



What is Spinwaves Lab?

Spinwaves Lab is a leadership program and innovation lab, specifically designed for innovators working in the built environment.

The lab will focus on making the built environment more sustainable in order to achieve concrete breakthroughs. It will be an unprecedented journey in which you will meet new people and be given tools to help you achieve impact. As a pioneer, you are not alone in the Netherlands.

Imagine what could happen if we joined forces. Welcome to Spinwaves Lab.

Information sessions 2022

You may still lack information to decide about whether to participate. We are organizing two online information sessions where you can ask questions. At the following times:

10 February 16.00 - 17.00

10 March 16.00 - 17.00

You can register by sending an email to info@spinwaveslab.nl stating the date you want to participate.

The Future Is Now

The construction and real estate sector has an important position in realizing one of the biggest transitions ever, namely making the built environment of the Netherlands more sustainable. A complex task, given that materials have become unaffordable, CO₂ emissions have reached their limit, and there is a shortage of manpower to get the job done. The battle for space between nature and housing has reached an impasse. These problems are a consequence of how we have been working for decades.

The way out of this system requires a drastic redesign of the solutions, and of the system itself. Innovators have been working for decades to develop sustainable innovations. Innovations that are carried by passionate people in valuable partnerships. They are announcing the future of the built environment, but are not yet achieving sufficient scale to make a real impact. This is because they cannot develop according to the familiar growth models. A new system, a new foundation is needed to move forward. Nature is a valuable

source of wisdom in this quest, with a database with 3.8 billion years of accumulated knowledge. Spinwaves Lab will help you uncover and weave in nature's wisdom into how you think about and design for the built environment.

What is Spinwaves Lab?

- Spinwaves Lab is a leadership program in the form of a social innovation lab.
- In Spinwaves Lab, two frameworks of thought are blended and applied practically in groundbreaking ways: Theory U and Biomimicry.
- Spinwaves Lab focuses on personal leadership. Leadership is developed as the ultimate instrument to make a difference.
- Spinwaves Lab offers you connection into a collective of innovators with similar intentions to yours, with whom you will work and learn.

More about Spinwaves Lab

Spinwaves Lab is a leadership program in the form of a social innovation lab. The turnaround time is fifteen months. Spinwaves Lab is iconic because of four unique features:



You'll be taught design principles, practical knowledge and tools from Biomimicry and Theory U by experts and practitioners in the field. Specific methods and techniques, such as Learning Journeys, System Mapping and Design Thinking, give you the tools to get started.



Spinwaves Lab focuses on your personal leadership. Developing leadership skills where awareness of intention and the power of attention are central. You align your hands (energy), heart (intention) and head (inspiration) to put yourself in the best conditions to get started.



You form a new collective with up to 50 other innovators. You share the intention to become sustainable but are very diverse in terms of backgrounds, expertise and role in the system. This diversity also provides the opportunity to form partnerships with people who would normally seem unattainable. In the collective, you will deepen inquiry together, where the various perspectives will provide much-needed new insights into old problems.



In Spinwaves Lab, your question concerning sustainability in the construction and real estate sector is central. In Spinwaves Lab, the time we take to stand still and reflect is at the service of the acceleration that follows. With a hands-on mentality you will work in smaller teams to shake up the system with new

technology and reinforced leadership. Through prototypes we will work with the new, and above all connecting initiatives.

What They Say About Spinwaves Lab

"Construction is masculine and making mistakes is a taboo. Pioneers get frustrated, even though we know that things should and can be different now! As founder of Spinwaves Lab, I hope that pioneers learn together here, on a substantive and personal level. Both are needed to achieve real breakthroughs!"

- Leonie van der Steen - cliënt

"The world, including the Netherlands, is in the process of discovering impactful practices that we can apply to become more sustainable. A linear approach must give way to circular practices in which the collective works together. How do we do that? Biomimicry helps us make that concrete in a sustainable way. Nature as a mentor is a wealth for humanity."

- Laura Stevens - Dr Biomimicry

"I think it is a fantastic methodology, participation has brought me a lot. You are helped to slow down the train for a while, take the time to be able to perceive different perspectives on the system. That makes all the difference."

- Heleen Lansink - former participant

"We need to build a collective capacity for transformation. We learned that you cannot change a system unless you transform consciousness. You cannot transform consciousness unless you make a system sense and see itself. You cannot do these things at scale unless you create new forms of deep learning."

- Otto Scharmer - Faculty Presencing Institute

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