

Research Community Portal

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Application

Printer Friendly Form

Identification

Applicant

To modify this information, please update the User Profile page.

Family name:

KENNEDY

First name:

EMILY

Current Position:

Assistant professor

Organization:

University of Alberta

Department/Division:

RESOURCE ECONOMICS AND ENVIRONMENTAL SOCIOLOGY

Application

Application title (required)

Fed Up: A Case Study of Food-Related Civic Practices in Two Canadian Cities

Research group (required)

430-4: Sociology; demography; communication studies; journalism; media studies; gender studies; cultural studi

Multidisciplinary evaluation (required)

Yes No

Joint or special initiative

select

[Clear Selection](#)

Is this a [research-creation project](#)? (required)

Yes No

Scholar Type

Scholar Type (required)

Emerging

This funding supports high-quality research projects by [emerging scholars](#) to develop new research questions and/or approaches. Such projects may build on and further the applicant's (or team's) graduate work and/or represent a continuation of their overall research trajectory.

To be considered an emerging scholar, you must meet at least one of the following criteria. Select one criterion only.

Was your highest degree obtained after February 1st, 2008? (SSHRC considers only the date of completion of the first doctorate)

Yes No

When was your highest degree obtained? (required)

Have you held a tenure or tenure-track university appointment for less than five years?

Yes No

Have you held a university appointment but never a tenure or tenure-track position?

Yes No

Has your career been significantly interrupted or delayed since February 1, 2007 (required)

Yes No

Administering Organization

If the organization that will administer the funds is not listed, you must email secretariat@sshrc-crsh.gc.ca at least five days prior to the application deadline to begin the eligibility process or you will not be able to apply. See [Institutional Eligibility—Guidelines and Requirements](#).

Organization (required)

University of Alberta

Department/Division (required)

Resource Economics and Environmental Sociology

Activity Details

Application Title

Your application title entered in the "Identification" screen is:

Ethics

Does your proposal involve the use of human beings as research subjects? (required)

Yes No

If 'Yes', please consult the [Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans](#) and submit your proposal to your organization's research ethics board.

Priority Areas

If your proposal is relevant to any of SSHRC's priority areas, you may select and rank, in descending order of relevance, up to two priority areas from the drop-down menu, listing the most relevant as #1. If none of these areas apply, leave this section blank.

1. Select
2. Select

Keywords

List keywords that best describe your project. (required)

1.	Environmental citizenship theory
2.	Sustainable food systems
3.	Edmonton
4.	Toronto
5.	Civic practices
6.	Food studies
7.	
8.	
9.	
10.	

Disciplines

Indicate and rank up to three disciplines relevant to your proposal, with #1 the most relevant and #3 the least relevant. (required)

- 1. Urban and Regional Studies, Environmental Studies
Urban and Regional Studies, Environmental Studies
- 2. Sociology
Social Processes
- 3. Select

Areas of Research

Indicate and rank up to three areas of research relevant to your proposal, with #1 the most relevant and #3 the least relevant. If you select "**Not Subject to Research Classification**" in #1, the system will automatically remove any other areas of research when you save this page. (required)

- 1. Environment and sustainability
- 2. Politics and government
- 3. Select

Temporal Periods

Indicate up to two historical periods covered by your proposal. (required)

	From		To	
	Year	Period	Year	Period
1.	<input type="text"/>	Select	<input type="text"/>	Select
2.	<input type="text"/>	Select	<input type="text"/>	Select

Geographical Regions

Indicate and rank up to three geographical regions relevant to your proposal, with #1 the most relevant and #3 the least relevant.

- 1. Western Canada
- 2. Central Canada
- 3. Select

Countries

Indicate and rank up to five countries relevant to your proposal, with #1 the most relevant and #5 the least relevant.

- 1. Select
- 2. Select

3. Select
4. Select
5. Select

Environmental Impact (required)

If any phase of the proposed project will take place outdoors, will this:

- a. take place outside of Canada;
- b. take place on federal lands in Canada as interpreted in subsection 2(1) of the *Canadian Environmental Assessment Act, 2012* (CEAA 2012); or
- c. directly support or enable any activity/activities listed in the Regulations Designating Physical Activities, CEAA 2012?

Yes No

Revisions to Previous Application

Applicants may, if they wish, outline the revisions they have made to their previous Insight Development Grants application.

Note: Adjudication committees are not bound by the deliberations or scores of previous committees. Members of the current committee will not be given copies of the earlier application(s).

