





Hugo Serieese

SOCIAL SCIENTIST

VISUAL CONSULTANT

CARTOONIST

Buro BRAND

DE ANALYTISCHE BLIK 'ZICHTBAAR' MAKEN
EXPERTS IN ORGANISATIEVERANDERING
& MAATSCHAPPELIJKE VERANDERING



ILLUSTRATOR

ONTWERPER

CHANGER

ECONOOM

VISUAL
THINKER

PROGRAMMA
MAKER

VORMGEVER

ANIMATOR

TRAINER

ANTROPOLOOG

INTERACTION
DESIGNER

ART DIRECTOR

SOCIOLOOG



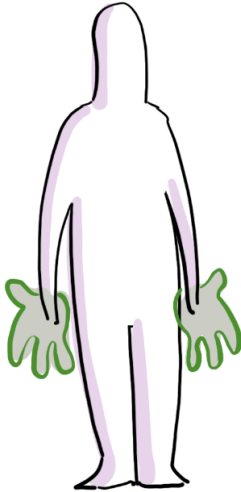
TRANSFORMATION



Head
KNOWING



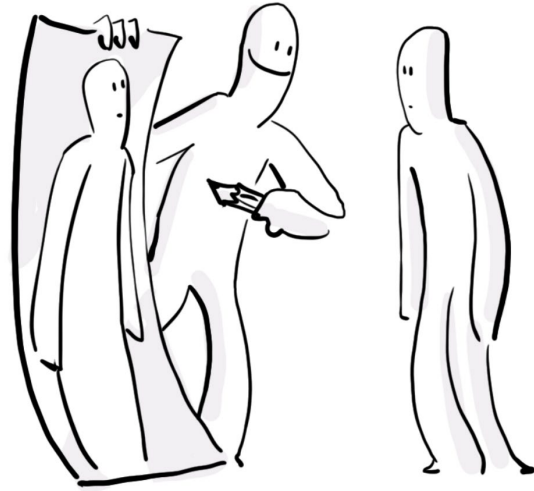
Heart
LONGING



Hands
DOING



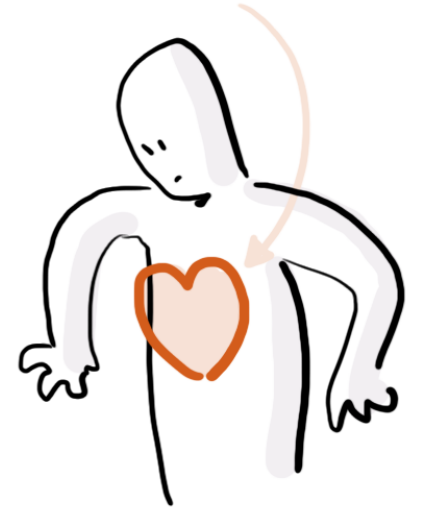
Observe



Reflection

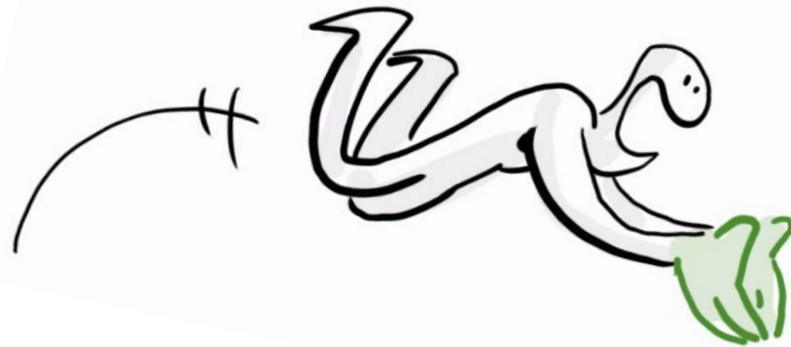
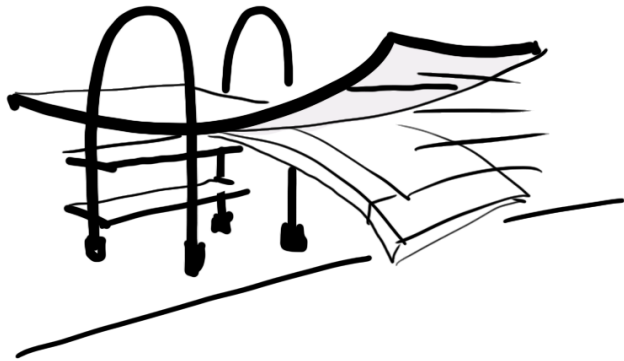


