

## Endorsements

*Maja Göpel has brilliantly synthesised a vast library on societal transformation and come up with a new, robust reframing and a great contribution to what she calls “transformative literacy”. Her call for a “radical incremental transformation” in every element of our economy neatly captures both the urgency and the realism with which we must tackle the seemingly impossible, yet essential and inevitable challenges of our times. The Great Mindshift helps make a great societal shift possible.*

**Alan Atkisson**, Pres & CEO, AtKisson Group (Sweden & USA) Pres, Center for Sustainability Transformation GmbH (Germany)

*The demand for more innovation is everywhere. And most people think of new technologies. But we have all the technologies for sustainable futures. What we urgently need are mental, socio-cultural, and governance innovations that overturn the barriers to their rapid deployment. This book shows why updating mainstream economic thinking is a high leverage point in making these innovations happen, and how everyone can contribute to them.*

**Hunter Lovins**, President Natural Capitalism Solutions

*Mankind’s search for a new narrative outside the ‘planet stupid’ discourse of GDP growth is in full swing. Maja Göpel’s book is a field guide to our unfolding future. A must-read for leaders who seek to make sense of what’s going on and ensure their organisations stay relevant.*

**Mark Drewell**, former CEO, Globally Responsible Leadership Initiative, Senior Partner The Foresight Group

## About the Author



Maja Göpel heads the Berlin Office of the Wuppertal Institute. She is a political economist, system transformation scholar, future justice campaigner, university lecturer and project leader dedicated to the quest of finding out how we can collectively bring about the sustainable societies that we individually wish for. 20 years of solid transdisciplinary work-experience in sustainable development from the local grassroots engagement to the global UN campaign have turned her into a possibilist: She enjoys shaking up established ways of thinking and doing to inspire new views on possible futures. In order to bring these ideas to life, she loves to discover and build unusual alliances.

Maja Göpel is a member of the Club of Rome and the Balaton Group, lectures at two universities and serves on scientific advisory boards of several organisations. She is mother of two girls.

## Book Details

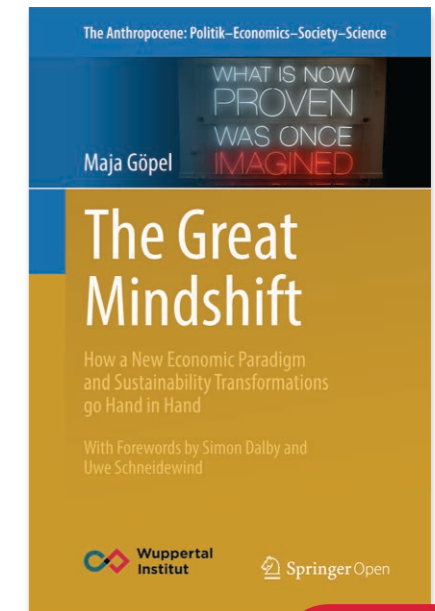
Maja Göpel:  
The Great Mindshift  
How a New Economic Paradigm and Sustainability Transformations Go Hand in Hand  
Springer International Publishing, Berlin, 2016  
(The Anthropocene: Politik - Economics - Society - Science; Band 2)  
184 Seiten, 53,49 Euro (D)  
ISBN: 978-3-319-43765-1  
Open Access:  
<http://link.springer.com/book/10.1007/978-3-319-43766-8>

## Contact Details

Dr. Maja Göpel  
Wuppertal Institut für Klima, Umwelt, Energie GmbH  
Berlin Office · Stiftung Mercator ProjektZentrum Berlin  
Neue Promenade 6  
10178 Berlin  
Germany

Tel.: +49 30 2887458-10  
Fax: +49 30 2887458-40  
[maja.goepel@wupperinst.org](mailto:maja.goepel@wupperinst.org)

“a manifesto  
for the  
disheartened”



by Maja Göpel

Open Access:  
[http://link.springer.com/  
book/10.1007/978-3-319-  
43766-8](http://link.springer.com/book/10.1007/978-3-319-43766-8)

# The Great Mindshift

## How a New Economic Paradigm and Sustainability Transformations go Hand in Hand

This book

- provides an easily accessible introduction to sustainability transformation research
- discusses key aspects of an emerging new economic paradigm for sustainability
- elucidates four case studies of pioneering movements for sustainability system innovations
- translates large-system change analysis into individual change strategies

Sustainable development is the 21<sup>st</sup> Century's wicked problem. 40 years into this agenda have reversed only few unsustainable trends. We hear the call for a paradigm shift, transformation, radical change or system innovations in order to finally change course. But what does this actually mean? And how do we put it into practice?

