

## Exploring Mass-mobilisations for Sustainable Transformations

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Research group: Innovation Studies

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Call for Student Assistants: Join a Project on Grassroots Movements for Sustainable Change!

### Project description

Are you passionate about innovation, social change, and the power of grassroots movements? This project offers a unique opportunity to explore the exciting potential of large-scale mobilisations driving rapid, just, and sustainable transitions.

We're focused on movements that are more than just small-scale local initiatives—they're designed to scale quickly and inspire widespread action. These movements use innovative tools like crowdsourcing, crowdfunding, and open collaboration to engage large numbers of people. Organizations like [Carrotmob](#), [OneArmy](#), and [MossyEarth](#) are leading examples, showing how collective efforts can spark real transformation.

Why is this project important?

Traditional models of social movements don't fully capture the potential of these rapidly growing grassroots movements. Our research aims to uncover how these new forms of organizing can accelerate change, offering fresh insights into what's possible for sustainable transformation.

What you'll do:

As a student assistant, you'll help identify and analyze the latest examples of these mass mobilisations, contributing to the creation of a taxonomy that will deepen our understanding of how they work—and how they succeed.

### Job requirements

We're looking for:

- A background in Innovation Studies, Governance, or International Development.
- Experience in desktop research and literature reviews.
- An interest in transition theories and social movements.
- A curiosity for understanding how grassroots efforts can drive systemic change.