Head



Heart

Jumping-off point for transformation



Hands



ROLES IN SCIENTISTS

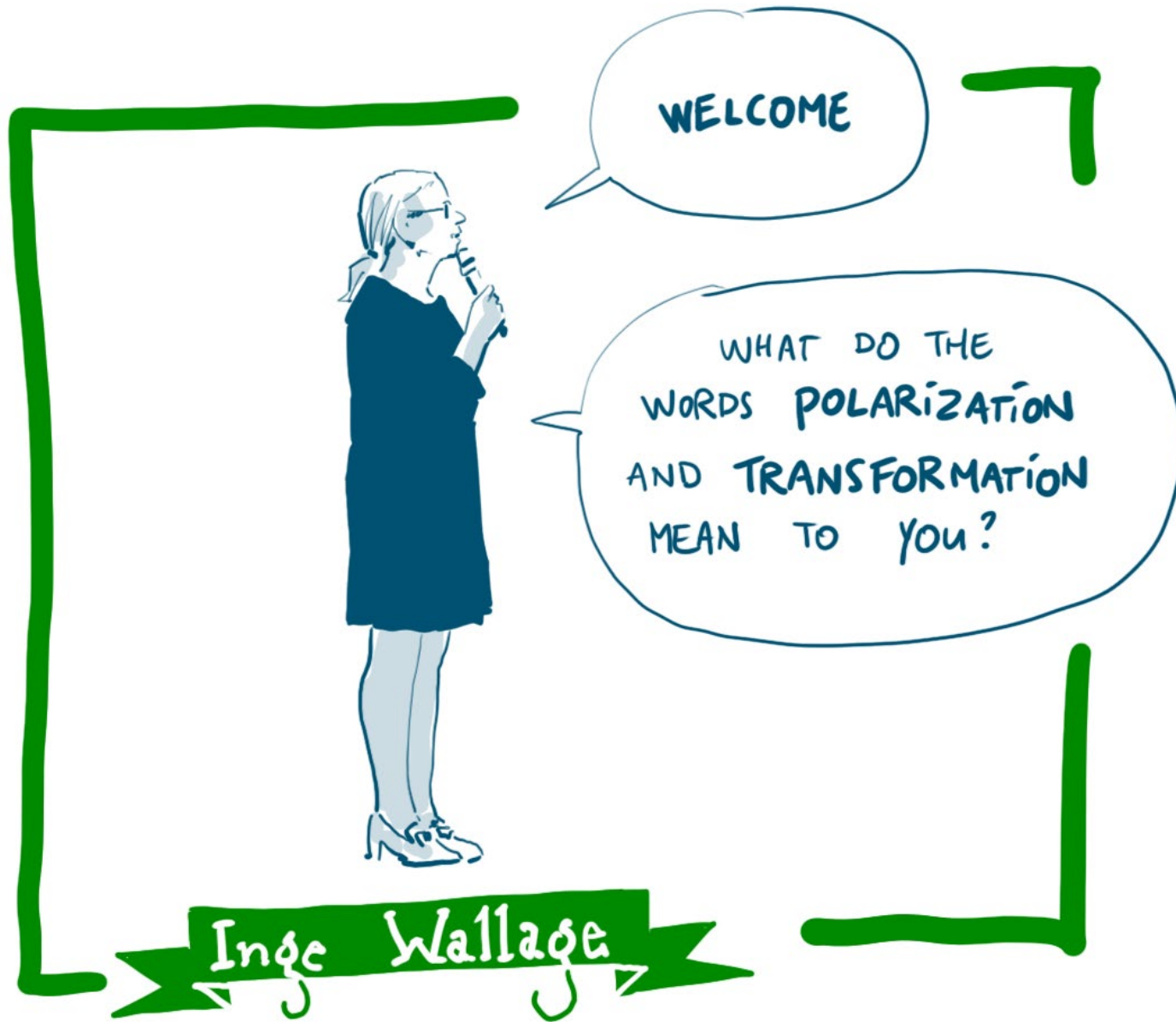


BREAK OUT SESSIONS



BREAK OUT SESSIONS

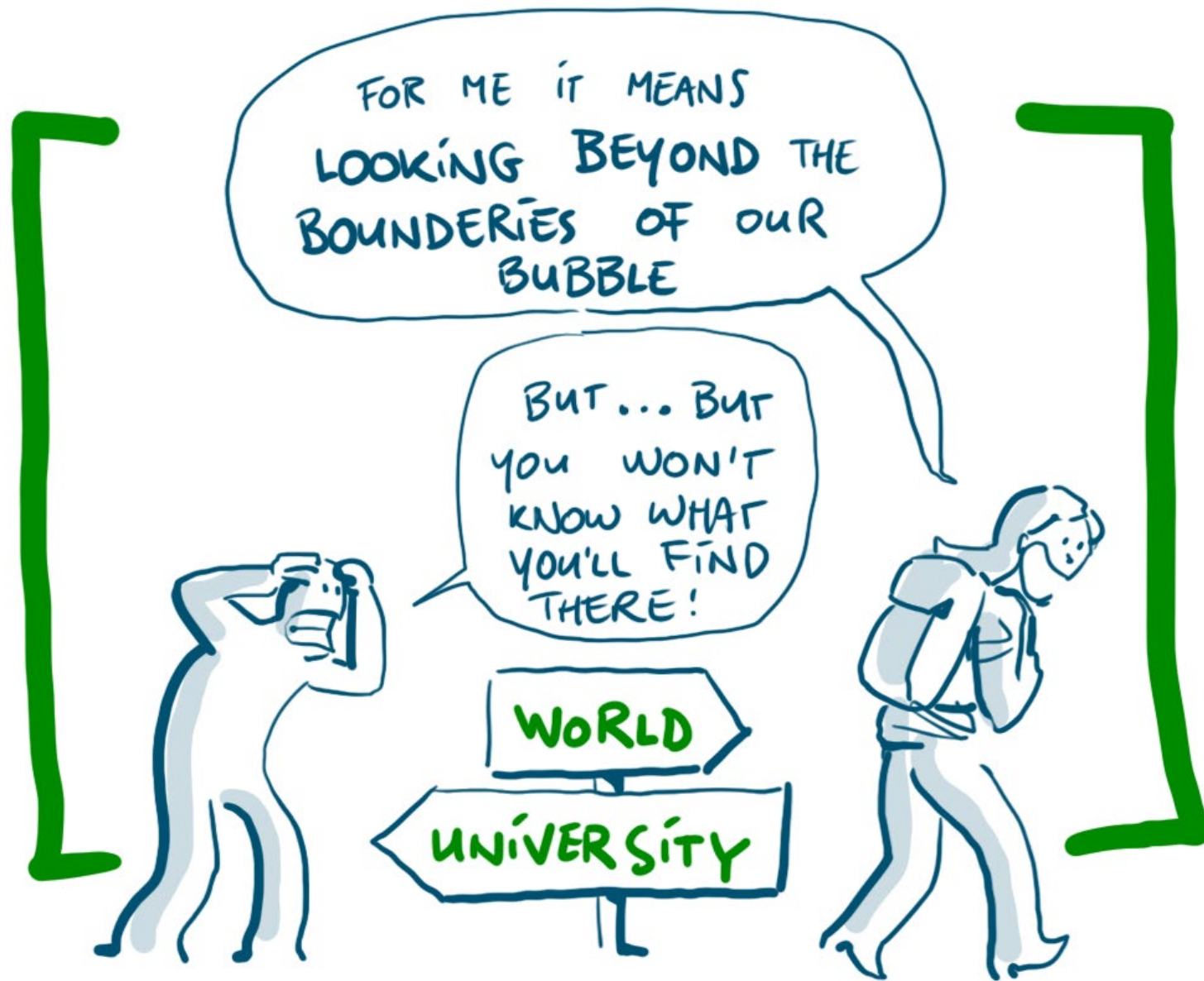