Characters remaining: **3800** (3800 chars)

Summary of Proposal (required)

Provide a summary of your research proposal written in clear, plain, non-technical language understandable to scholars with varied areas of expertise (i.e., use minimal academic terminology and references to methodology). Clearly indicate:

- the problem or issue to be addressed; and
- the potential contribution of the research in advancing knowledge and, where applicable, the wider social benefit (e.g., Will this research be of interest to other areas of research/disciplines? Will it be of interest outside the academic community? How will it be used and by whom?).

Note: If your proposal is funded, this summary may be used by SSHRC for promotional purposes.

Characters remaining: **2** (3800 chars)

Problem Statement:
Four decades of sustainable consumption practices have laid fertile ground for fostering civic engagement with sustainability. Yet some have expressed concern that public and academic discourse has become intransigent with regards to opening up spaces for practices beyond private consumption (Fisher et al. 2012a; 2012b.). Despite evidence that social movements are particularly valuable for addressing barriers to a more sustainable society, there are few people with the capacity to consistently engage in social movement activities (Agyeman and Angus 2003). This implicit sustainable consumer / activist construction suggests mutually exclusive categories, rather than a spectrum of individual involvement. This results in a failure to recognize and theorize public-spirited actions that would not be classified as activist but that aim for sustainability nonetheless (e.g., a government employee pushing for a sustainable food strategy; an organic food producer providing goods to low-income households). Drawing from political sociology, we use the term civic practices (Eliasoph 1996; 2011) to refer to other-oriented discourse and acts that seek to overcome barriers to a more environmentally sustainable society. These practices link and integrate consumer and citizen identities in a more powerful and enduring synthesis.

The published literature has strengthened scholarly understanding of ways to shift consumption habits (Griskevicius et al. 2010) and demonstrates the efficacy of social movements for shifting public discourse and practice (Diani 2004). However, as has been acknowledged in environmental citizenship theory, there remains a lack of knowledge about the spaces, practices, and discourses that connect individual consumption acts to collective movements (Luque 2005). This research will identify when, why, and how individuals (volunteers, employees, and producers) in different contexts (Edmonton and Toronto) choose to adopt civic practices. The central objective of this research is to identify and understand the civic practices that populate and integrate the transitional space between consumption and activism.

Methodology:
This project aims to gather new scientific insights through case studies of civic practices in the sustainable foods movement in Edmonton and Toronto, as these are sites with burgeoning civic practices and unique structural contexts related to sustainable food systems. We will sample carriers of civic practices – be they activists, public servants, or producers. We use environmental citizenship theory as a framework due to its rootedness in justice and empirical research. We will build on this body of knowledge by incorporating the concept of civic practices to map the conceptual space between consumer and citizen. We use sustainable food as a case study given the topic's ability to serve as a lens for focusing people's concerns about critical social and ecological issues. Data will be generated through interviews (n = 30 in each site) and participant observation (n = 5 events in each site).

Contributions:
There are two gaps in the literature that this research will explore. First, it will refine environmental citizenship theory by using evidence of civic practices to complicate the category of consumer / citizen. Second, it will address a key question being asked in food studies: when do food consumers act more like food citizens – agents who do not simply look for the best commodity, but who address critical issues in the public sphere (Goodman et al. 2012). More crucially, this research will foster public dialogue on how to build on our social knowledge of sustainable consumption practices in order to pursue alternative avenues that could overcome structural barriers to sustainability.

Established Scholars: Proposed Versus Ongoing Research (Required for Established Scholars Only)

Explain how the proposed research is distinct from your previous/ongoing research. Proposed projects should be clearly delimited and in the early stages of the research process.

Characters remaining: **3800** (3800 chars)

Knowledge Mobilization Plan (required)

Include:

- an overall plan to increase the accessibility, flow and exchange of social sciences and humanities knowledge among various appropriate audiences or participants (academic and/or non-academic);
- a plan for engaging appropriate audiences or participants, including, as applicable, diverse groups of researchers, policy-makers, business leaders, community groups, educators, media, international audiences, practitioners, decision-makers and the general public;
- a schedule for achieving the intended knowledge mobilization activities; and
- elaboration on the purpose of the knowledge mobilization activities and/or other goals.

For more information on knowledge mobilization approaches, see [SSHRC's website](#).

Characters remaining: **2** (2000 chars)

The goals of our knowledge mobilization plan are to encourage academic and non-academic audiences to reflect on the value of civic practices that integrate consumer and citizen responses to sustainability and to receive feedback on the theoretical advances of this study.

