

Global Change Management

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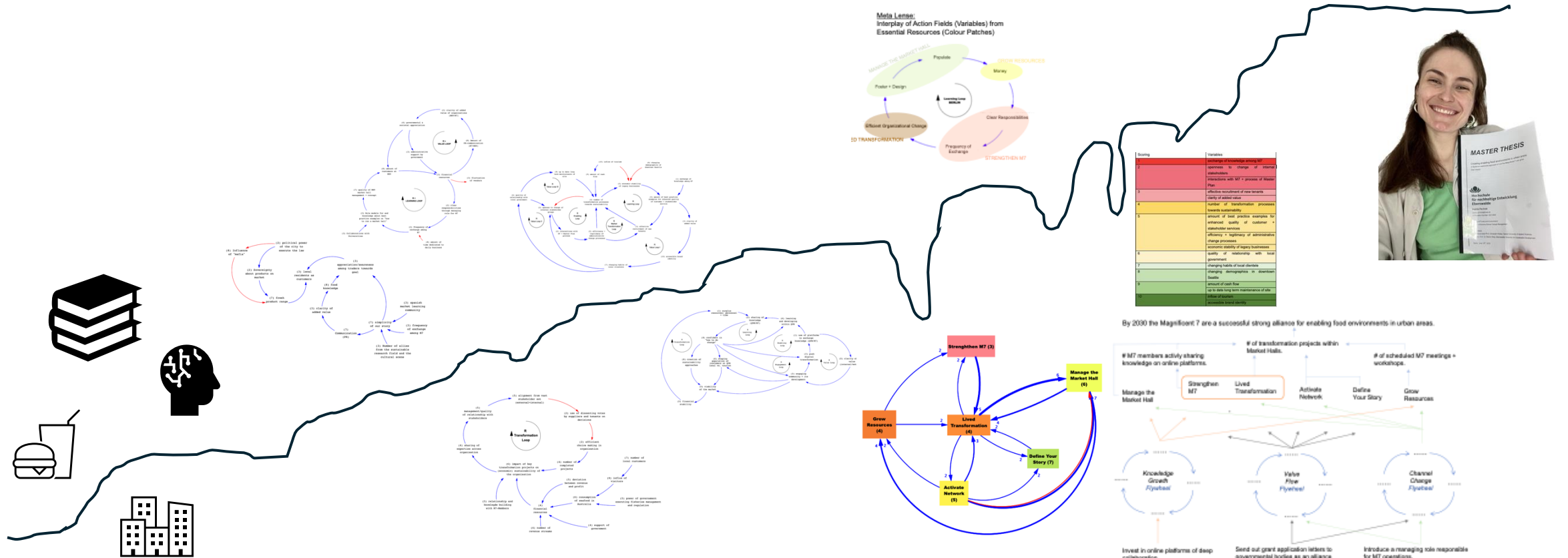
Warngau, 21.08.2023

Sophia Pschiuk

Creating enabling food environments in urban areas.
A Systems Leadership approach to how the Magnificent 7
can grow their impact.

University for Sustainable Development Eberswalde

The Learning Curve



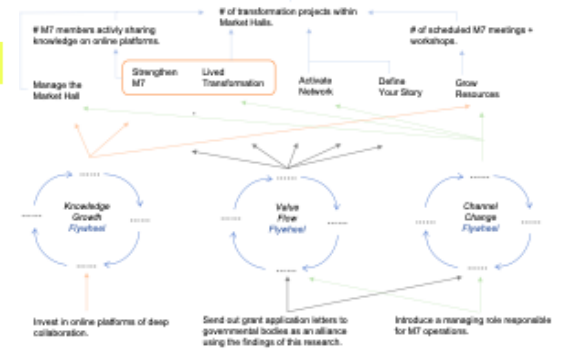
Meta-Lense:
Interplay of Action Fields (Variables) from
Essential Resources (Colour Patches)



Setting	Variables
1	change of knowledge among M7
2	changes in change of market stakeholders
3	importance with M7 process of Market Plan
4	effective involvement of new tenants
5	quality of added value
6	number of transformation processes beyond sustainability
7	amount of best practice examples for potential quality of customer + stakeholder services
8	efficiency + legitimacy of administrative change processes
9	economic stability of legacy businesses
10	quality of relationships with local government
11	changing needs of local citizens
12	changing demographics in downtown location
13	amount of cash flow
14	up to date long term maintenance of site
15	economic local identity



By 2030 the Magisfloat 7 are a successful strong alliance for enabling food environments in urban areas.



November 2022

December 2022 → February 2023

March → May 2023

June 2023

The Global Food Market Hall Alliance Magnificent 7



(Gill McShane, 2018)

