

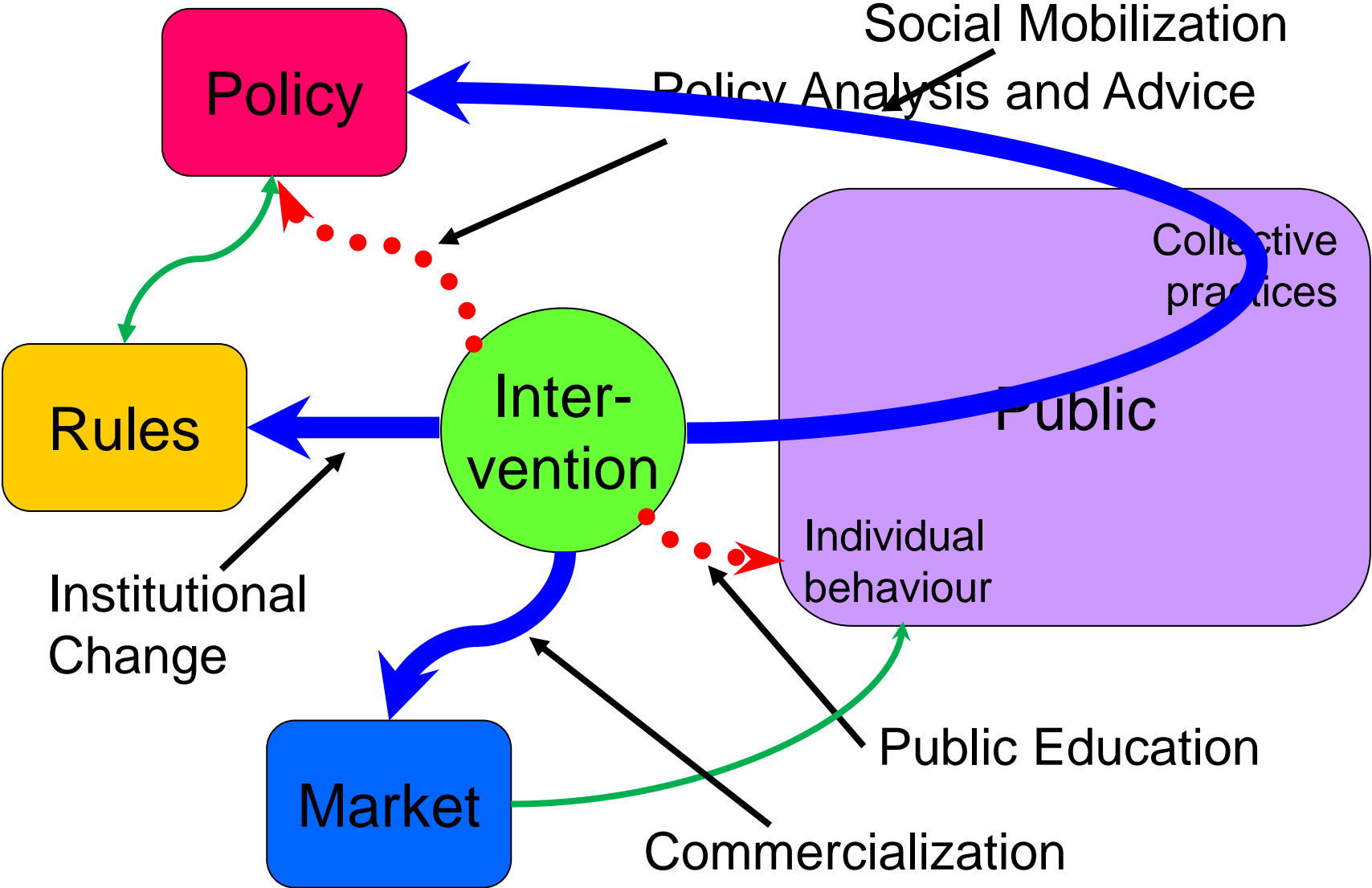
Social Mobilization and Sustainability Transitions

Presentation at CEKAP Workshop
Ontario Climate Symposium

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Fostering Societal Change



Rationales for participatory community engagement

Normative - people have a right to participate in decisions that affect their lives

Substantive - improve decisions with new knowledge

Instrumental - create public support (politicians need constituency for change)

(Source: Fiorino, D. (1990) "Citizen Participation and Environmental Risk: A Survey of Institutional Mechanisms", *Science, Technology, & Human Values*, 15(2), 226-243.)