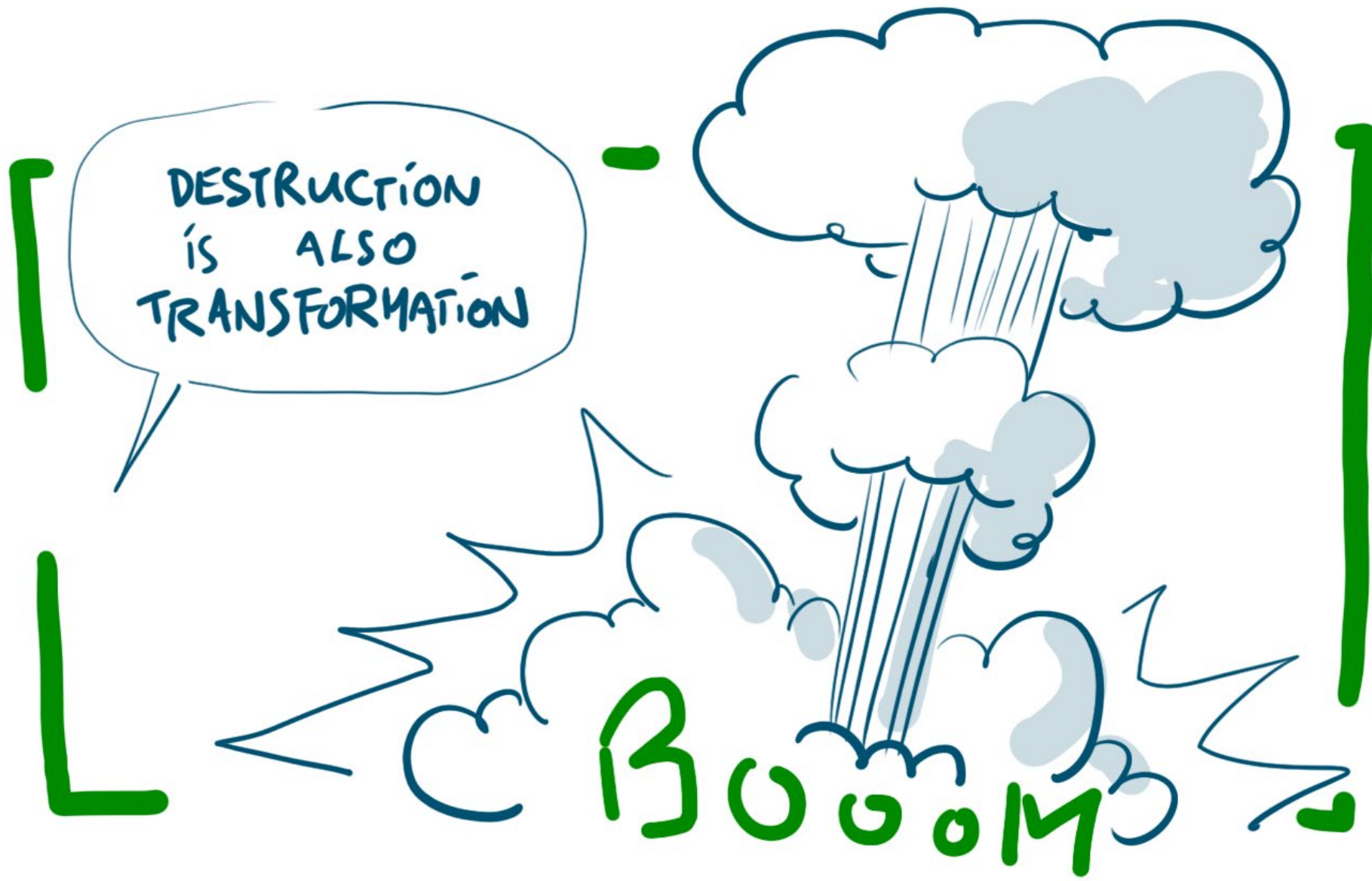


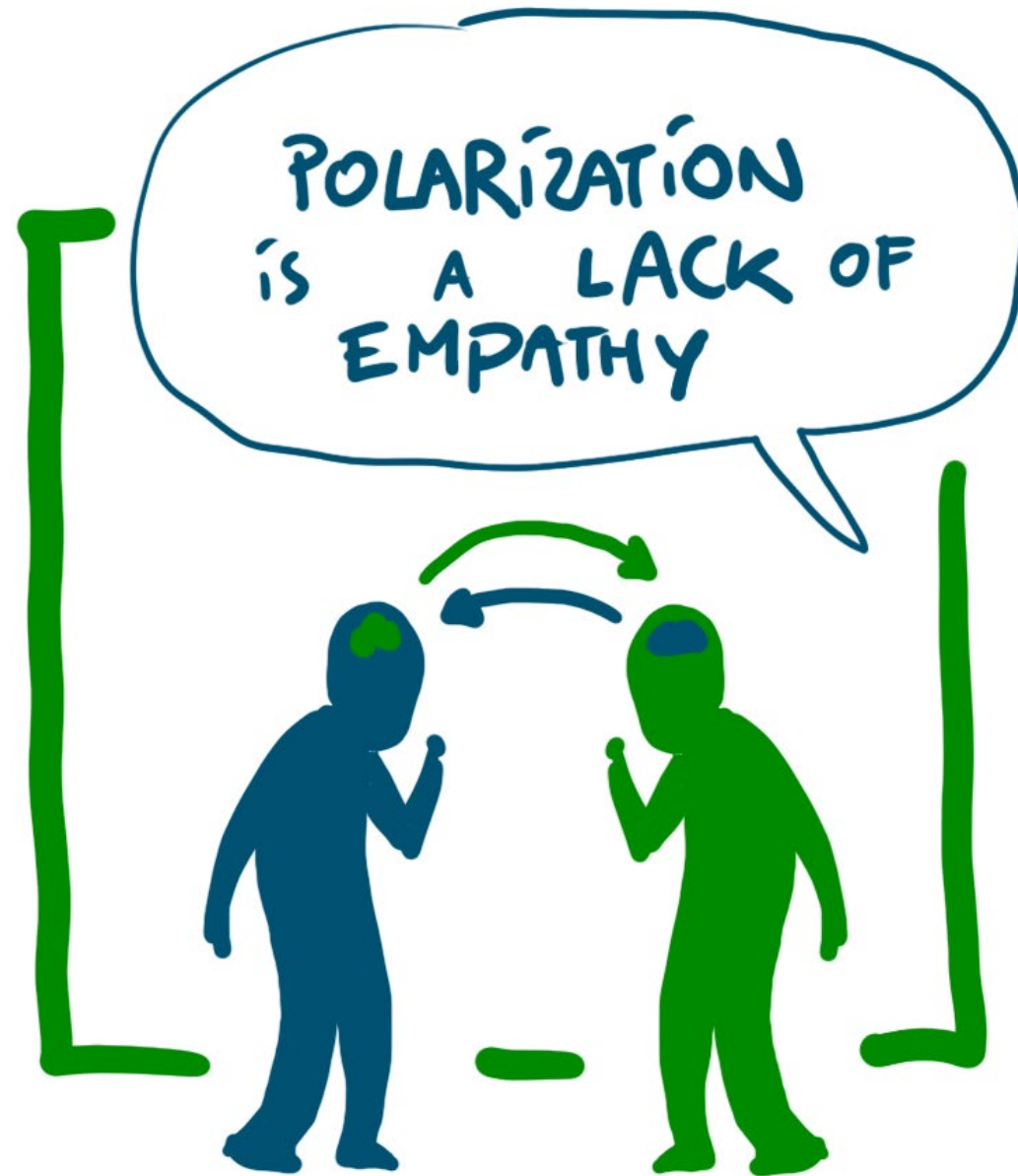
WELCOME

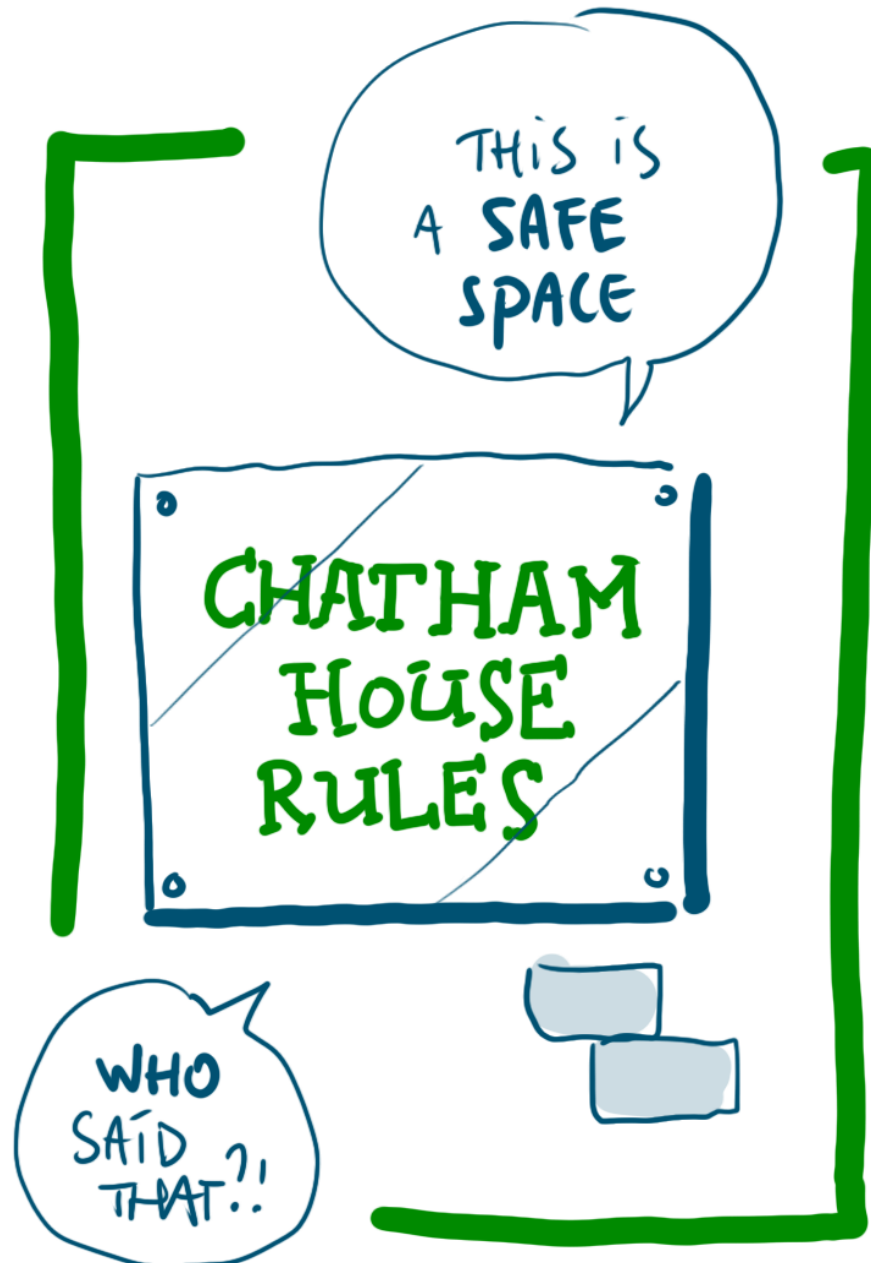
WHAT DO THE
WORDS POLARIZATION
AND TRANSFORMATION
MEAN TO YOU?