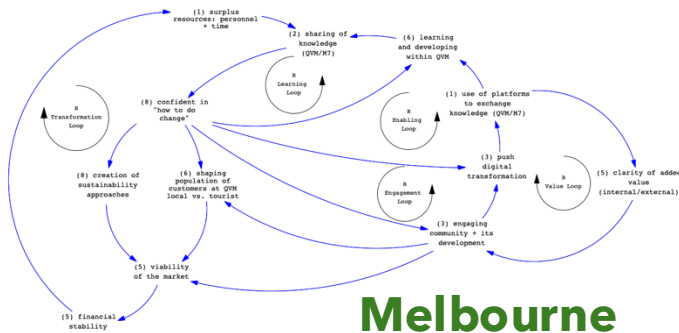
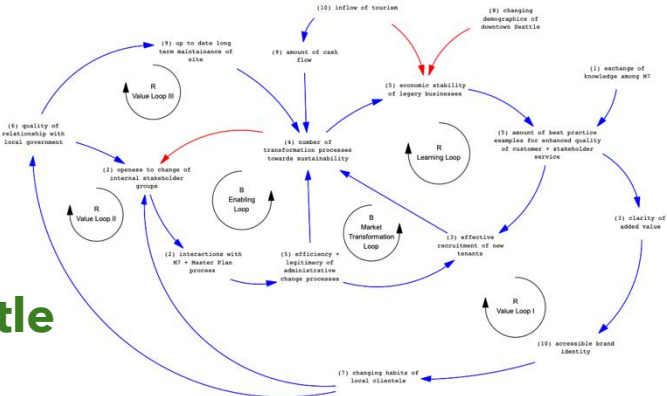
SHARED PURPOSE: Global Goal

By 2030 the Magnificent 7 are a successful, strong alliance for enabling food environments in urban areas.

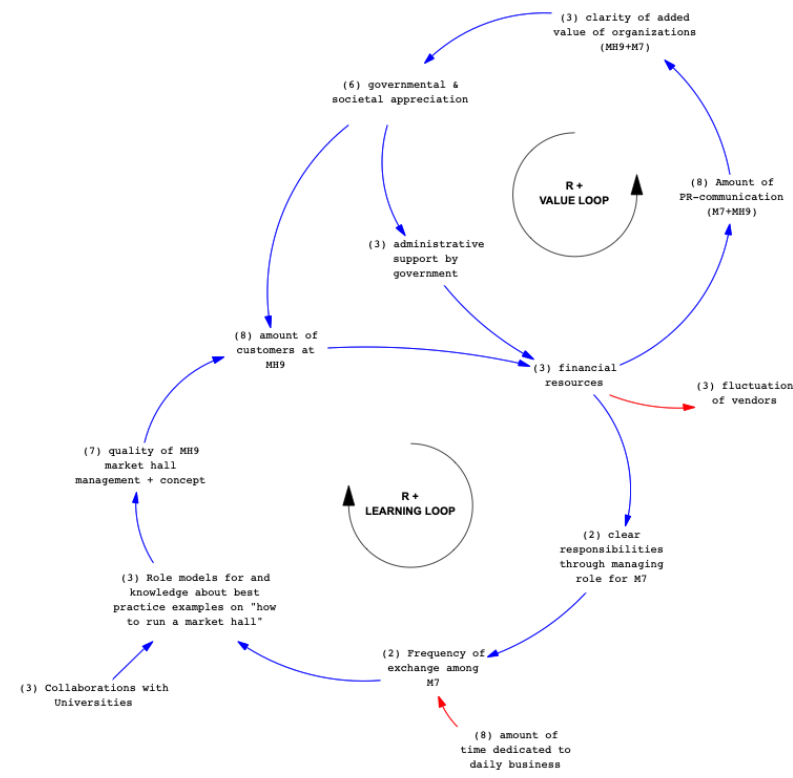
Essential Resources and Barriers

What does it take for the M7 to become a successful, strong alliance for enabling food environments in urban areas by 2030?

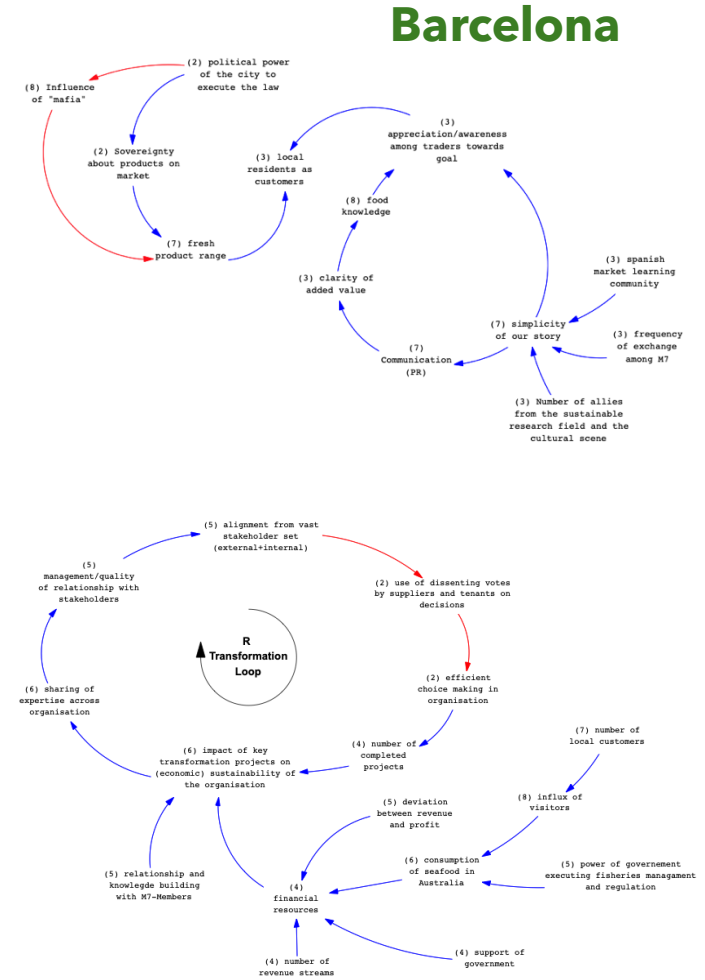
Seattle



Melbourne



Berlin



Sydney

Barcelona

(Dreier et. al, 2019; Haraldsson, 2004)

