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Ambitions for sustainable development invariably lead to pondering the future, because sustainability issues require a future oriented transition of existing, unsustainable systems and practices. Working towards transition requires thorough experimentation with a broad range of innovation projects. However, in the public arena, many such projects are met with stereotypical images, which influence their innovative potential in often unpredictable ways. What is the role of multiple images in complex sustainable development issues, and what are promising approaches to deal with their associated problems? We report current insights from selected cases from TransForum, a large-scale innovation programme toward transition of Dutch agriculture....