Inge Wallace

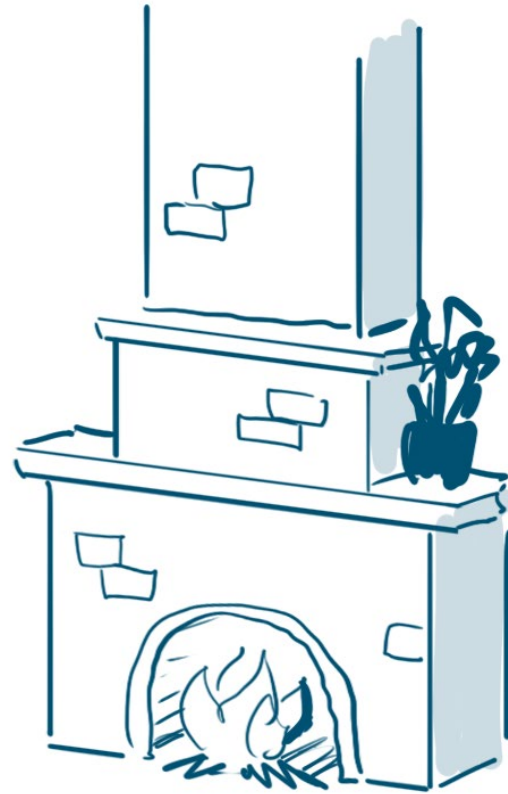








IT AL
STARTED
BACK IN
1842
...



Joost de Laat

AH, HE IS
TRANSFORMING
HIS PRESENTATION
INTO A FIRESIDE
CHAT



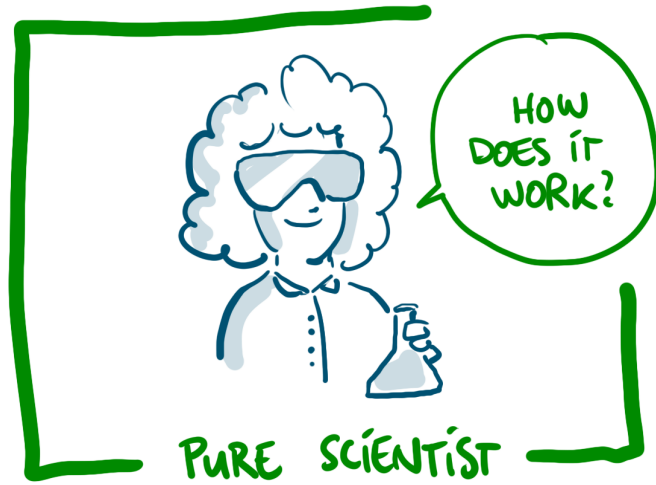


I WAS A
NEWS JUNKIE...

...BUT STILL HAD
HUGE BLIND SPOTS!



