



Join TrEE's **Branching Out Conference**



October 15 - 17, 2024



Stockholm, Sweden



Register now at
ssehoi.com/tree

*Last day to sign up:
Oct 1, 2024*

TrEE (Transforming Enterprise Education) invites you to three interactive days on pedagogies for ecojustice, social justice and hope. Join us to engage with scholars and practitioners on new ideas for transforming enterprise education.



**Transforming
Enterprise
Education**

Co-funded by the
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Tuesday, October 15

Focus on Pedagogy, Art and Green Business



Stockholm School of Economics (SSE)

We meet at 9.00 at the main entrance of SSE, **Sveavägen 65**.

09.00 - 10.00 **Art Initiative talk**

Lars Strannegård, President of the Stockholm School of Economics

To kick off the day, we will hear more about how art can be introduced and used in the academic setting. Art can open up new perspectives in education. Art has the capacity to provoke and inspire through artistic expression, communicating with our senses. It can enhance our potential for critical thinking and create a deeper understanding of ourselves and our societal context. The Art Initiative at SSE embeds art in the academic environment, enriching the lives of students, faculty and staff. The Art Initiative works primarily with the permanent collection and screenings of video-based art as well as art talks and exhibitions by contemporary artists. The Art Initiative works in close cooperation with the student association's Art Division and is funded by The Hamrin Foundation.

10.00 - 11.00 **SSE art tour**

Tinni Ernsjö Rappe, Director of the SSE Art Initiative

Giada Baldessarelli, Assistant Professor at the SSE House of Innovation

A guided art tour of the SSE premises and its permanent collection.

11.00 - 12.00 **Art, entrepreneurship and family business**

Camille Korschun and Jennie Fahlström, PhD students at the Center for Family Enterprise at the SSE House of Innovation

Art collecting and its relevance in business families.

12.00 - 13.00 **Lunch** (provided for all participants)

13.00 - 14.00 **CEMS work**

Mattia Bianchi, Professor at the SSE House of Innovation

Rethinking forest futures: Crafting scenarios for a sustainable planet

14.00 - 14.30 **Coffee and pastries**

14.30 - 16.00 **Green in the small business world**

Examples from the SSE Business Lab (TBC).

16.00 - 17.00 **Wrapping up the day**

What did we learn? What can be further explored in our home settings?

17.00 **Mingle with drinks and TrEE exhibition**



Thursday, October 17

Focus on Pedagogies of Hope



Stockholm University (SU)

We meet at 9.00 at "PärLAN",
Albanovägen 18, House 1, Floor 6, close
to Stockholm Business School, SU.

Throughout the day, we will focus on how to create hope in our pedagogical approaches and activities. We propose that the purpose of hope in transforming enterprise education is not to dismiss the challenges of transformation or to shy away from difficult topics like social and ecological crises. Instead, hope empowers us to confront these issues, to boldly bring them into the classroom, and to take meaningful action. We will explore various dimensions of integrating hope into pedagogy and discuss how TrEE, as a radical pedagogy of hope, can be expanded to other contexts.

9.00 - 9.30 **TrEE exhibition and morning coffee**

9.30 - 12.00 **Exploring pedagogies of hope**

In this session, we will take part of three examples of pedagogies of hope. We will learn how music can be integrated in our pedagogies to practice collective dimensions (with Michal Zawadzki from Uppsala University), how pedagogy can work as a beacon of light in the darkest of times (with Erik Melin, Hanna Astner and Josefina Jonsson from the Swedish University of Agricultural Sciences) and the matter of place and the design of learning environments for student active learning (with Magnus Hansson from Örebro University). The presentations will be followed by questions, and discussions with the audience.

12.00 - 13.00 **Lunch** (provided for all participants)

13.00 - 14.00 **Spreading TrEE to other educational contexts**

In this presentation, PhD student Annalena Glader will present her ethnographic study of a particular program in upper secondary school and its focus on entrepreneurship, highlighting both pitfalls and hopeful insights for how TrEE could push a transformation.

14.00 - 15.00 **Panel discussion and questions**

The presentation will be followed by reflections and questions from the experts on Swedish schools and entrepreneurship education in both the Swedish and Scandinavian context.

15.00 - 16.00 **Coffee and pastries**

Wrap up on how TrEE could be integrated in other educational contexts – how can we move on?