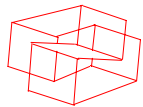


# Co-Learning for Sustainability

Gal Sekely



Edna Pasher PhD & Associates



Innovation Ecology

# Who We Are?

*Edna Pasher PhD & Associates* is one of the leading management consulting firms in Israel

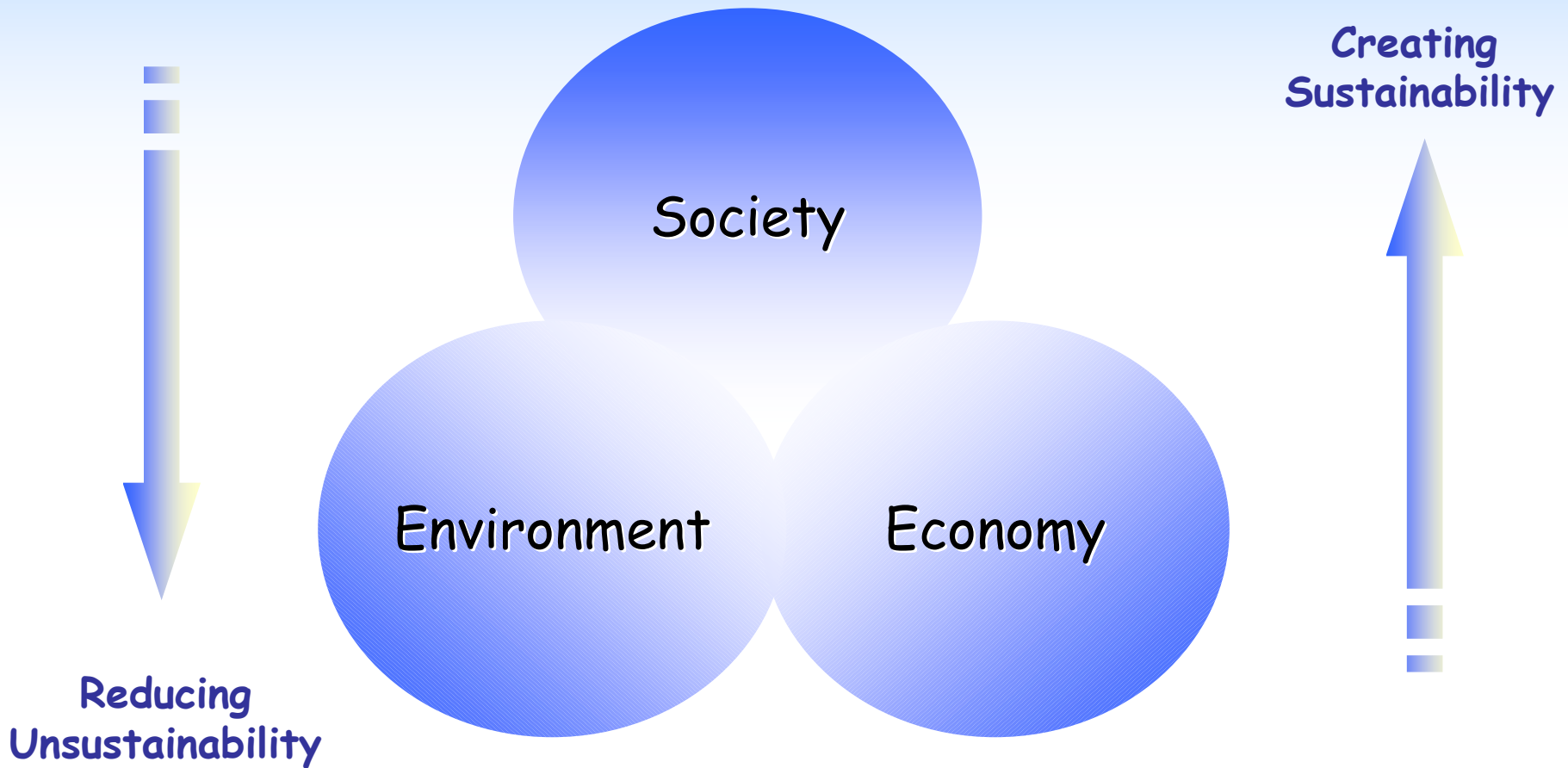


We are a founding member of the European SOL-Sustainability forum and leaders of the Israeli Sustainability forum

We have vast experience in FP5 (4 projects) and FP6 (2 projects) programs



# The Sustainability Challenge



# Sustainability – A Paradigm Shift

	Unsustainable Paradigm		Sustainable Paradigm
Cognitive	Simplicity	→	Complexity
Worldview	Atomistic	→	Holistic
Norms	Efficiency	→	Equity / Justice
Psychological	Denial	→	Avowal