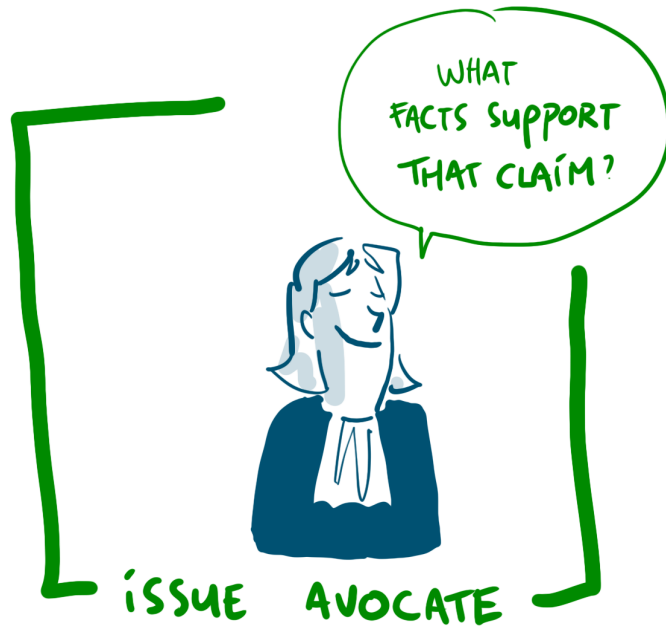
ROLES AS SCIENTISTS



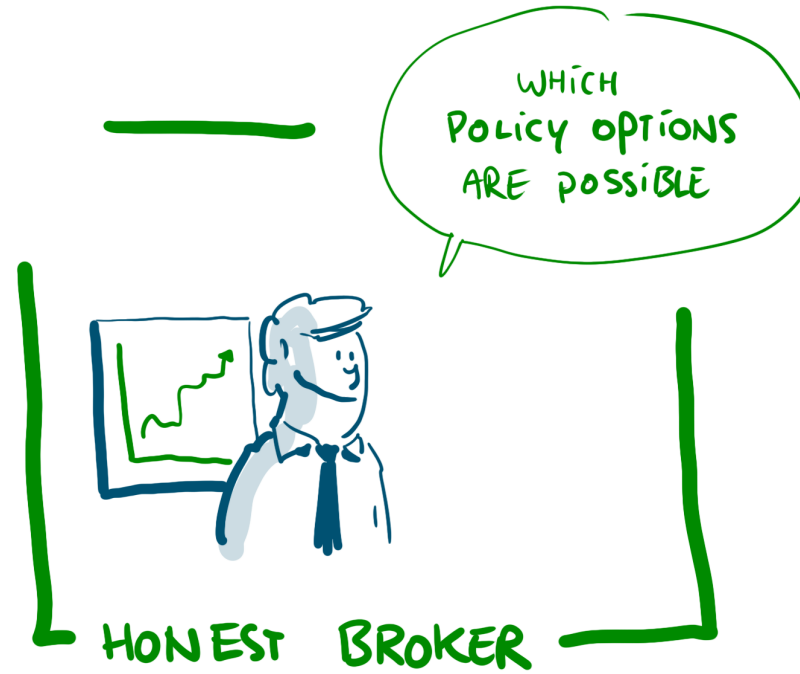
PURE SCIENTIST



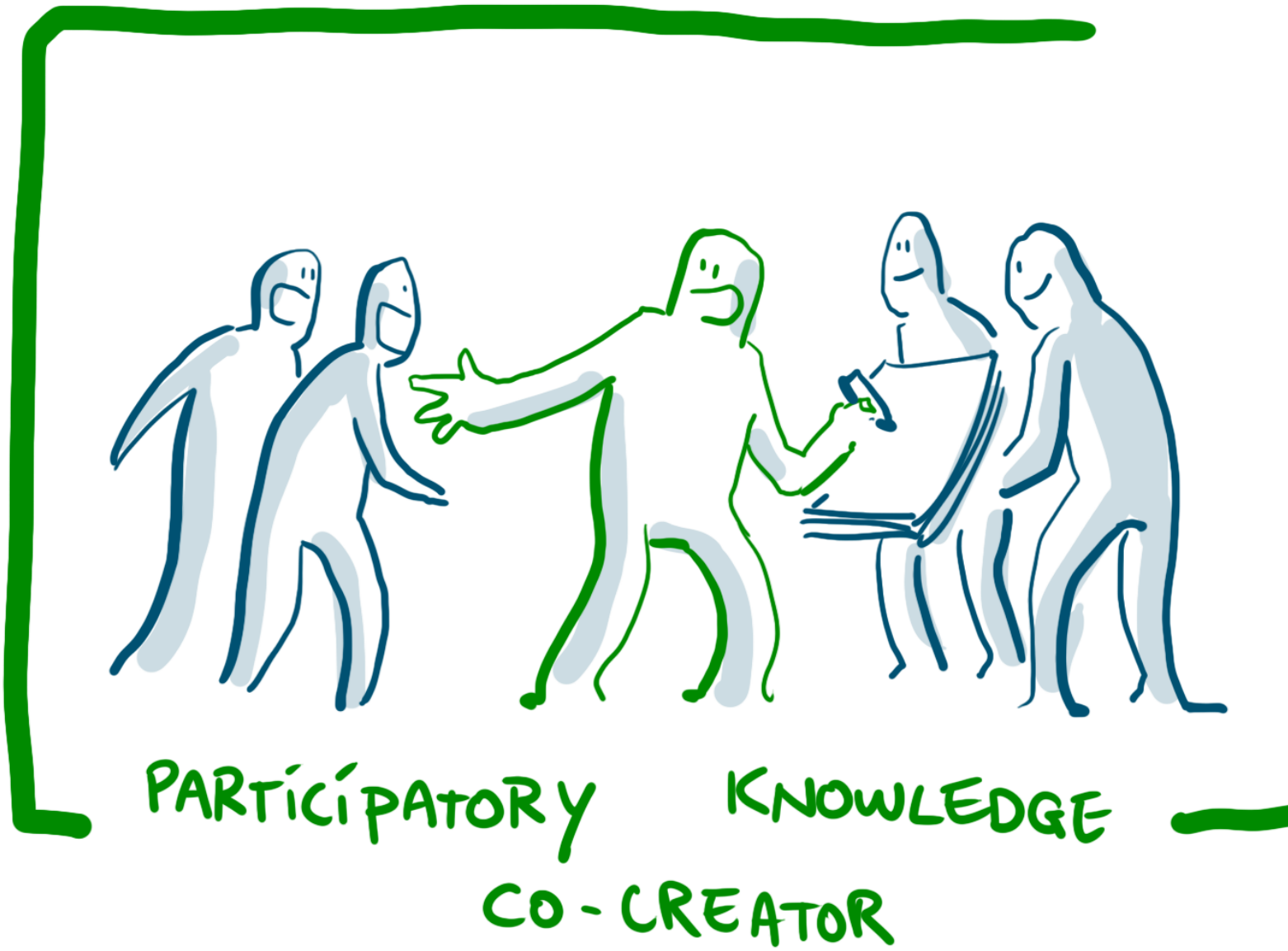
SCIENCE ARBITER



ISSUE ADVOCATE



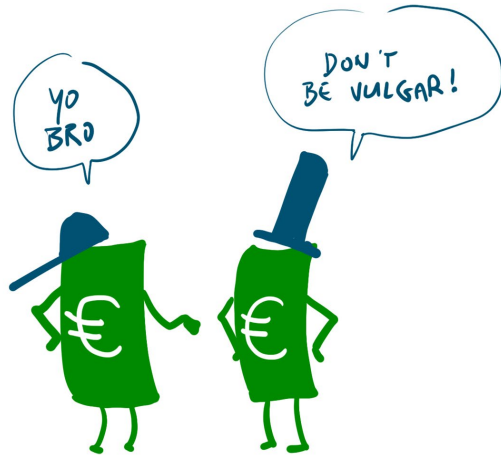
HONEST BROKER



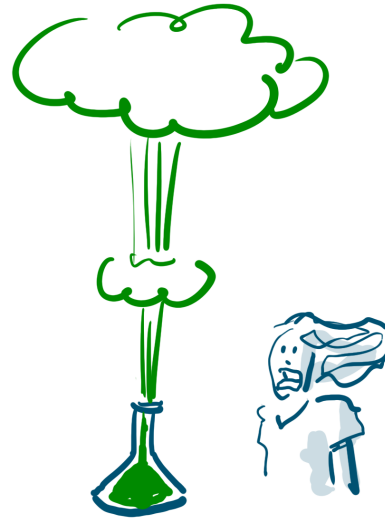


TO POLARIZE OR
NOT TO POLARIZE,
THAT IS THE
QUESTION!

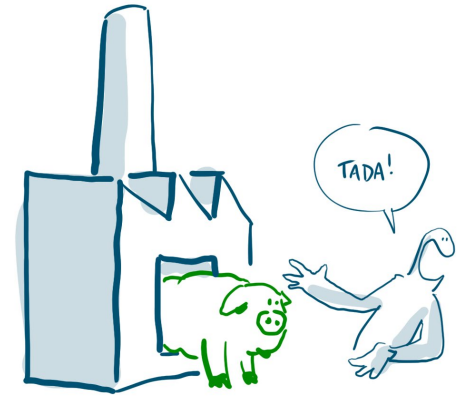
BREAK OUT SESSIONS



INFORMAL
ECONOMY



RESEARCH
IMPACT



PIG PRODUCTION



SCIENCE
COMMUNICATION



POWER
OF SEED



GEOENGINEERING
TECHNOLOGIES

I WROTE MY PHD ON
COUNTERFACTUAL IMPACT

TOOK ME
FIVE YEARS

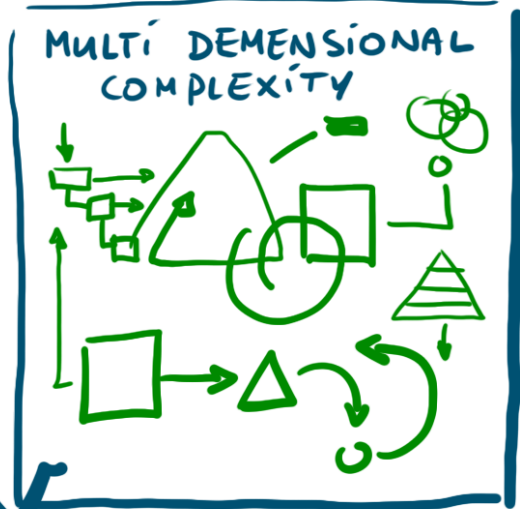
AND WHAT IF
YOU WOULDN'T
HAVE DONE IT?



