BRICS, an informal group of states comprised of Brazil, Russia, India, China and South Africa. Juutinen analyses how BRICS challenge existing multilateral structures and whether this challenge amounts to a systemic and revolutionary change in the international system. Besides the transformations of the international system, megatrends provide another large-scale conceptualisation of change. The chapter by Raimo Voutilainen and Lasse Koskinen analyses the implications of a set of megatrends for the insurance and financial sector.