



# Eco-flâneuring as a way to discover the regenerative transformation of a city

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# Content

Introduction

15h15-15h35

(20 minutes)

Being an ecoflâneur

15h35-16h15

(40 minutes)

Reflection

16h15-16h45

(30 minutes)



#### OPEN ACCESS

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# Discovering the culture-led regenerative transformation of a city. Walter Benjamin as an inspiration for the Eco-Flâneur

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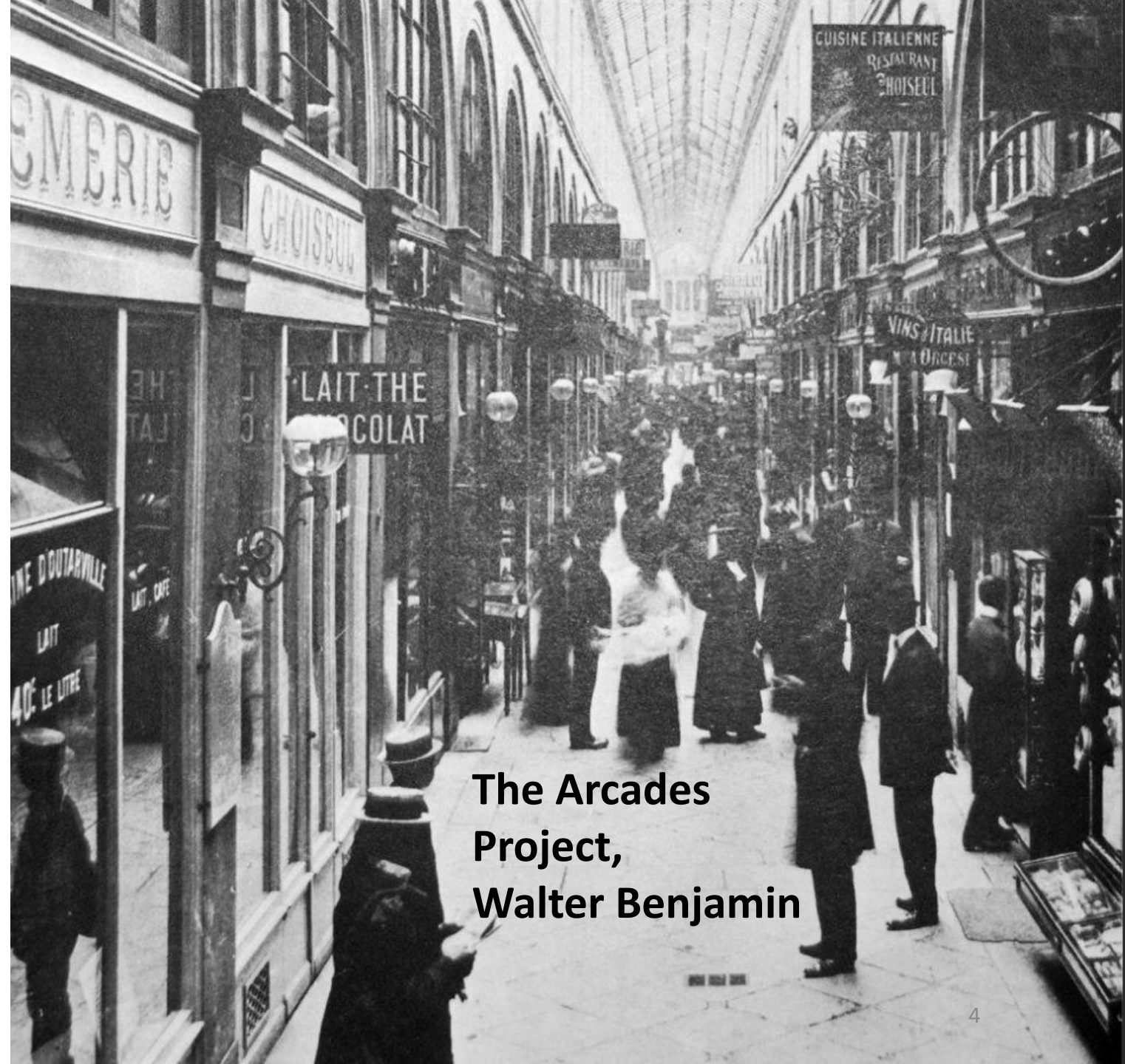
<sup>1</sup>Centre for Economics and Corporate Sustainability (CEDON), Faculty of Economics and Business, KU Leuven, Brussels, Belgium, <sup>2</sup>Department of Economics and International Relations, Alexandru Ioan Cuza University, Iași, Romania, <sup>3</sup>Department of Marketing and Supply Chain Management, Faculty of Management, Open Universiteit, Heerlen, Netherlands

Voluntary Simplicity

Consumption in the margin

The un-consumer

The simple life



**The Arcades Project,  
Walter Benjamin**

Walter  
Benjamin  
Illuminations,  
1955.