Source: J. R. Ehrenfeld

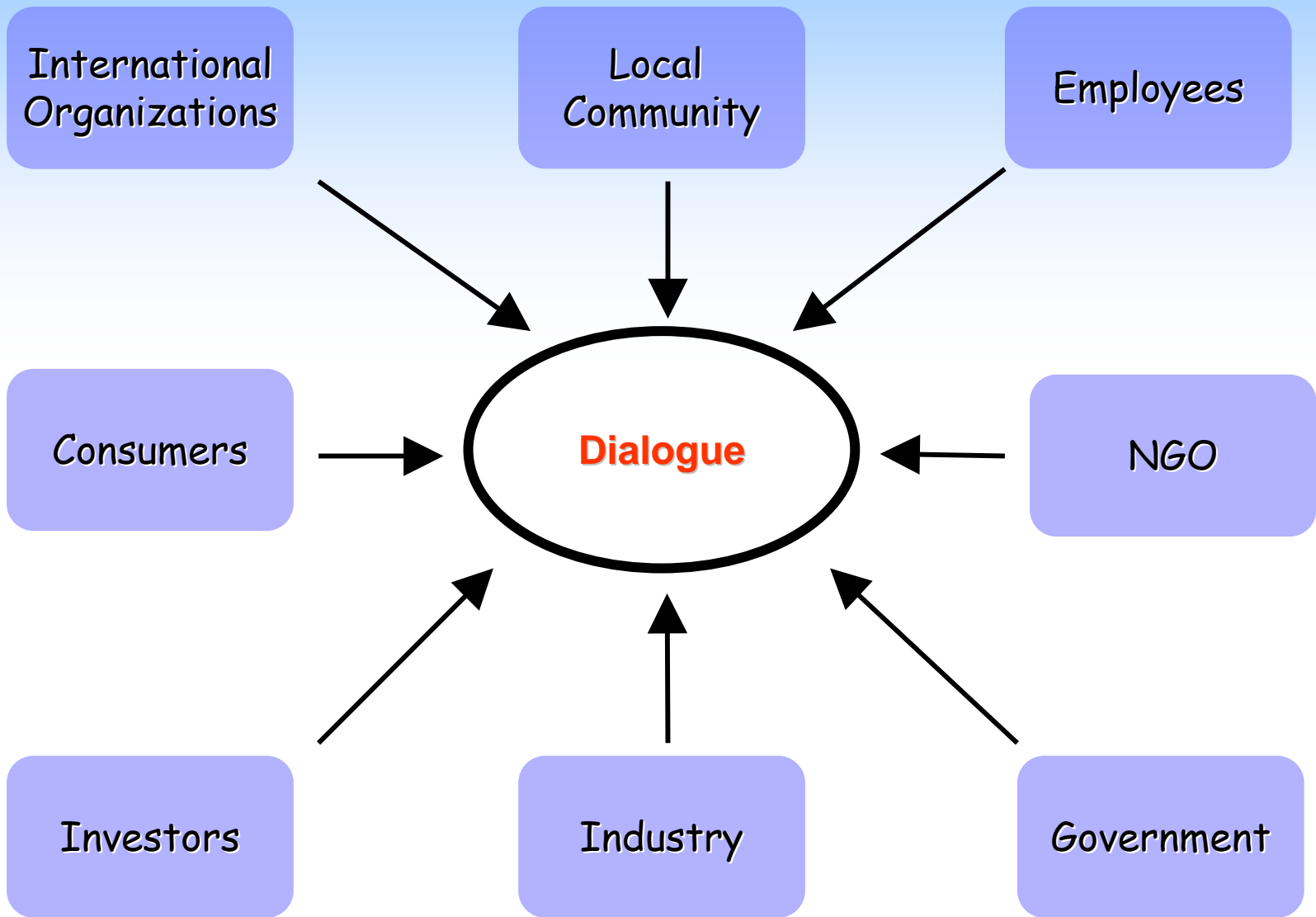


Edna Pasher PhD & Associates  
Management Consultants

# Core Questions

- How can we build the necessary commitment for sustainable energy in organizations and in the society at large?
- How can we learn how to deliver excellent business results in harmony with achieving our social and environmental aims?
- What social, organizational and psychological tools can help us promote sustainable energy technologies?





# Co-Learning for Sustainability

We believe that any breakthrough in renewable energy require a collaborative dialogue between all stakeholders - a process of co-learning

**We propose** to establish a learning community that will develop tools, methods and techniques for creating a paradigm shift that will lead to behavioral changes in the field of renewable energy

**We offer** our expertise in this area to any consortium looking for additional support towards these goals



# Questions?

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