



JOINT IIASA AND AUSTRIAN ACADEMY OF SCIENCES LECTURE

# SCALING UP SOLUTIONS FOR SUSTAINABILITY:

## THE EXAMPLE OF TROPICAL DEFORESTATION

**ERIC LAMBIN**

*Stanford University and University of Louvain*

**MONDAY, 15 NOVEMBER 2021  
6:30 P.M. (5:30 P.M. UTC)  
AUSTRIAN ACADEMY OF SCIENCES  
FESTIVE HALL, 1<sup>ST</sup> FLOOR  
DR. IGNAZ SEIPEL-PLATZ 2, 1010 VIENNA  
AND ONLINE**



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**Eric Lambin**, a geographer and environmental scientist, divides his time between University of Louvain and Stanford University, where he occupies the Ishiyama Provostial Professorship at the School of Earth, Energy & Environmental Sciences and the Woods Institute for the Environment. His research tries to better understand the causes and impacts of land use changes in different parts of the world. He was Chair of the international scientific project Land Use and Land Cover Change (LUCC) from 1999 to 2005. He was awarded the 2014 Volvo Environment Prize and the 2019 Blue Planet Prize. His current research focusses on how globalization affects land use and how private and public policies can reduce or even reverse tropical deforestation. He published several broad audience books, including “An Ecology of Happiness” (University of Chicago Press, 2012).

## **SCALING UP SOLUTIONS FOR SUSTAINABILITY: THE EXAMPLE OF TROPICAL DEFORESTATION**

Humanity is on a dangerous trajectory. A sustainability transition leveraging the efforts of private companies, governments, and civil society actors is required. Many solutions for a sustainability transition are already known, adopted, and tested by some pioneer actors, or are in advanced stages of development. But only a small fraction of market players have voluntarily adopted sustainability solutions.

The upscaling of these successful solutions is therefore a key challenge. Using the case of tropical deforestation, I identify pathways to achieve sustainability transitions at scale.

Key insights are, first, that upscaling almost always involves collaboration among public, private, and civil society actors. Second, the alignment of incentives and motivations of all relevant actors is critical to success. Third, actors’ roles and stakeholder interactions evolve as the sustainability issues change.

# PROGRAM

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*Moderation: Christian Köberl | Chair, Austrian IIASA Committee and University of Vienna*

## WELCOME REMARKS

**Anton Zeilinger** | President, Austrian Academy of Sciences

**Albert van Jaarsveld** | Director General, IIASA

**Christian Köberl** | Chair, Austrian IIASA Committee and University of Vienna

## LECTURE AND DISCUSSION

**Eric Lambin** | Stanford University and University of Louvain

*Scaling up solutions for sustainability: The example of tropical deforestation*

## CONFERRAL OF AWARDS

**Albert van Jaarsveld** | Director General, IIASA

*Presentation of IIASA Lifetime Achievement Awards*

**RECEPTION** (*Aula, ground floor*)

## **ORGANIZERS**

International Institute for Applied Systems Analysis (IIASA) and  
Austrian Academy of Sciences (OeAW)

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## **ONLINE ACCESS , ON-SITE COVID-19 REGULATIONS AND REGISTRATION**

Please register by November 8 at: <https://iiasa.ac.at/events/IIASA-OeAW-EL21>

**Attention:** Registration is mandatory for on-site participation!

*Cover image: Viktor Bruckman / OeAW*