Additional rationale for social mobilization

Cultural - change collective behaviours; system change

How?: Transdisciplinary Co-production

Transdisciplinarity – link non-academic and (interdisciplinary) academic communities

Various “co’s”

Co-creation of partnerships

No net increase and mutual benefit

Co-production of knowledge

All partners are involved in development of research questions and interpretation of results

Co-design of projects

All partners involved in research design, and research process

Co-implementation of results

Multiple fora of application

Be clear about consequences

- A real co-production approach has major challenges
 - Loss of control over research agenda and process (culture problem)
 - Disconnect between academic and partner timelines
 - Academic funding programs: whose criteria count?
- But huge benefits
 - Much stronger relationships with partners
 - Partner knowledge and expertise
 - Opportunity to test theory and concepts from literature
 - Strong connection to real world issues – opportunity to contribute to actual change processes

FutureTalks:

Community Co-Creation for Transformative Urban Sustainability

Engage 100,000-200,000 citizens of Toronto in exploring the question:

“What kind of city do you want Toronto to be?”

Create a dynamic and interactive community engagement process that goes beyond traditional approaches, such as public education programs, or social marketing campaigns.

Involve a wide cross-section of Toronto citizens, from diverse backgrounds, to explore sustainable futures, and express their preferences and views as to the choices and trade-offs that confront us

See if there can be any commonality in values, goals and interests across the many communities in Toronto

18 Partners

City of Toronto,
Environment & Energy Division
City Planning
Office of Chief Resilience Officer

The Atmospheric Fund

Waterfront Toronto

Toronto and Region Conservation (TRCA)

Ontario Ministry of Environment and Climate Change

Toronto Community Benefits Network (TCBN)

Toronto & York Region Labour Council (TYRLC)

Toronto Environmental Alliance (TEA)

Enviromentum

Students Commission of Canada (SCC)

MassLBP

Designstor

Metroquest

KPMG

The Southern Ontario Smart Computing Innovation Platform (SOSCIP)

IBM Canada

Over two years
of work to date

Public Sector
NGO
Private Sector

Lessons from our FutureTalks experience so far

There are many Torontos

There is a need for diverse and tailored engagement strategies

Link climate change and sustainability issues to people's every day experiences

The more personal, local, concrete, and relevant the issues on the table are, the more likely people will want to engage

Focus explicitly on outcomes

Engagement processes are likely to be more effective if participants sense that their involvement will lead to change or a policy decision of some kind

Recognize barriers to community engagement

Large-scale engagement processes demand resources (both time and money)