**Walter Benjamin**

**Soul**

**Theses on the philosophy of history**

**Awakening**

**Heart**

**Eye**

**Storytelling**

**Wisdom**

**Head**

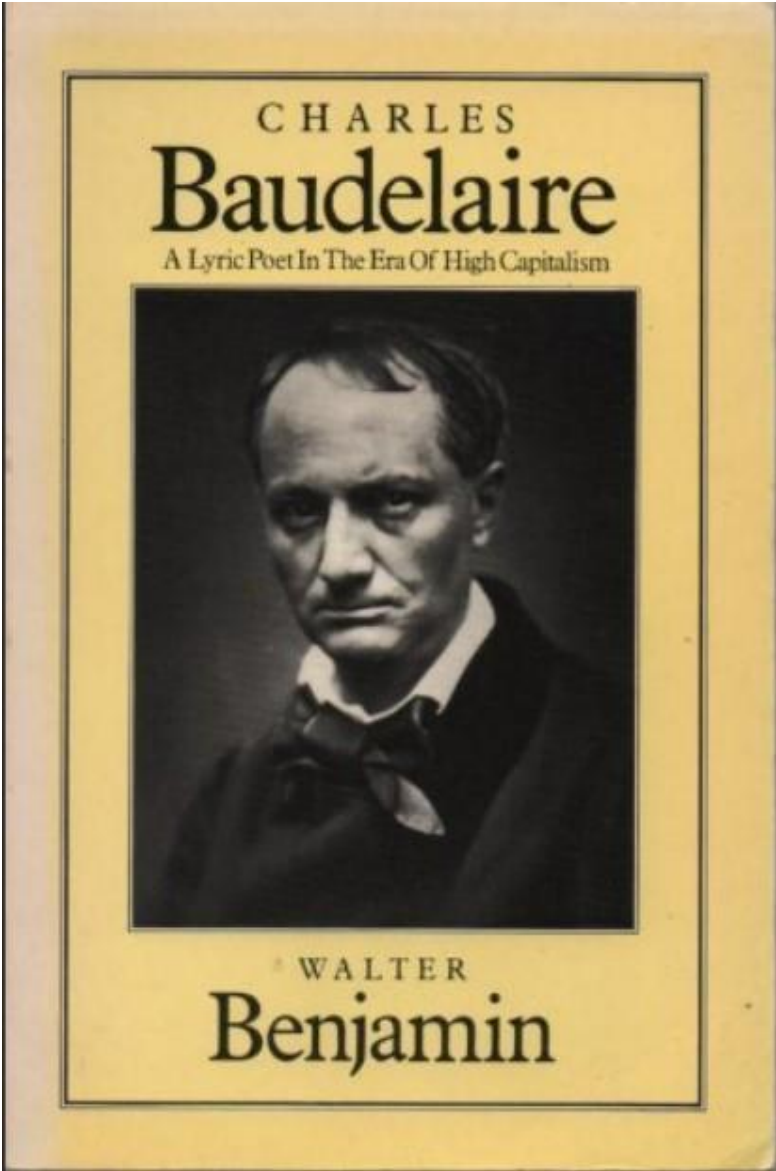
**Hand**

**Unpacking my library**

**Process**

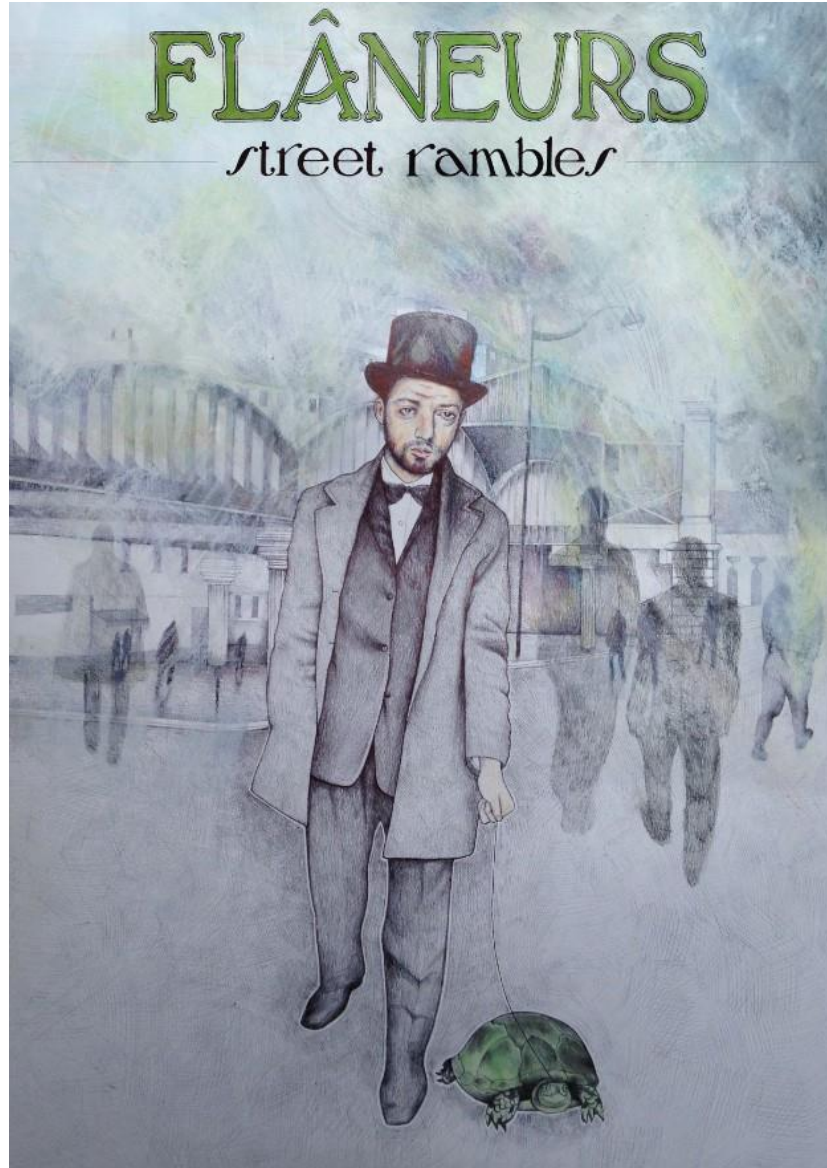
**Hand**

**Sustainable Mindset**



# FLÂNEURS

*street rambles*





# Eco-flâneur

- Wandering and wondering
- Detached observer
- Being touched
- Discovering
- Slow experience
- Uniting soul, eye and hand

# Link with education

- Principal task of education (Mill, 2002):  
*Preparing people for the role of citizens  
in a democracy*
- What is very much needed in a  
democracy: Critical thinking  
(Nussbaum, 2009)
- Combining sustainable management  
with physical exercises (Shrivastava,  
2010)

A single tree stands in a green field, with a city skyline visible in the distance under a clear blue sky. The text is overlaid on the image.

# Being an eco-flâneur in a city

Critical thinker

Discovering the regenerative transformation of a city.

# Regenerative



Fig. 2.4 Revised evolutionary trajectory of ecologically responsible design

# Regenerative (Du Plessis, 2022, p. 40)

- Latin regeneratus: to bring forth again
- What?:
  - Not just restoring systems to what was, but to a better or higher state
  - Trying to build a new model of relationship with the earth and her inhabitants, including humans





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## Regenerative (Du Plessis, 2022, p. 40)

### Three goals

- Bringing new life, to ecosystems and/or neighbourhoods
- Giving back more than one took out, in terms of material or resource flows but also in support of increasing and empowering the many 'soft' aspects of our human system
- Creating connection: humans with nature, individuals to their community, communities of life to each other

3 options

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Lecturer as ecoflaneur  
guiding the students

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Lecturer giving the best  
areas