POLARIZATION AS SELF FULFILLING PROPHECY



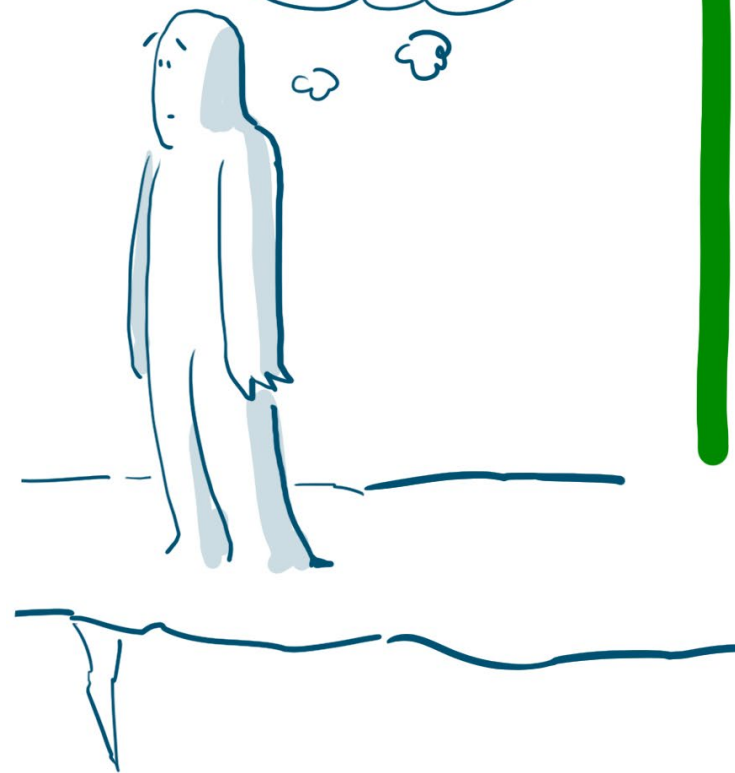
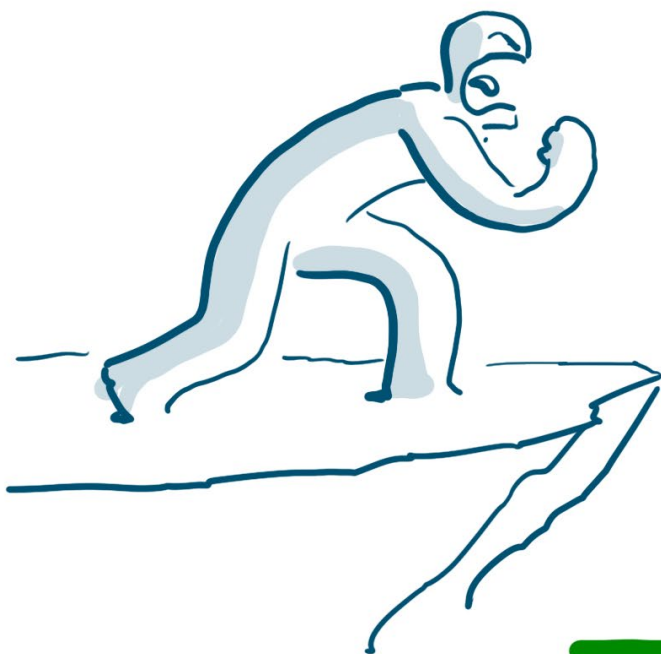
WE'VE CREATED THIS
COMPLEX MODEL
ABOUT COMPLEX
MODELS!



POLARIZATION
IS BAD!

POLARIZATION
IS GOOD!

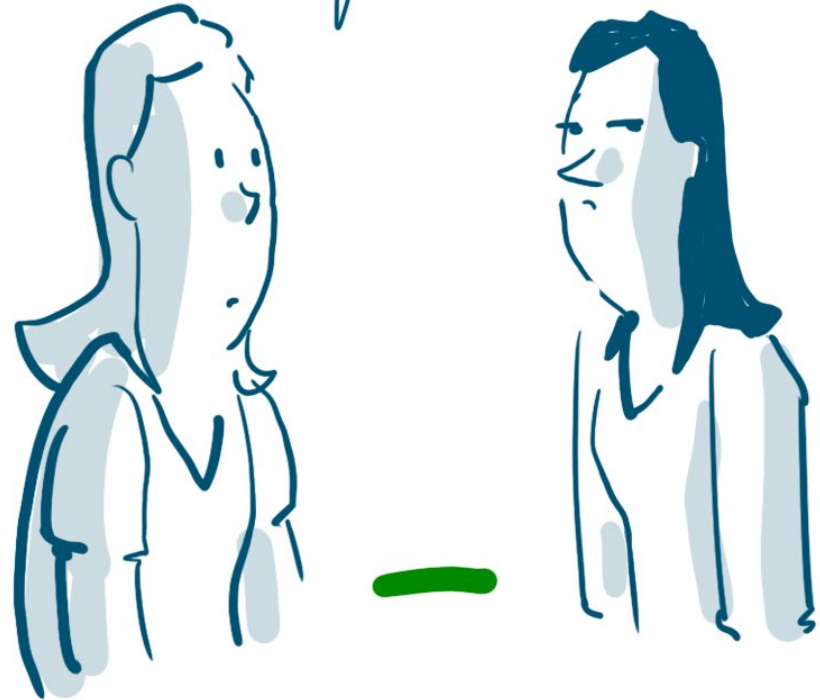
THIS IS GETTING
A BIT TOO META
FOR ME...



I DO
IMPACT
RESEARCH!

GREAT! AND
WHAT IMPACT
DO YOU MAKE
WITH THAT?

YOU KNOW...
I NEVER REALLY
THOUGHT ABOUT
THAT...





AT BREAKFAST
I SAW THE NEWS

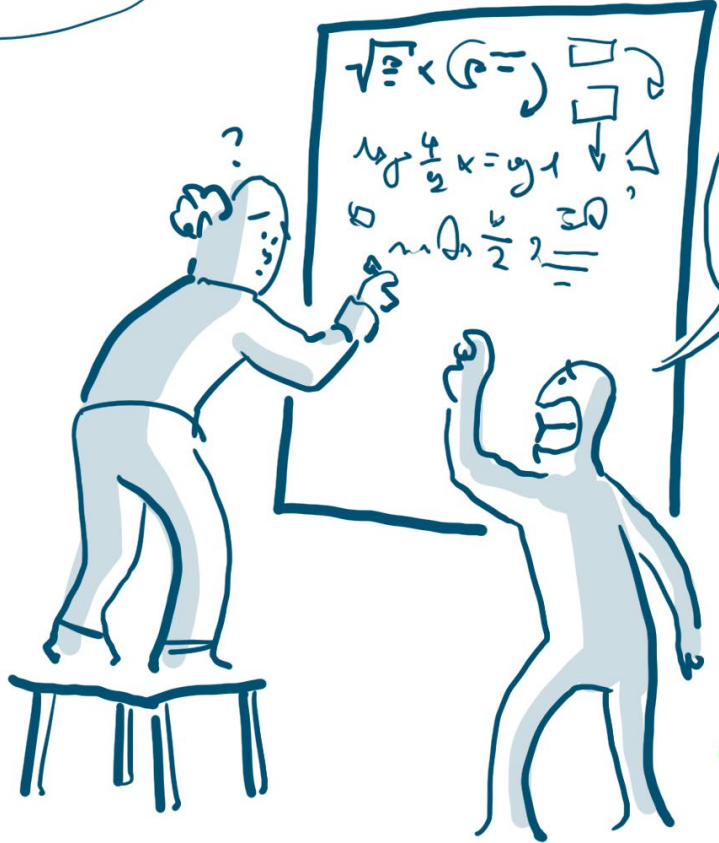
AND GOT
MAD

AND THEN
SCARED

THEN I
THOUGHT OF
WAGENINGEN

Sjoukje Heimovaara

WE HAVE TO BE CAREFUL NOT TO SIMPLIFY!