Work with trusted intermediaries

Power of piggy-backing approach

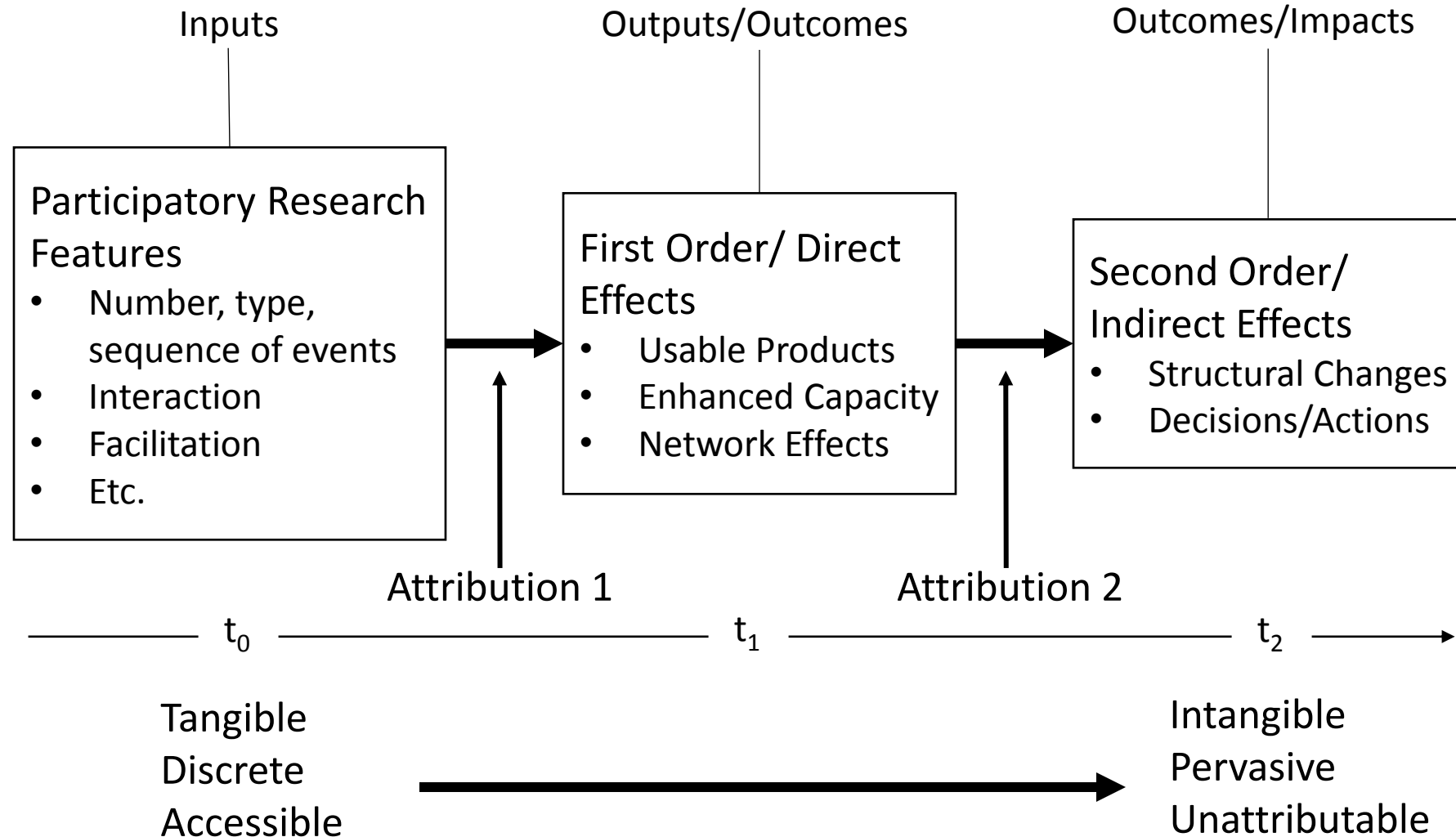
But how do we know if we have succeeded?

Process evaluation – fairness, inclusion, equity, social justice, efficiency, etc.

Evaluation of outcomes – first and second order effects (“splash and ripple”)

Assessment of impacts – do outcomes contribute to sustainability transition

Attribution Challenges



Source: Wiek, A., Talwar, S., O'Shea, M., Robinson, J. (2014) "Toward a methodological scheme for capturing societal effects of participatory sustainability research", *Research Evaluation*, 23(2): 117-132.

Sustainability Transitions/Transformations?

Can projects contribute to larger societal change?

Much less work has been done on this

We are looking at three literatures to get at this question

- Transition theory (e.g. Multi-level perspective – MLP)

- Social practice theory

- Social learning theory

Look for new governance roles; collective practices and outcomes; new cultural narratives