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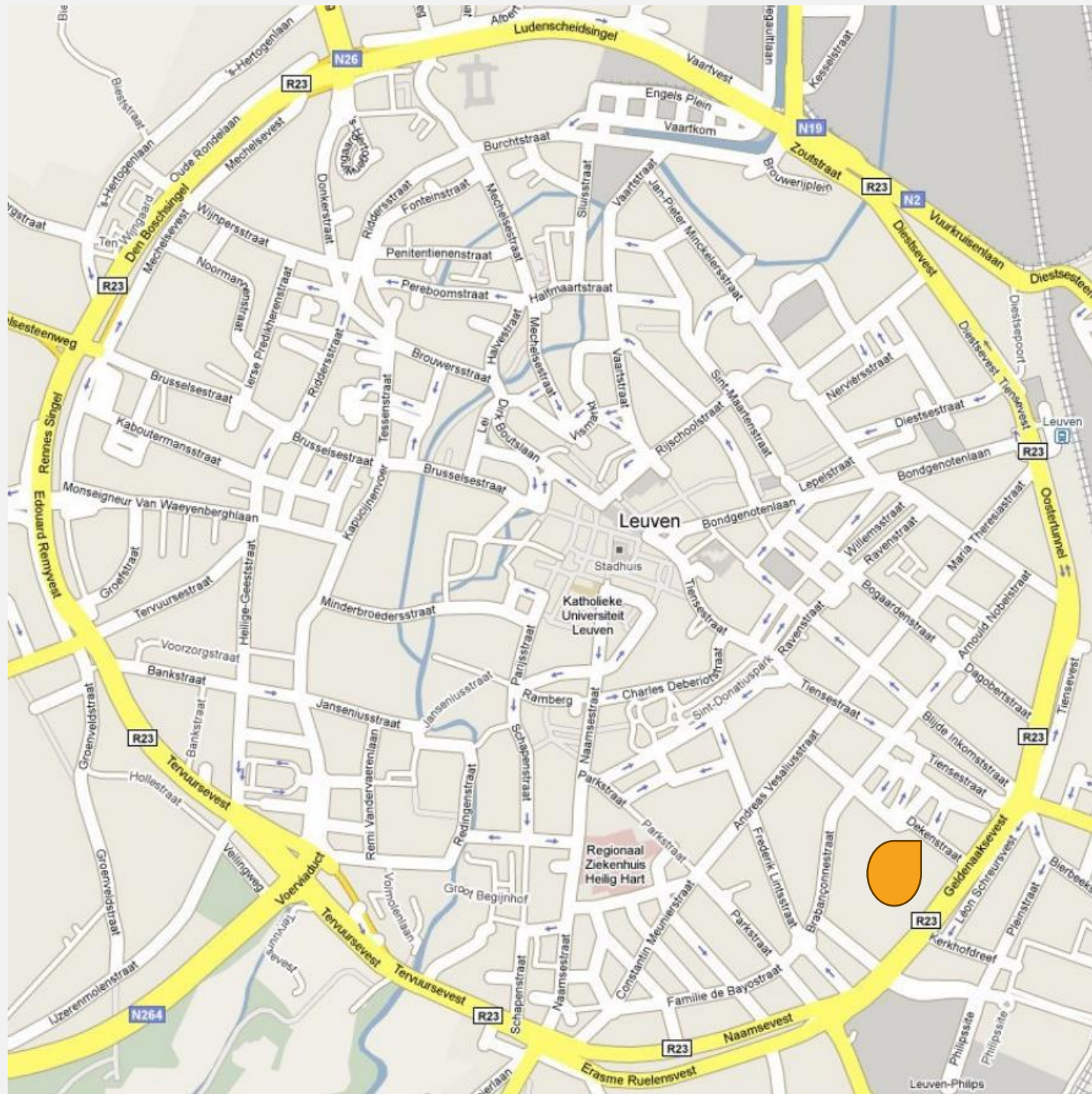
Participants as  
ecoflaneurs