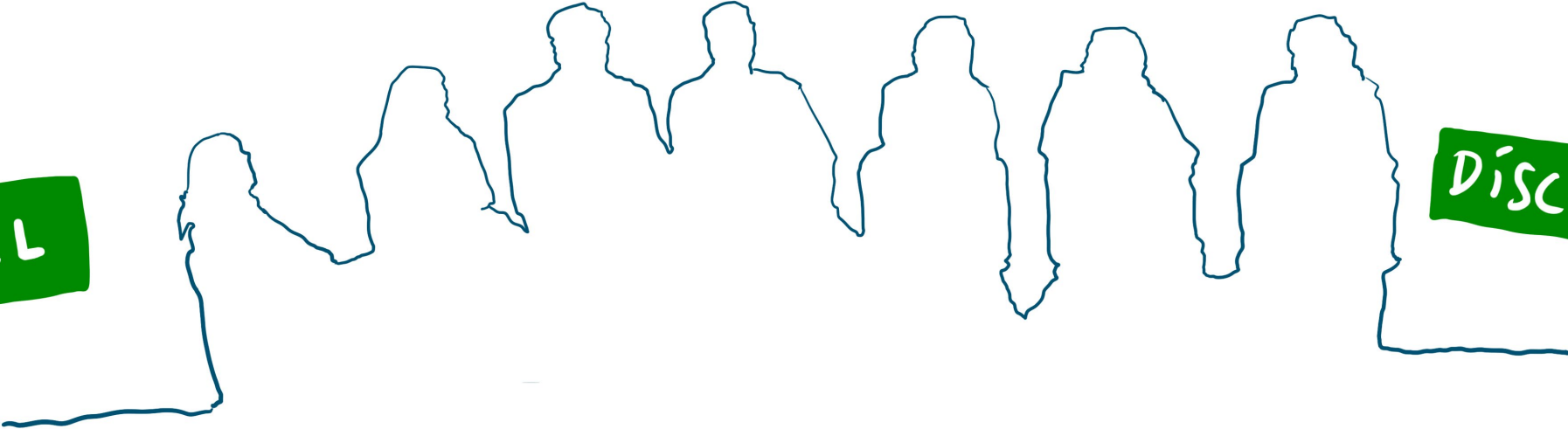
MAYBE A LITTLE BIT

WATCH OUT FOR
THE WAGENINGEN
BUBBLE

BUT I
LIKE
IT HERE...



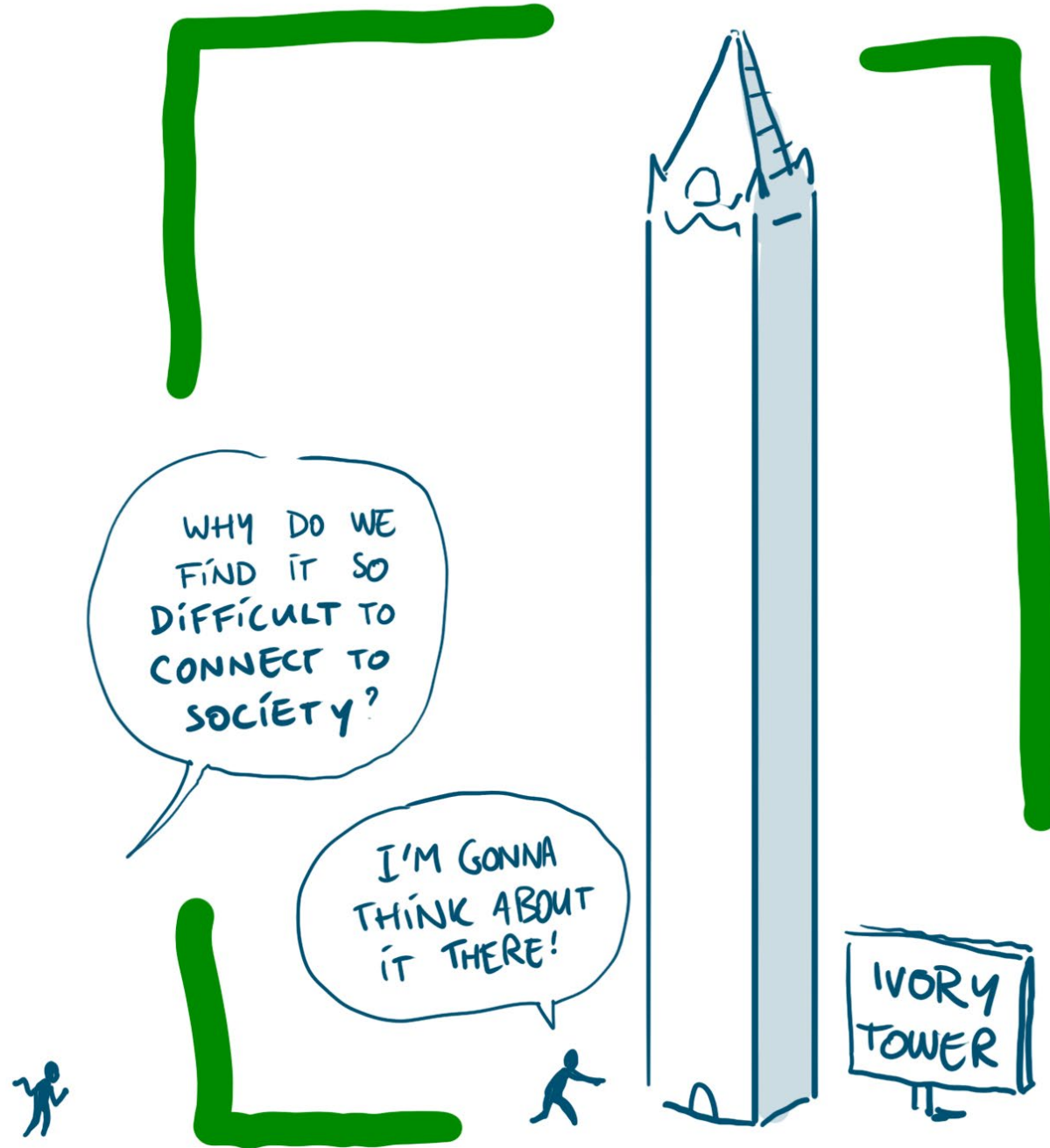
PANEL



DISCUSSION







WHY DO WE
FIND IT SO
DIFFICULT TO
CONNECT TO
SOCIETY?

I'M GONNA
THINK ABOUT
IT THERE!

IVORY
TOWER

PART II

BREAK OUT SESSIONS

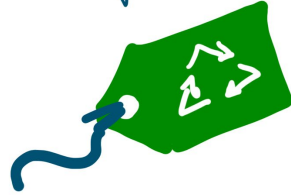
A GREAT WORKSHOP!



THE GREAT FOOD DILEMMA

SPEND TIME ON COMMUNICATION

NOT TOO EMOTIONAL



HARMONIZED ECO LABEL



IS THERE A BUSINESS MODEL

HOW TO PREVENT HARM

ETHICAL A.I.

ARE WE VISIBLE ENOUGH?

MAKE THEM STRATEGIC



STRATEGIC PARTNERSHIPS

IT'S LIKE NERVOUS SYSTEM



TRANSFORMING FINANCE

DON'T EXPECT POLITICIANS TO READ!

