



Vernieuwing vanuit Essentie

**Learning Event:  
Profound Innovation and Transformative Change in CSR.**

Open-access facilitated conversation among leaders in CSR/sustainability and business, to learn and share about the practical implications of fostering breakthrough CSR through innovative change processes.

Dialogue will be based on the following paper by Jeroen van Lawick and Dr Wayne Visser: [Theory U and CSR 2.0: Alignment of Two Conceptual Approaches to Create Profound Innovation and Transformative Change in Corporate Sustainability and Responsibility.](#)

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Thursday January 17th 2013; 13:30 - 16:00 hours.

Venue: Kindly hosted by Shell Headquarters, The Hague.

Participation Fee € 25,- (incl. VAT) paid in advance.

Registration before January 10th 2013 at [jeroen@zijnwerkt.nl](mailto:jeroen@zijnwerkt.nl)