## Social/Sustainable Entrepreneurial Promenade





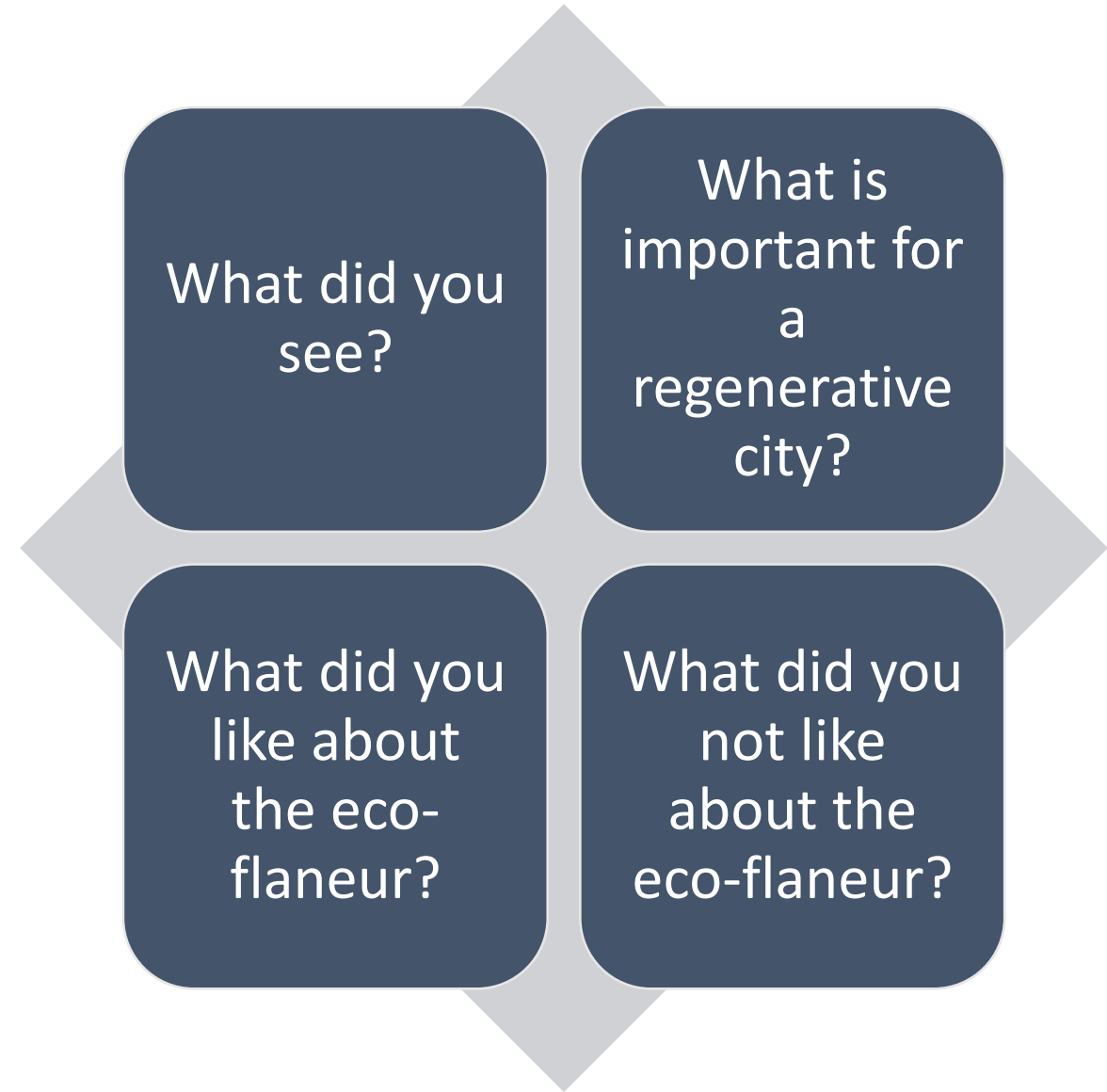




# Reflection

What did we experience?