Enabling Resources Defining M7 Impact Narrative

**Activate
Network**

5

**Strengthening
M7**

3

**Managing
the
Markethall**

6

**Growing
Resources**

4

**Lived
Transformation**

4

**Defining
Your Story**

7

Strengthening M7

Action Fields	BER	BRC	MEL	SYD	SEA
(3) frequency of exchange	(2) Frequency of exchange among M7	(3) frequency of exchange among M7		(5) relationship (and knowledge) building with M7-Members	(2) interactions with M7 (+ process of Master Plan)
(3) sharing knowledge			(2) sharing of knowledge (QVM/M7)	(5) (relationship and) knowledge building with M7-Members	(1) exchange of knowledge among M7
(2) clear responsibilities	(2) clear responsibilities through managing role for M7				

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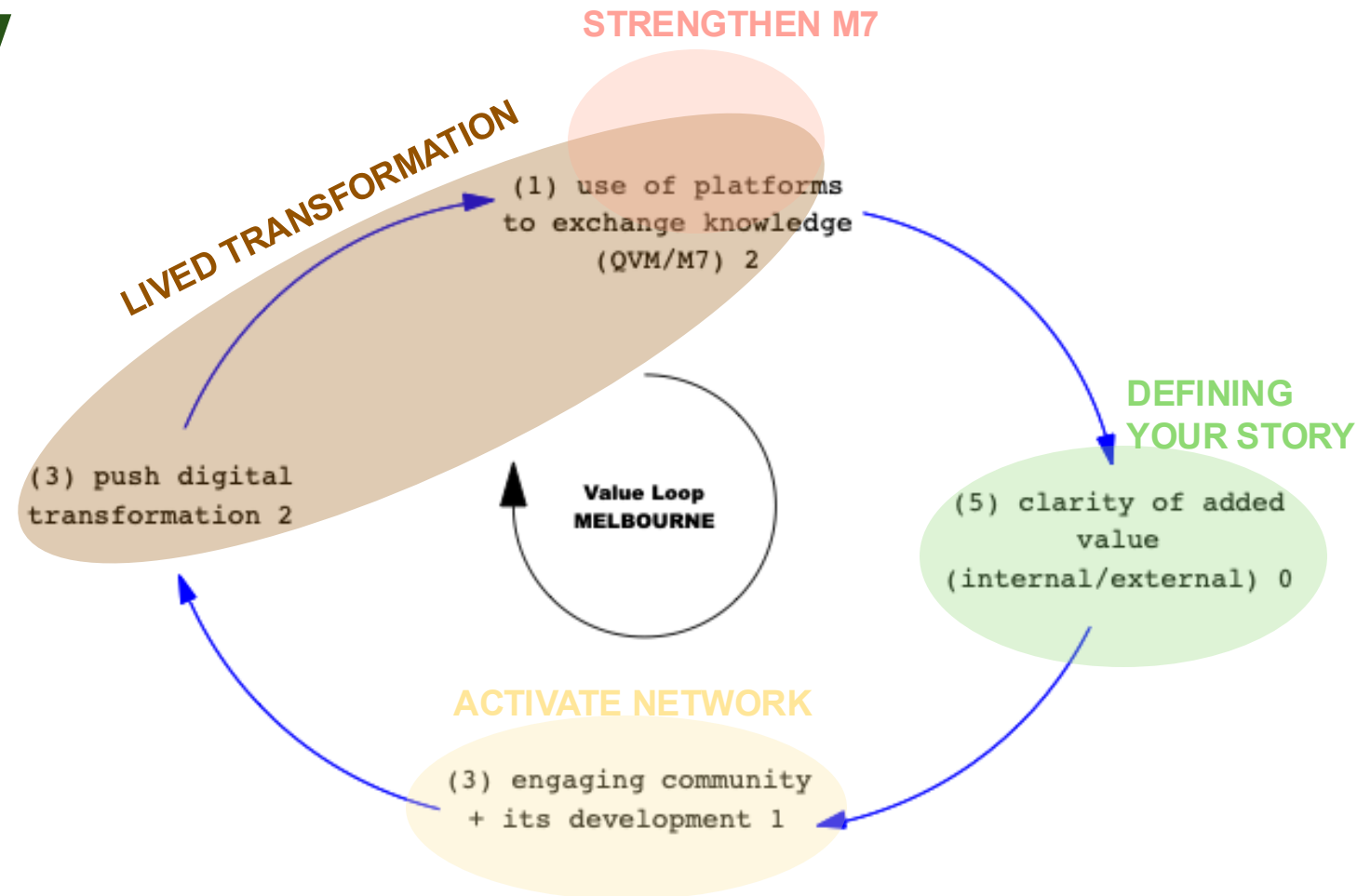
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**Defining
Your Story**