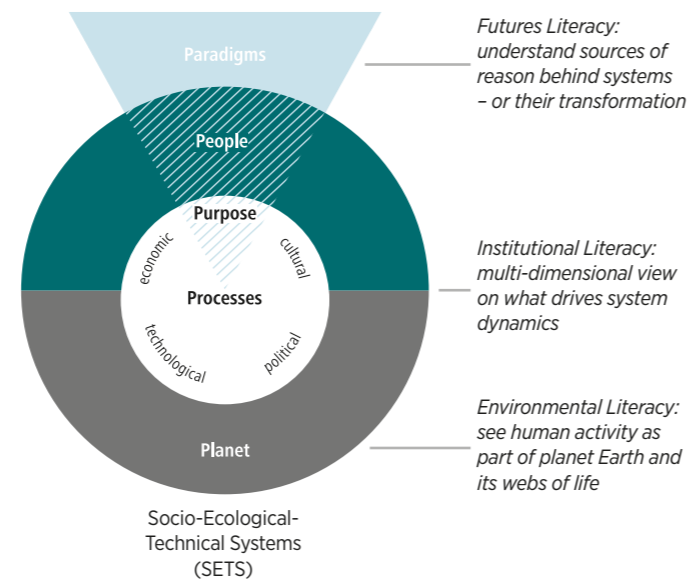
This book describes the path ahead by addressing two central questions:

1. If the changes envisioned by the 2030 Sustainable Development Agenda and other change initiatives are supposed to be transformational in quality, how do we work toward this quality?
2. If the transformations envisioned are supposed to support sustainable development, what are the key leverage points to unlock unsustainable path dependencies?

In the answers, this book combines system transformation research with political economy and change leadership insights when discussing the need for a great mindshift. This mindshift includes a new understanding of human wellbeing, economic prosperity and healthy ecosystems if the Great Transformations ahead are to lead to more sustainability.

By mapping pioneering practices across sectors and countries, it highlights paradigm commonalities between Common Good Economy businesses, Transition Towns, beyond-GDP initiatives like Gross National Happiness and the Commoning movement. It finishes with an analytical framework that introduces transformative literacy as a key skill in leading the radical incremental change strategies that wicked problems require.

### The „5-P-Model“ of Transformative Literacy



## Endorsements

*We want sustainable development. That requires profound changes in the way we explain and manage our societies. Maja Göpel shows how to do that. She offers the analytical framework for transformative change. Brilliant!*

**Ernst Ulrich von Weizsäcker**, Co-President Club of Rome, founding President of the Wuppertal Institute

*Maja Göpel reminds us that vision must be combined with venture (Vaclav Havel) and that the key challenges we now face are human constructs, not natural laws. She shows that our guiding ideas of progress, freedom, prosperity, and growth can be re-interpreted to open the doors to a Second Enlightenment.*

**Jakob von Uexküll**, Founder, Right Livelihood Award and World Future Council

*For those seeking to understand and engage with our turbulent global moment, The Great Mindshift serves as a primer for the perplexed and a manifesto for the disheartened. It skillfully explains how tenacious 20<sup>th</sup> century ideas – especially outmoded economic principles and a constricted view of the meaning of well-lived life – are hobbling the evolution of the mindsets we need for navigating the dangerous 21<sup>st</sup> century. Gramsci's observation that "the old is dying and the new cannot be born" has never been truer, and in Göpel we have a wise midwife to assist us in giving birth to a healthy planetary civilisation.*

**Paul Raskin, President**, Tellus Institute and Lead Author of The Great Transition

*I love the book! Conventional economics is based on assumptions about human nature and mindsets that are only held by economists trained to think that way. The rest of humanity is much more cooperative and concerned with social fairness, wellbeing, and sustainability. Maja Göpel's book is an excellent guide to where economics has gone wrong and how to replace its shortsighted mindset with one that is more able to help us create a sustainable and desirable anthropocene.*



**Prof. Robert Costanza**, Chair in Public Policy, Crawford School of Public Policy, The Australian National University

*Reimagining the economy and its purpose in our lives, is one of the key challenges of this century. Maja Göpel draws on an array of emerging ideas to show that it is not just a challenge but an opportunity, and one that has already taken root in inspiring initiatives around the world.*

**Kate Raworth**, Initiator of Doughnut Economics, Senior visiting Research Associate, Environmental Change Institute, University of Oxford

*Leading complex system change towards a sustainable world requires that we acquire new skills as the collective capacity of leaders. In sustainability issues, system patterns and structures often hold individuals back to enact the necessary mind shift. Yet, seeing systemic barriers leads to opening up one's convictions and beliefs. This is what Maja Göpel brilliantly shows in her book: the concept of transformative literacy builds an important bridge between structural approaches to change and those emphasising personal development.*

**Petra Kuenkel**, Co-Founder, Executive Director Collective Leadership Institute, Author of The Art of Leading Complexity