# Reflection





feelgood

designed  
in Belgium



OPEN	
WCE	14 - 18 h
Don	14 - 18 h
VA	14 - 18 h
ZA	14 - 18 h
VR	11 - 18 h

GESLOTEN	
WCE	7.09
Don	21.09
VR	28.09



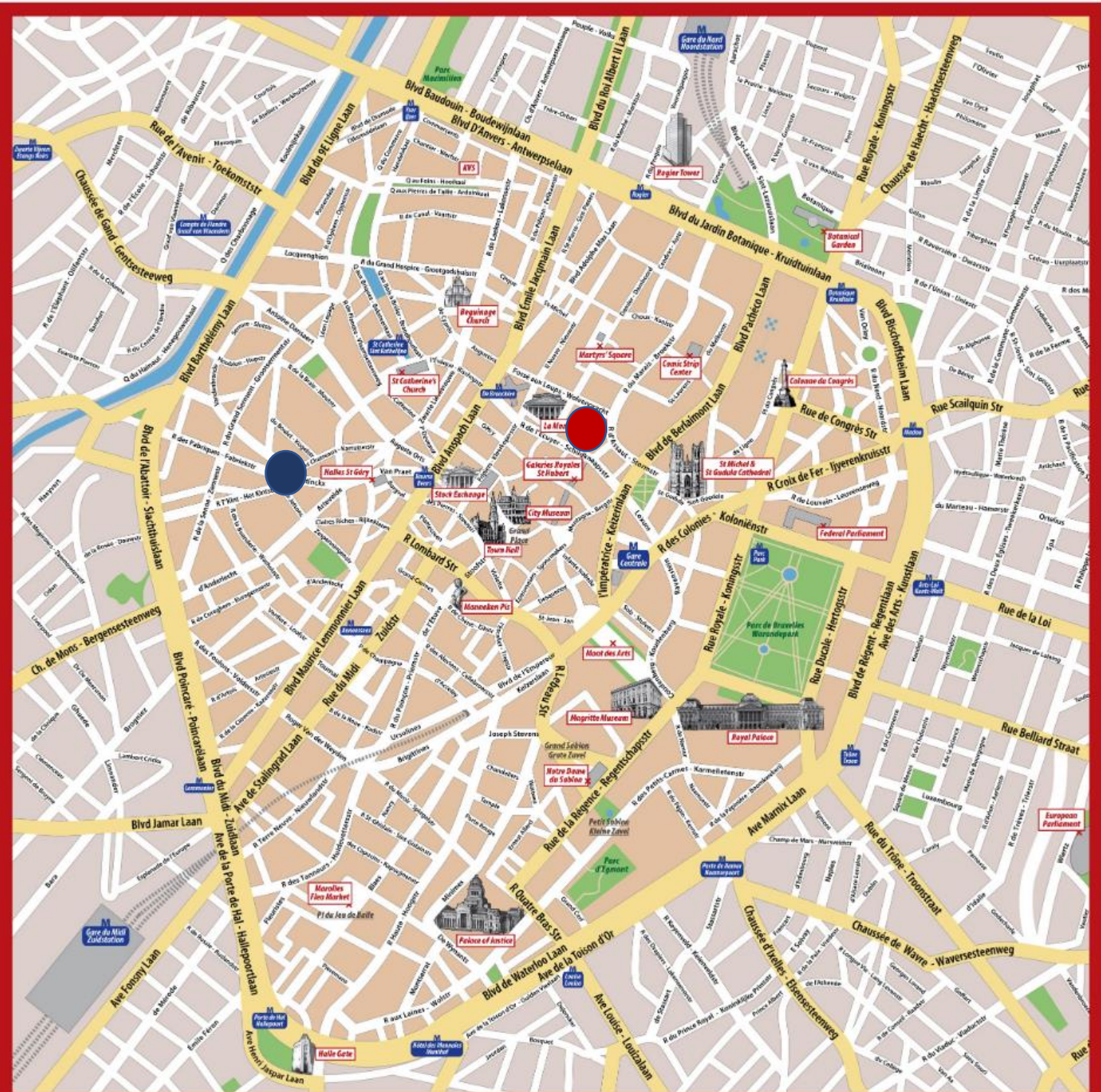


Starting ●

Meeting ●

again

(Bloemenhofplein)





# Eco-Flâneur

Results MPM-students participating in  
the Sustainable Entrepreneurial  
Promenade in Brussels