7

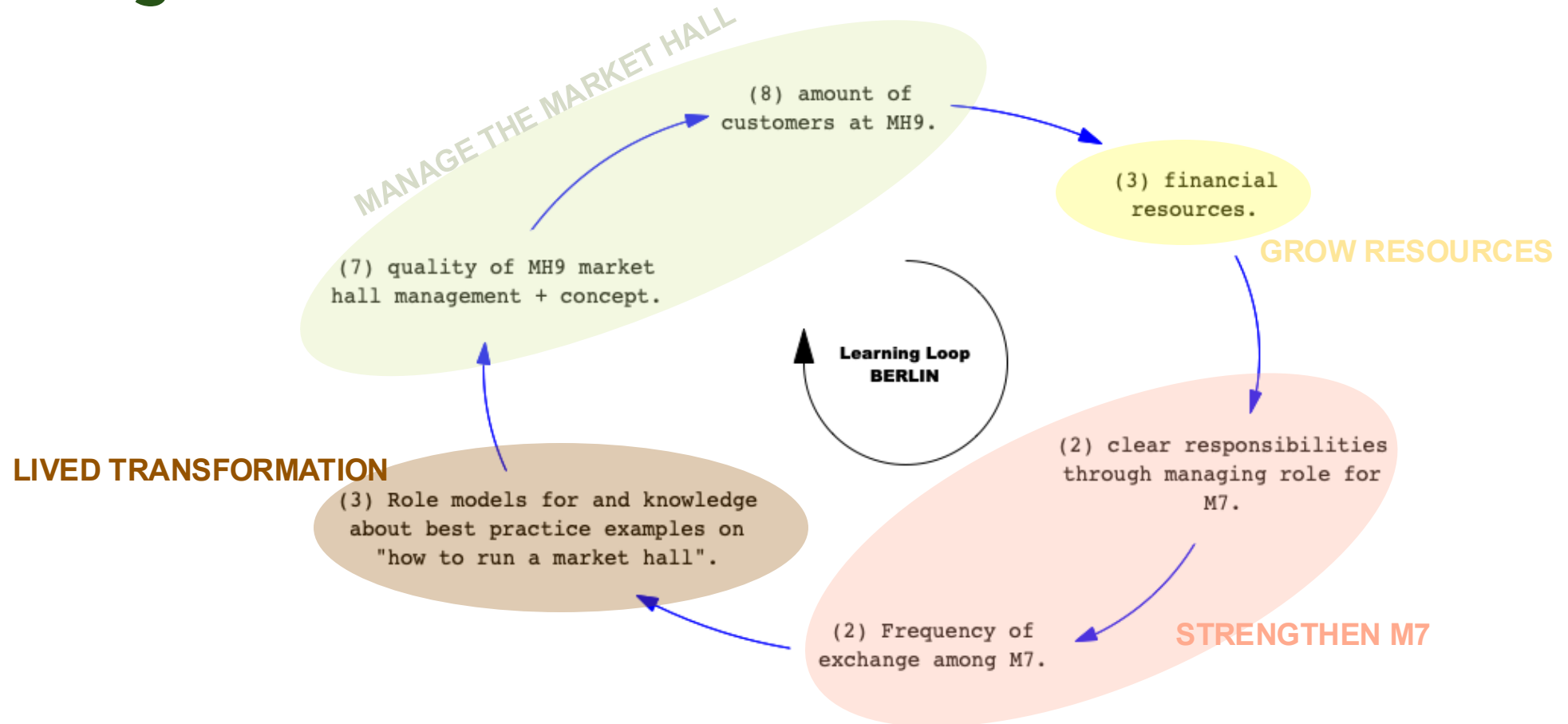
Enabling Flywheels to Replicate Competencies on Organizational Level

Value Flow



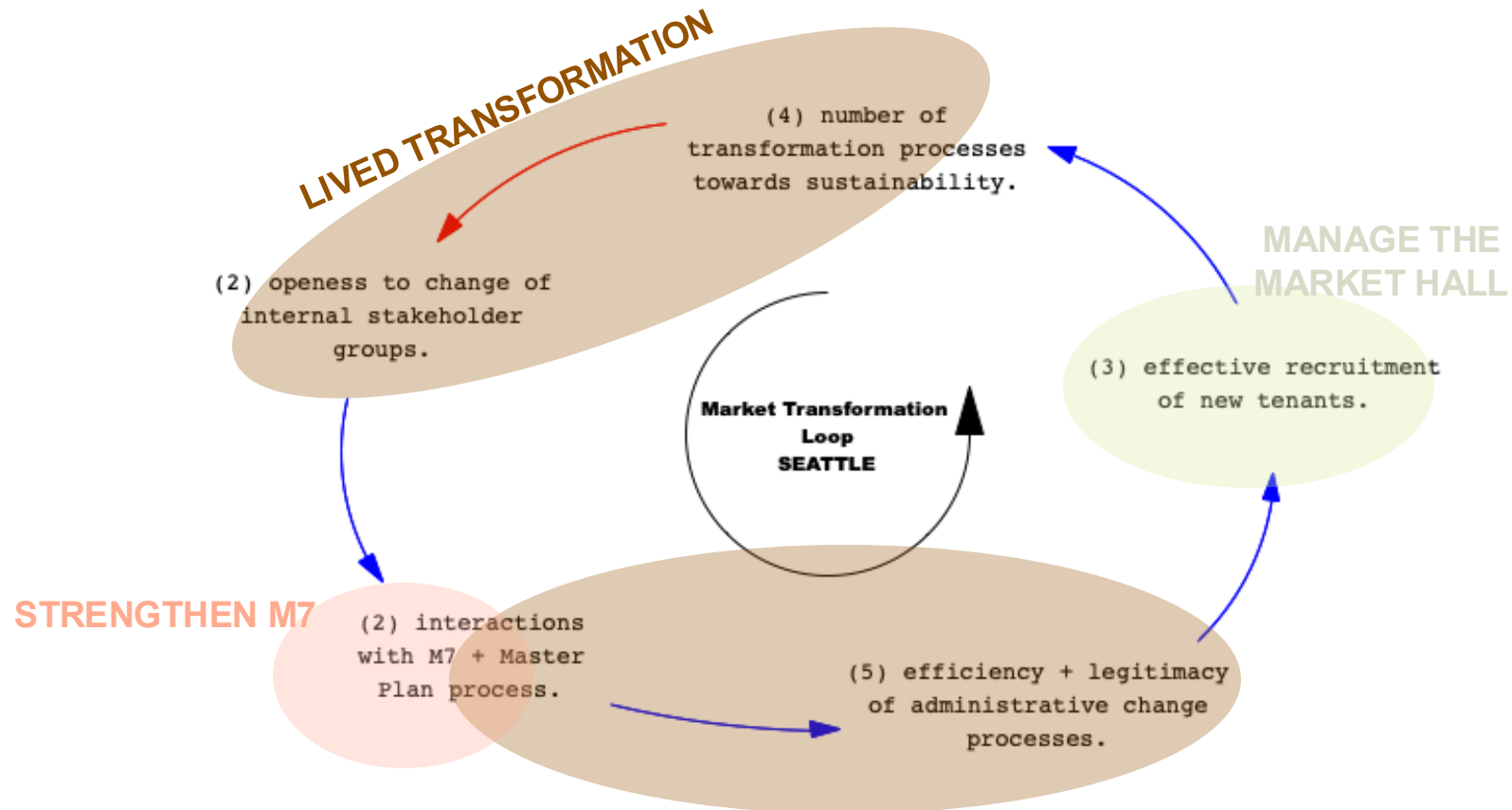
Enabling Flywheels to Replicate Competencies on Organizational Level