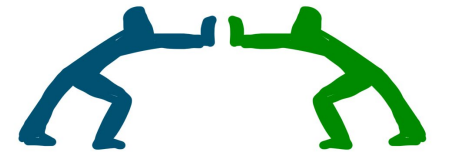
LISTEN TO THE PROBLEMS



AGRICULTURE OF THE FUTURE

I REALIZED I HAD A LOT OF PRE-ASSUMPTIONS

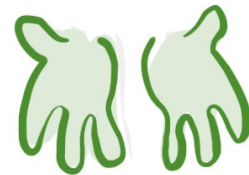
THINK ABOUT THE ROLES



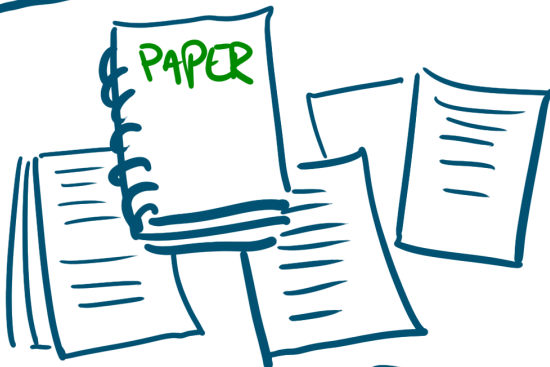
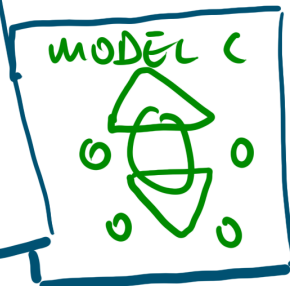
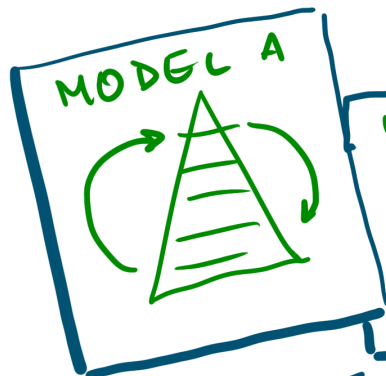
POLARISATION

NOW
WWWWHAT?

POLARISATION TO TRANSFORMATION



CONSIDER WHAT YOU KNOW ...



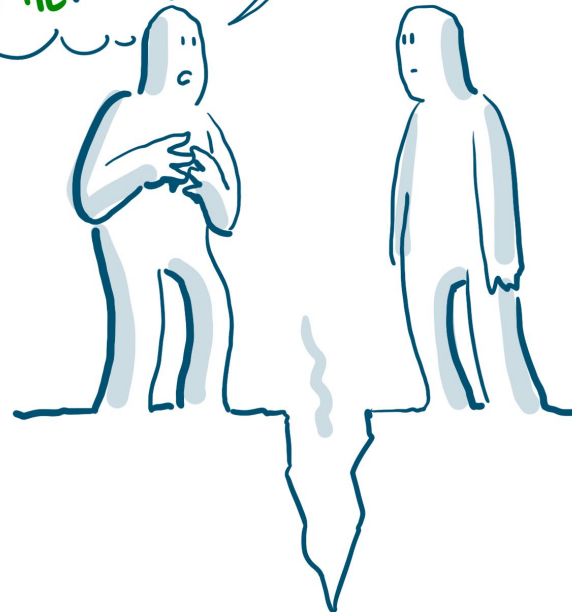
... AND HOW YOU FEEL ...

WHAT DO I FEEL?
AM I SCARED?
ANGRY!
SAD?

WHAT DOES THIS MEAN TO ME?

WHAT DO YOU FEEL?

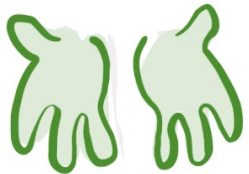
(CAN YOU WAVE YOUR ARM AROUND?)

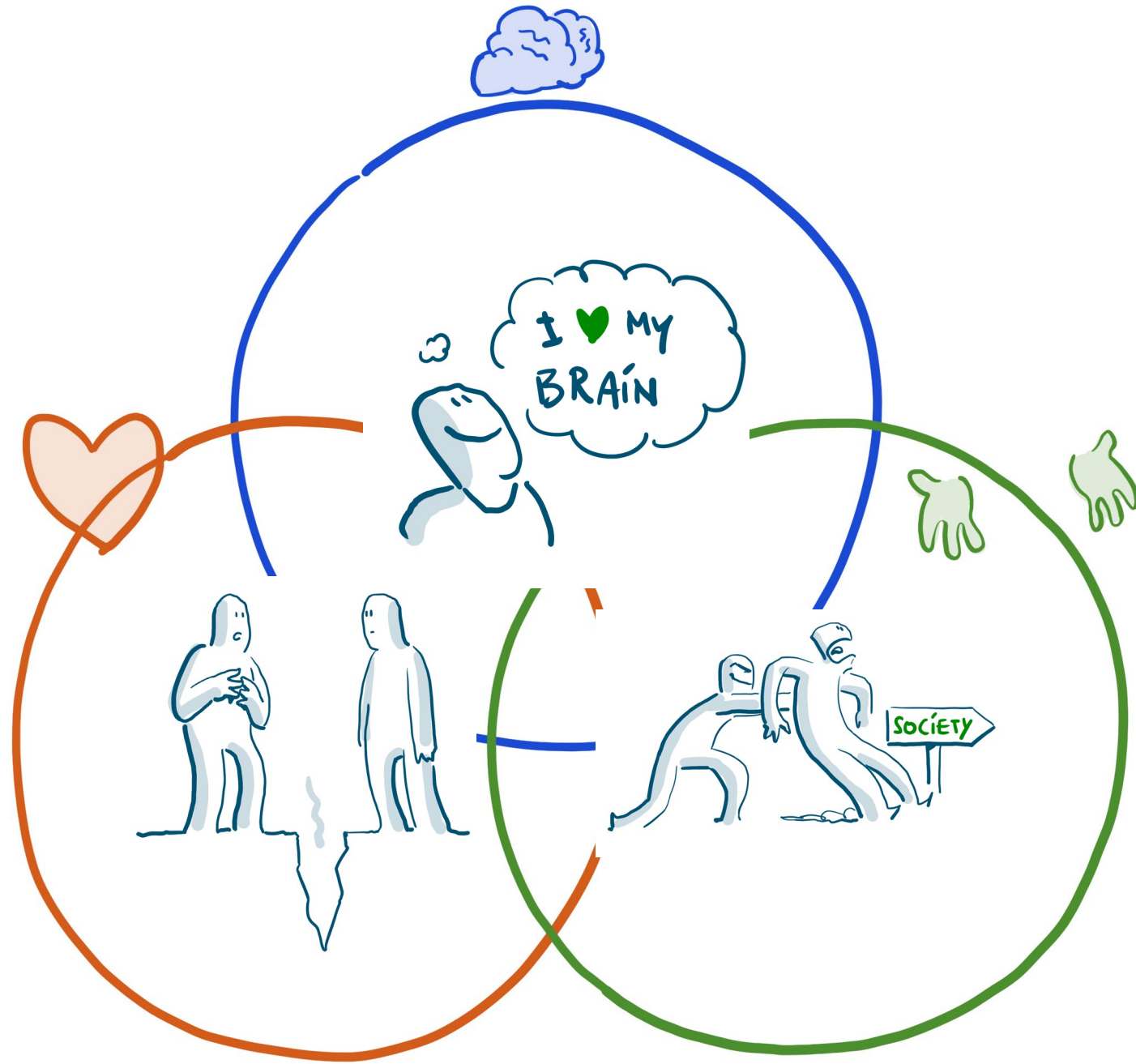


...AND GET OUT THERE AND ENGAGE!

WHAT? AS IN NOW? I STILL HAVE TO FINISH A PAPER

AND CREATE A COMPLEX MODEL ABOUT IT!





LOOK FOR POLARIZATION
AS OPPORTUNITIES FOR
TRANSFORMATION
(EVERYWHERE)

SOCIETAL
IMPACT
DAY