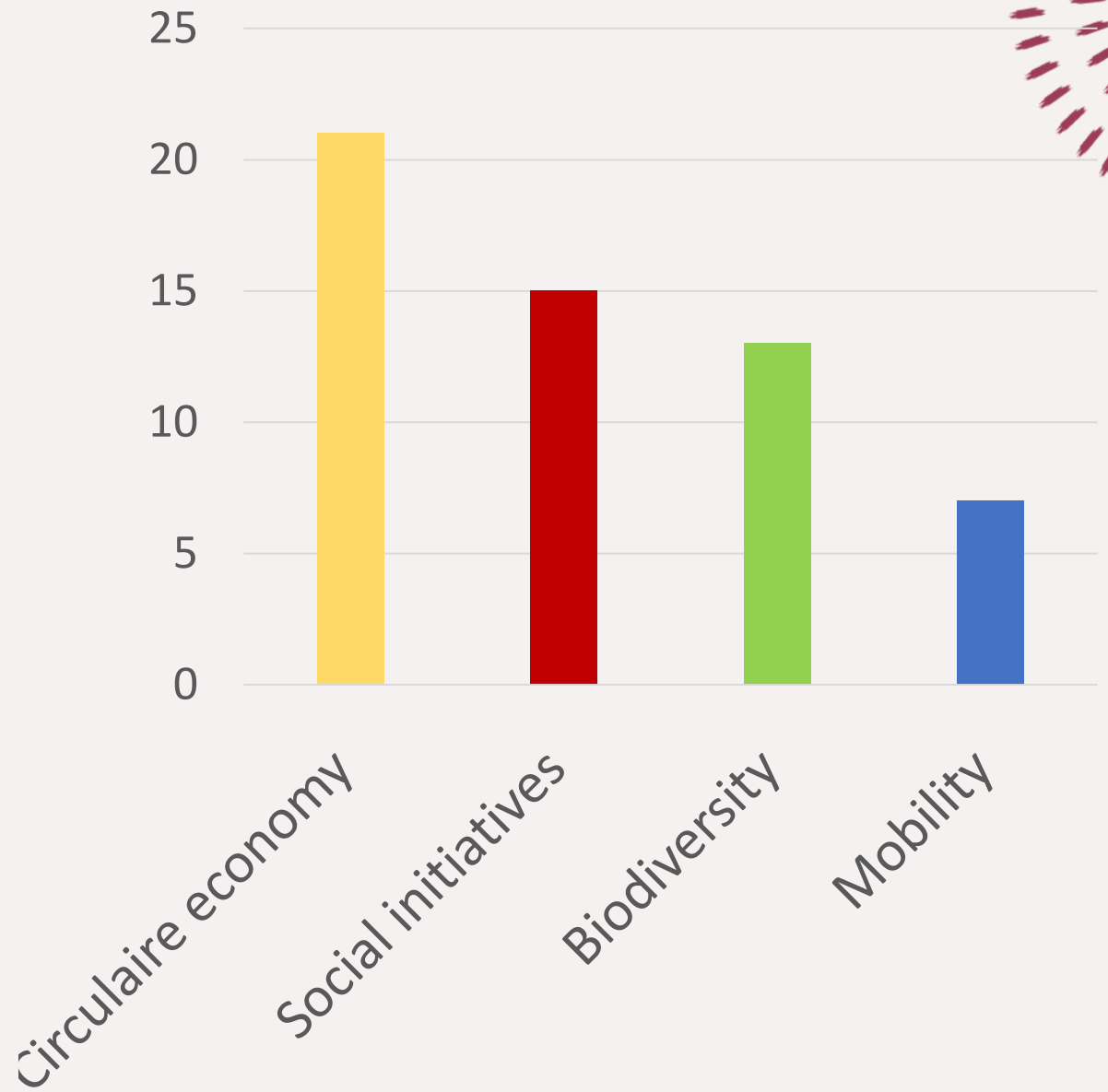
24 November 2022

Pascale Maas en Ingrid Molderez

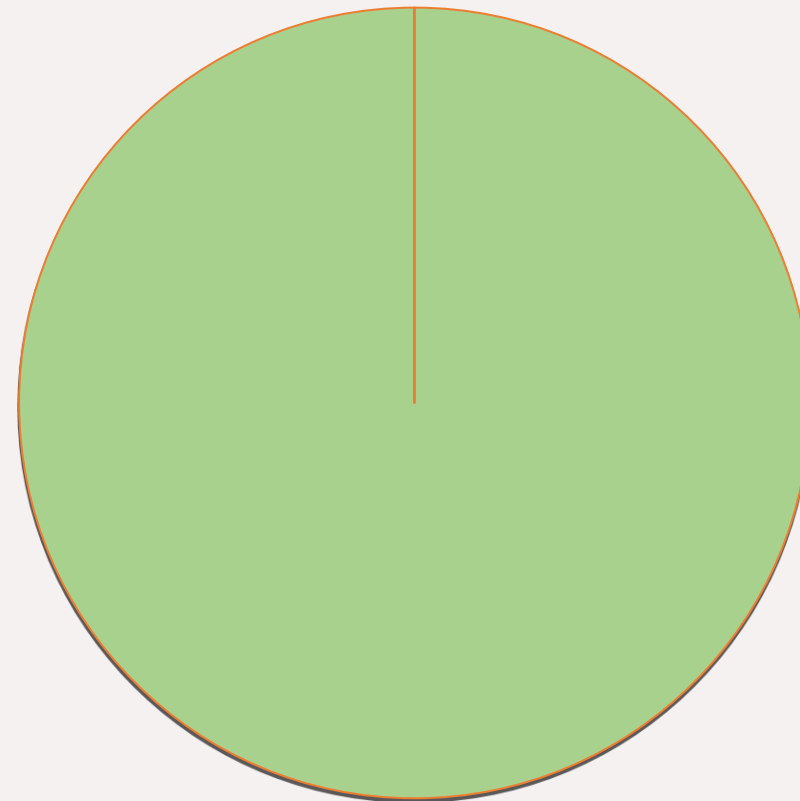




# What did you see?