Knowledge Growth



Enabling Flywheels to Replicate Competencies on Organizational Level

Channel Change



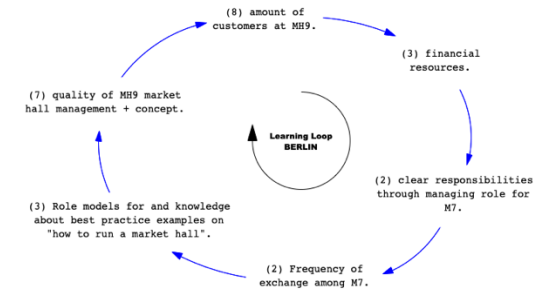
Merging Dynamics and Resources

Enabling Resources



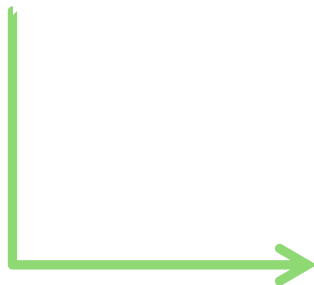
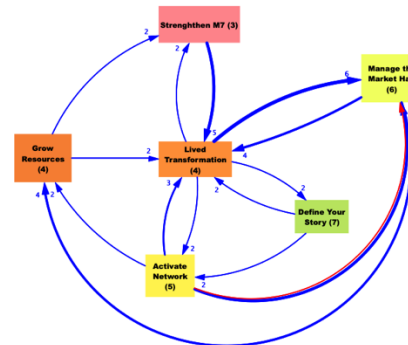
Enabling Flywheels