Evaluation of Neighbourhood Grant Pilot Projects

Funded by TAF

Will look at 10 projects funded by TAF Neighbourhood program, or by the City

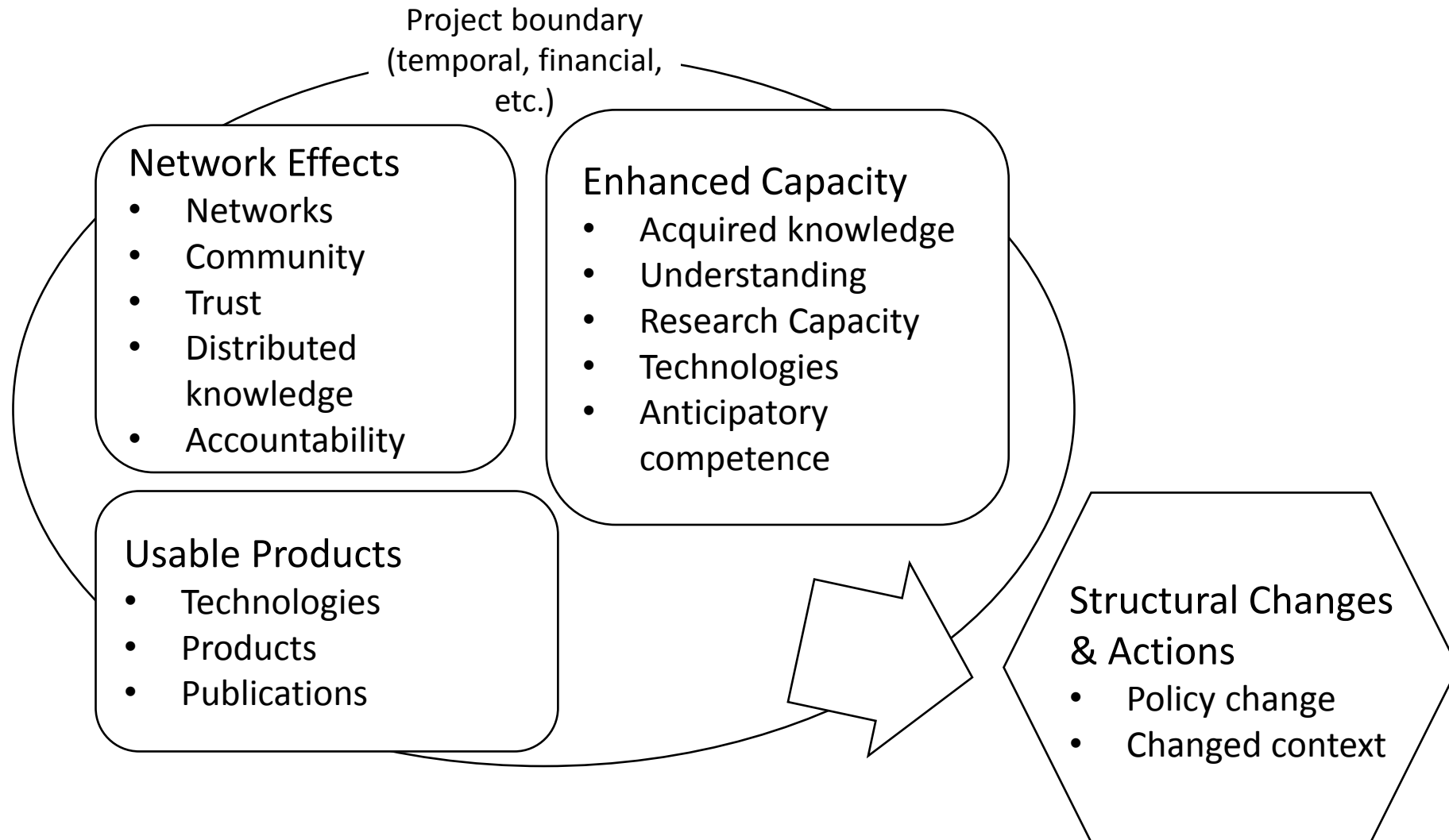
Goal: develop and test a multi-pronged 'light touch' framework that evaluates processes, outcomes and impacts

Can be used at multiple stages: funding program design; evaluation of proposals; and assessment of outcomes

Method: create a preliminary evaluation framework, workshop it with project teams, and apply it to those projects.

Background slides

Societal Effect Categories



Methods

an interactive engagement strategy, co-created and co-managed with partner organizations and collaborators across the city for both large-scale (hi tech) and small scale (hi touch) engagement

a variety of channels (social media, mobile apps, computer games, simulations, pop-up kiosks, art interaction, landscape visualization tools, simulation workshops, etc.)

and creative tactics (appreciative inquiry, play, reflection, story-telling and dialogue)

yield scenarios from a broad spectrum of participants representing a wide cross section of Toronto

FutureTalks Bowtie