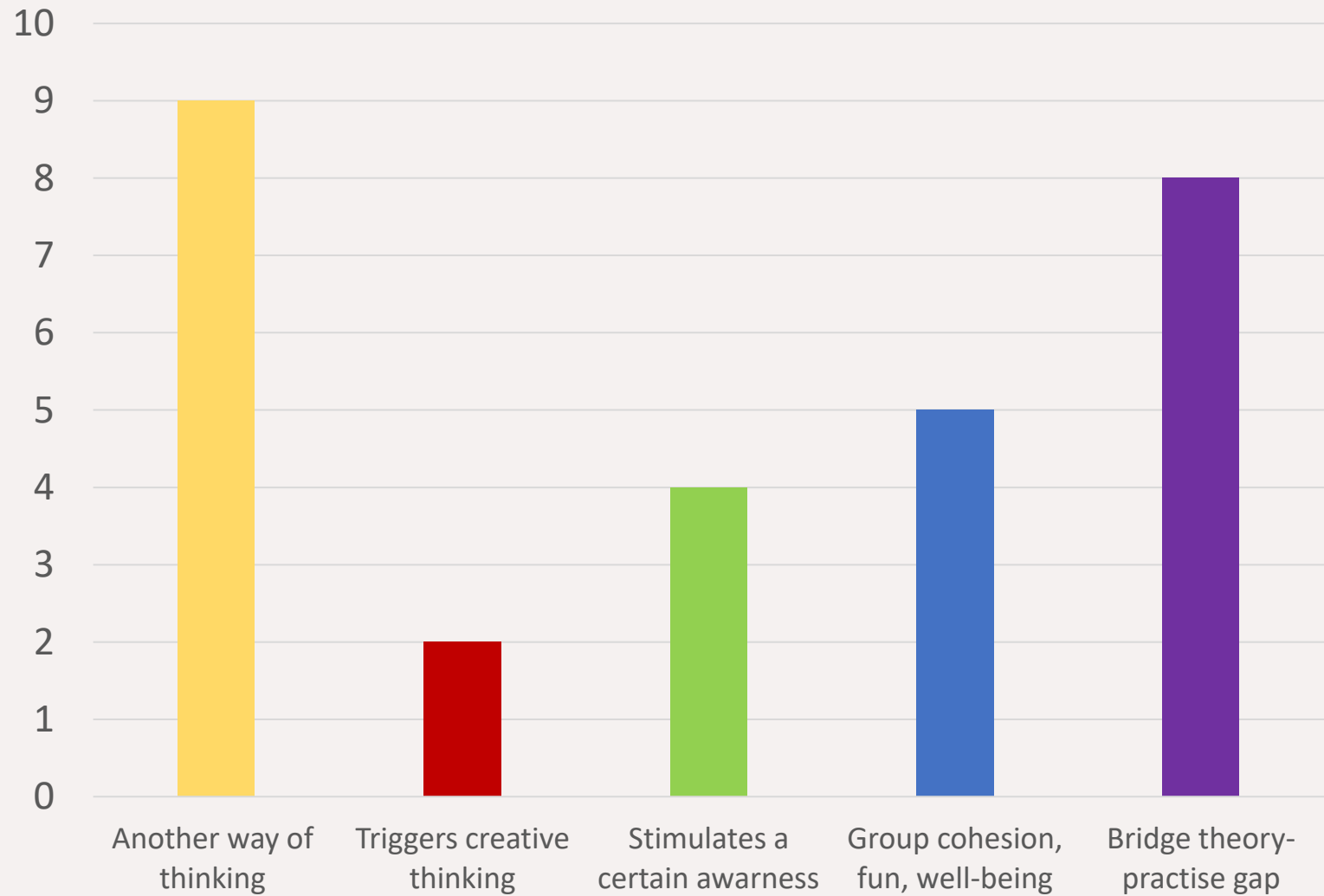


# Is Eco-Flâneur appropriate in business education?



Yes No

# Reasoning



Thank you!

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