



# EXPLORING BUSINESS MODEL INNOVATION

Yogi Hendlin

ERASMUS UNIVERSITY ROTTERDAM

PARTNERS



Ministerie van Economische Zaken



Ministerie van Infrastructuur  
en Waterstaat



# Yogi Hale Hendlin

Assistant Professor, Dynamics of Inclusive Prosperity Initiative, Erasmus University Rotterdam



- How norms impact institutions, in the context of planetary health
- Commercial impacts on environment and health
- Anticipatory multisolving for adaptation and mitigation
- Local Sustainable Economies





# Purpose

Explore political, economic and ideological factors that complicate and/or delay business model innovation for sustainable tourism mobilities.



# Agenda

Time	Activity
5 minutes	Welcome & agenda workshop
15 minutes	Brief presentation guest speakers
20 minutes	Discussion round 1
20 minutes	Discussion round 2
10 minutes	Harvest
5 minutes	Closing



# Guiding questions

Table 1	Table 2
<p><b>Question 1</b></p> <p><i>How to cherish creativity, experimentation and entrepreneurship in your organisation in situations when more is considered better and efficiency is seen as key?</i></p>	<p><b>Question 2</b></p> <p><i>How to move your organisation beyond tendencies to focus only on novel technologies, when it is highly uncertain they come in time and accomplish the required impacts?</i></p>
<p><b>Question 3 (overarching question for both tables)</b></p> <p><i>How to recognize and address the politics of delaying transitions and change in your sector?</i></p>	



**Saskia Griep**  
Founder/CEO Better Places,  
Co-founder Avontuur Dichtbij



**Camille Mutrelle**  
Aviation Policy Officer  
Transport & Environment

# EUROPEAN SUSTAINABLE TOURISM MOBILITY FORUM

26 MAY 2025

## INTERACTIVE SESSION 3



**Jimena Diamint**  
Co-founder  
Call Aviation To Action



**Simona Wiegman**  
Campaign organiser  
#StopFlyingBlue  
Extinction Rebellion

CREATING MEANINGFUL EXPERIENCES