

26 MAY 2025

FORUM

EXPLORING BUSINESS MODEL INNOVATION

Yogi Hendlin

ERASMUS UNIVERSITY ROTTERDAM

PARTNERS













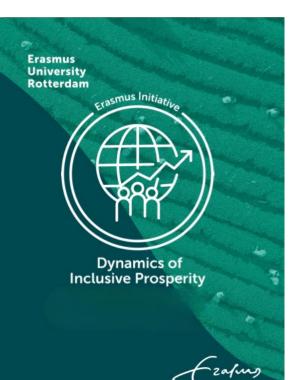
EUROPEAN SUSTAINABLE TOURISM MOBILITY FORUM

26 MAY 2025

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





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Purpose

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



Agenda

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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

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Table 1

Question 1

How to cherish creativity,
experimentation and entrepreneurship
in your organisation in situations when
more is considered better and
efficiency is seen as key?

Question 2

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?

Question 3 (overarching question for both tables)

Table 2

How to recognize and address the politics of delaying transitions and change in your sector?



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INTERACTIVE SESSION 3



Saskia GriepFounder/CEO Better Places,
Co-founder Avontuur Dichtbij



Camille Mutrelle
Aviation Policy Officer
Transport & Environment

CREATING MEANINGFUL EXPERIENCES



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Jimena Diamint
Co-founder
Call Aviation To Action

INTERACTIVE SESSION 3





Simona Wiegman
Campaign organiser
#StopFlyingBlue
Extinction Rebellion

CREATING MEANINGFUL EXPERIENCES