Organisation

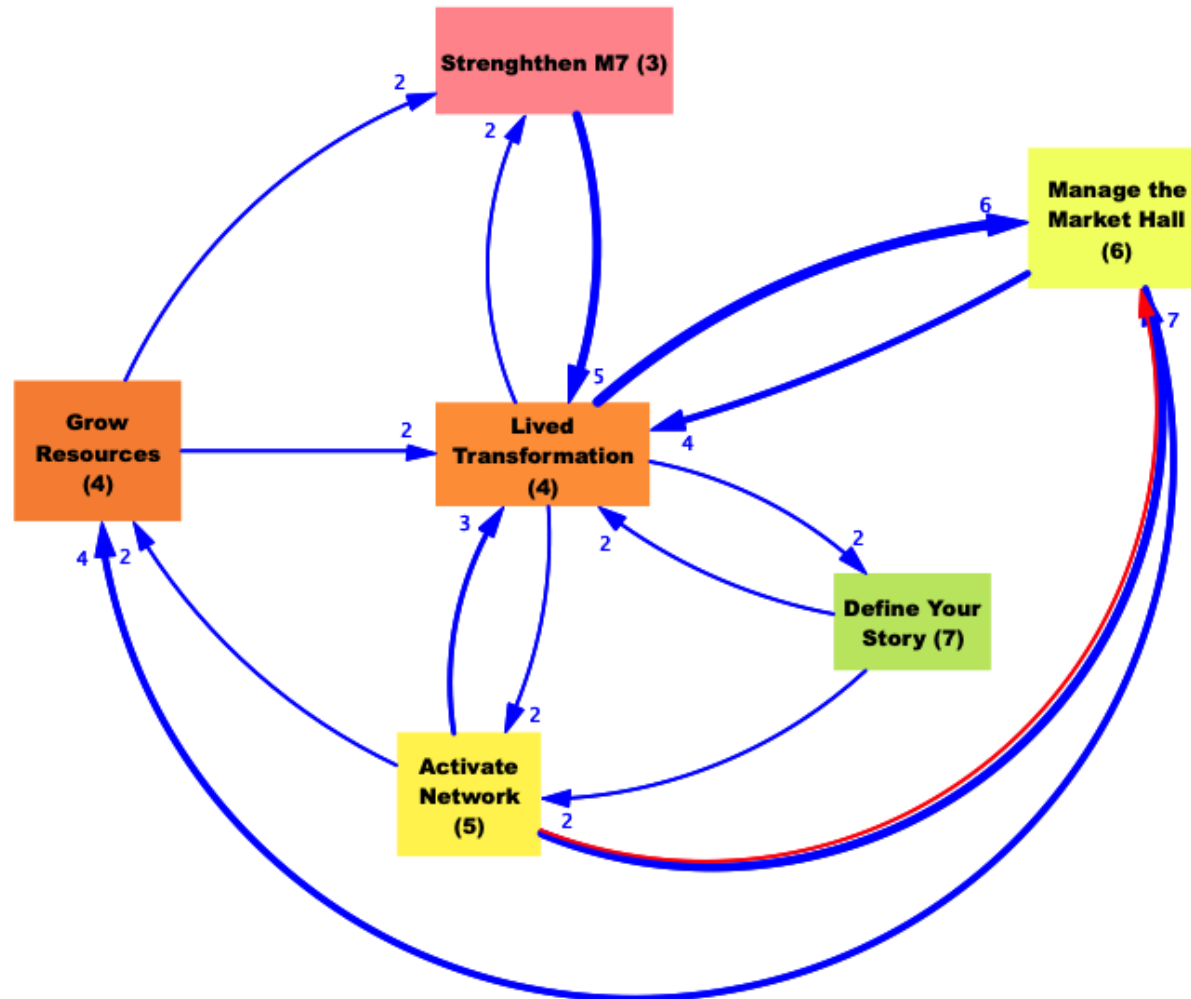


Enabling Dynamics

Organisation + M7



The Least Active Enabling Resources Entail the Most Leverage



What now?

**What do we know and how can
M7 use it to move forward?**

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Shared Purpose:
Global Goal

By 2030 the Magnificent 7 are a successful strong alliance for enabling food environments in urban areas.

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Impact Landscape:

Enabling Resources

Manage the
Market Hall

Strengthen
M7

Lived
Transformation

Activate
Network

Define
Your Story

Grow
Resources

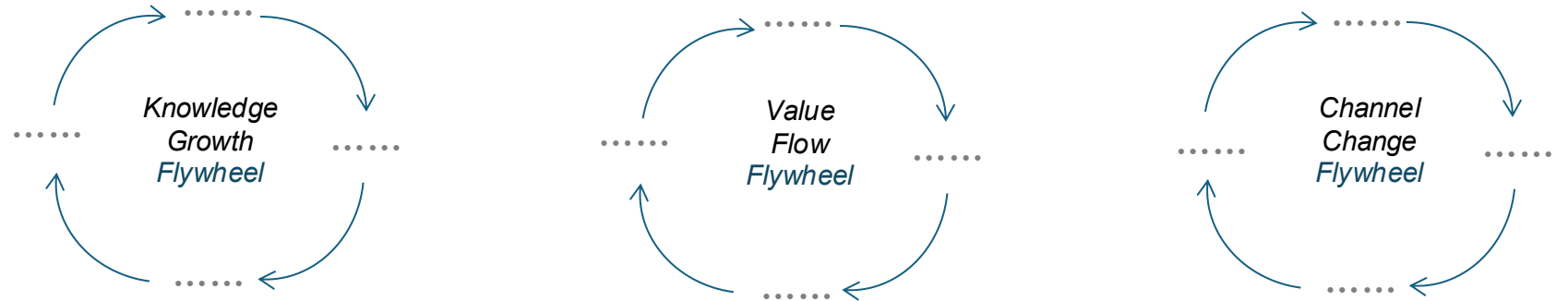
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Flywheels:
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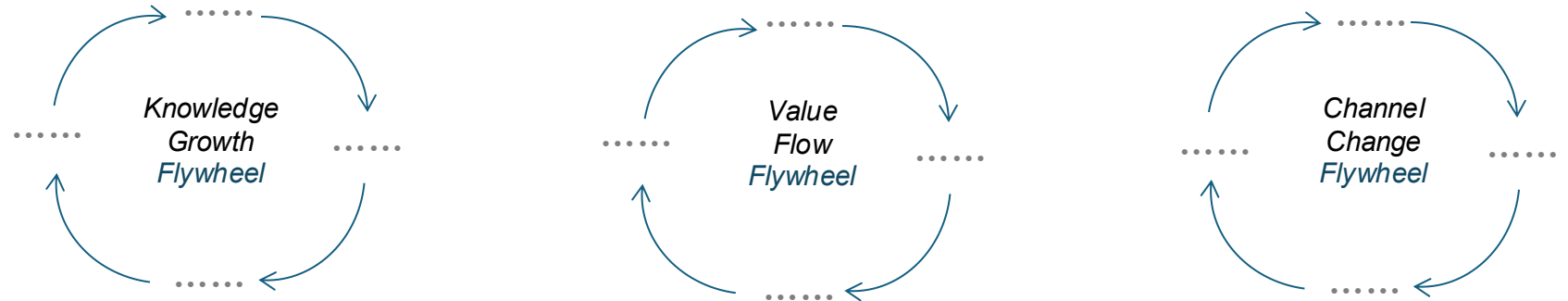
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Impact Landscape:
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Flywheels:
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Leverage Action Measures:
Quick Wins

Invest in online platforms of deep collaboration.

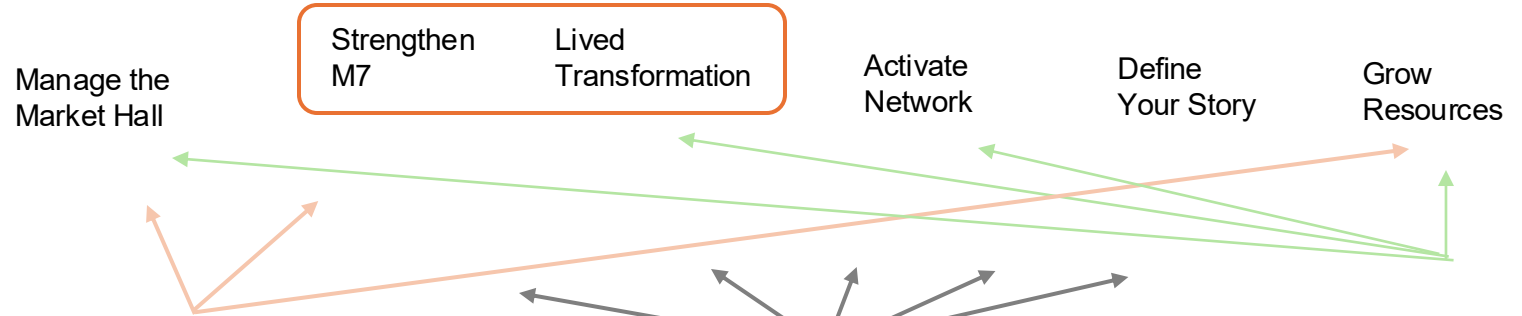
Send out grant application letters to governmental bodies as an alliance using the findings of this research.

Introduce a managing role responsible for M7 operations.

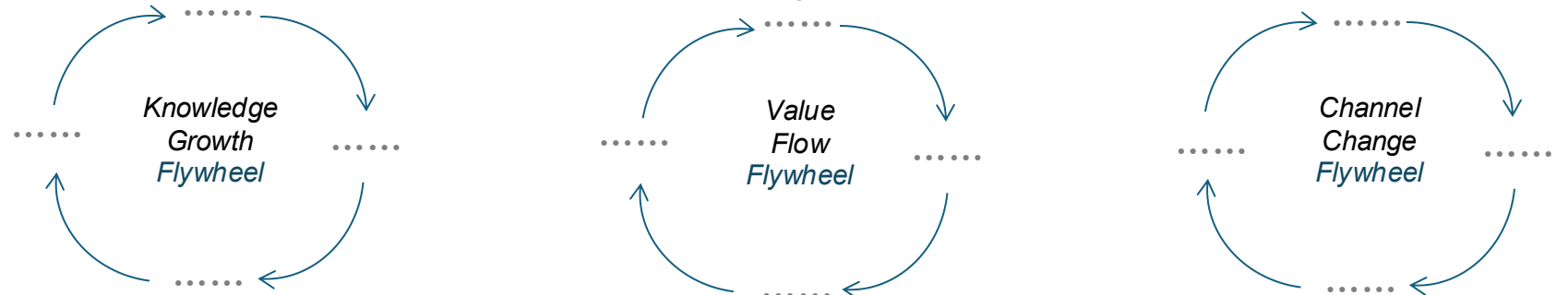
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Collaborative Impact Measures:

Value Drivers

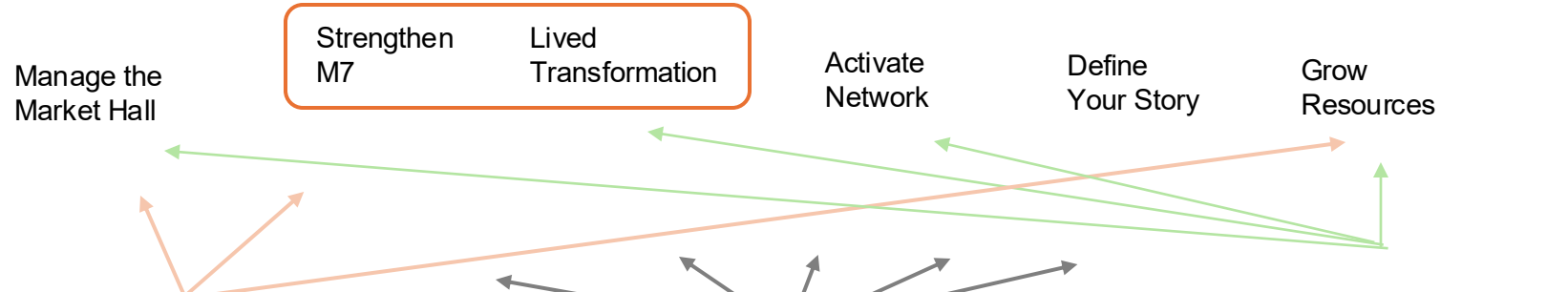
M7 members actively sharing knowledge on online platforms.

of transformation projects within Market Halls.

of scheduled M7 meetings + workshops.

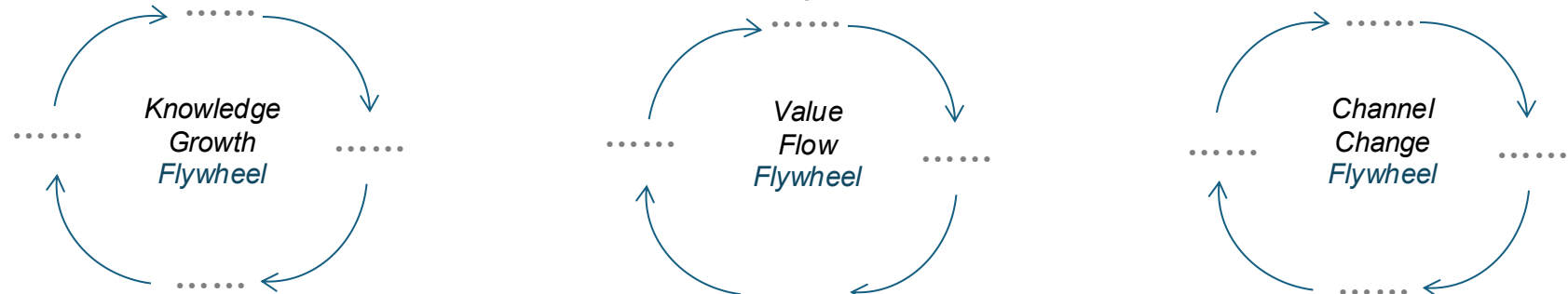
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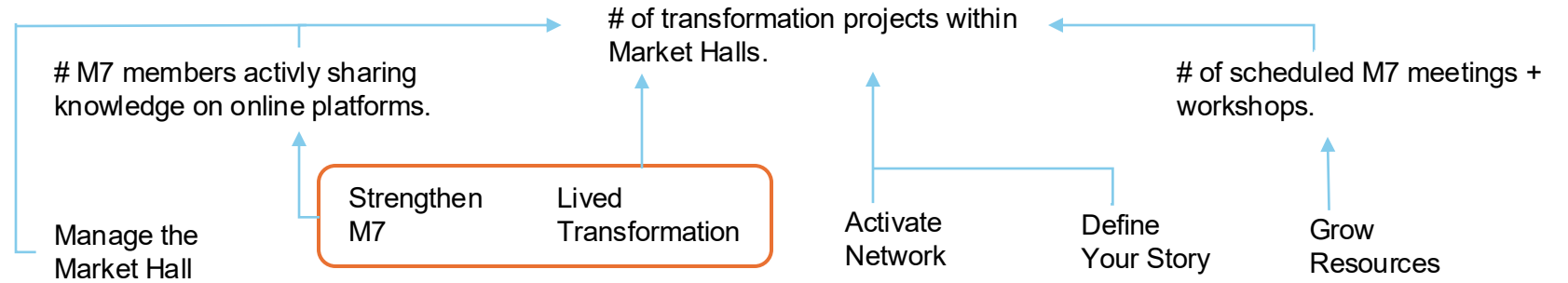
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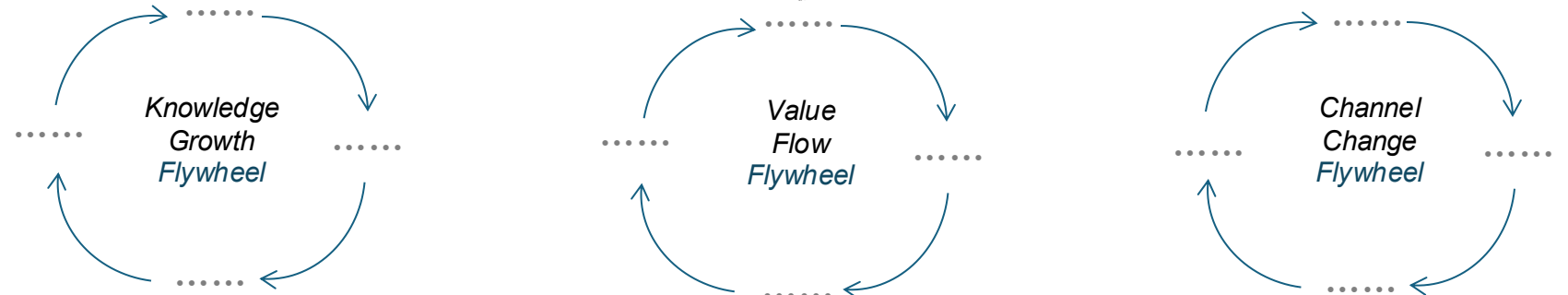
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Flywheels:

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A vibrant outdoor market scene on a city street. In the foreground, several green plastic crates are filled with fresh produce, including blueberries, apples, and pears. People are seen interacting at the market stalls, with some looking at their phones. The background shows a busy street with parked cars, buildings, and various street signs, including a blue 'P' parking sign and a red 'no parking' sign. The overall atmosphere is one of a bustling, community-oriented marketplace.

M7s Take Aways

- **Common Value:** Learning platform
- **Collectively invest** resources to transform individually
- Leverage Actions to **Strengthen M7 & Live Transformation**
- **Build agency** and intention within your local network
- Become a place for **social cohesion**