We will use the following communications strategies:

- (1) Oral presentation of results for public audiences prepared with the help of a communications specialist (located at the University of Alberta). Interested audiences include municipal environment offices in both cities, non-profit food-security groups in both cities, and the Sustainability Office at both universities.
- (2) A summary document written for public audiences (prepared with the help of the communications specialist).
- (3) Use of the written summary to:
 - (a) Attract media to our research findings. The communications manager at the University of Alberta has already expressed an interest in the outcomes of this research;
 - (b) Write blogs for our respective faculty websites.
- (4) Media training for PI and Masters student before giving interviews to media.
- (5) A webinar for the United States Environmental Protection Agency (EPA). The PI has already spoken with the coordinator of the webinar series.
- (6) Six conference presentations and associated articles for peer-review, focusing on open-source journals. Funding for conference travel for investigators and students is an important part of this exchange.

Schedule of Activities

Year 1:

- PI and U of A Masters student attend academic conference, each presents field research results;
- Work with communications specialist to prepare oral and written summaries;
- Start ongoing blogging;
- PI and U of A student receive training on presenting results to the media.

Year 2:

- Facilitate media coverage of research findings;
- Investigators and student attend academic conference to present results;
- Prepare manuscripts for peer-review;
- Public presentations in Edmonton and Toronto;
- EPA Webinar.

Research Team

Clearly explain:

1. why a team approach is appropriate for the proposed project by describing the relative roles, responsibilities and contributions of the applicant, each co-applicant, and each collaborator (**if applicable, clearly outline the rationale for international collaboration**);
2. the relative proportion (in percentage) of each team member's contribution to the proposed project; and
3. the proportion of time to be spent on this project in relation to any other ongoing research projects or programs (excluding prospective grants).

Note: If the adjudication committee determines that the applicant is not responsible for, or equipped to exercise, the leadership of the research team, the Feasibility score may be lowered.

Characters remaining: **0** (3800 chars)

Dr. Huddart Kennedy, PI, is an assistant professor in the Department of Resource Economics and Environmental Sociology, University of Alberta. She is an emerging scholar with a promising record of research and publishing in two areas: (1) individual motivations and barriers to participating in environmental behaviors and (2) the benefits to approaching individual action through the lens of environmental citizenship, with a focus on the role of collective identities and gender. In her graduate and post-graduate research, Dr. Kennedy collected qualitative and quantitative project data and published / co-published nine peer-reviewed articles on the topics of barriers to environmental behaviors, social networks and sustainable living, and other relevant topics. Dr. Huddart Kennedy is currently involved in a World Universities Network-funded project on urban agriculture and climate change that will complement the proposed research. She will take responsibility for administering the grant, supervising the Masters and undergraduate students, collecting data with the students, and assisting students with analysis and publishing. She will allocate 80% of her research time to this project.

Dr. Parkins, co-investigator, is an associate professor in the Department of Resource Economics and Environmental Sociology, University of Alberta. He has extensive research experience in public deliberation and environmental politics. He has studied processes of citizen engagement and public deliberation using field-based empirical methods, including observational research, interviews, and national mail surveys. He also has several research projects underway that address issues of citizen engagement and the environment. The Alberta Climate Dialogue project (SSHRC CURA with David Kahane) fostered citizen dialogue in relation to energy efficiency and climate change with the City of Edmonton. Dr. Parkins is also involved on several food security projects in Africa, providing further linkages to international interests in food security research through this Canadian study. Dr. Parkins will be involved in the development of field research tools and activities in the Edmonton area, and in supervising the Masters student to support thesis research. He will commit 20% of his research time to this project.

Dr. Johnston, co-investigator, is an associate professor in the Department of Sociology, University of Toronto. Her major substantive interest is the sociological study of food. While Dr. Johnston's research has taken on various empirical topics, most of her work has been centrally concerned with food culture and food politics. More broadly, her work has analyzed how cultural and political forces reproduce, legitimate and challenge the inequitable and unsustainable features of capitalist economies. As such, Dr. Johnston's work demonstrates a particular interest in the overlap and contradictions between citizenship and consumer identities. To address these issues, her research (funded by SSHRC and CIHR) has used a variety of qualitative methodologies (e.g., discourse analysis, content analysis, focus groups, interviews, photo elicitation), and more recently she designed and oversaw a survey (N=1200) on food practices amongst Ontario consumers (funded by an Ontario Government Early Research Award). For this research project, Dr. Johnston will contribute her methodological expertise, analytic insights, and extensive background in the area of food politics. She will work closely with Dr. Kennedy on the data collection in Toronto, and will collaborate in the data analysis and writing. In addition, Dr. Johnston will supervise and direct the research assistant working on data collection at the Toronto site. She will allocate 20% of her research time to this project.

Student Training (required)

Clearly describe the specific roles and responsibilities of students and research assistants, and indicate the duties, especially with respect to research, that they will be undertaking, as well as how these will complement their academic training.

Characters remaining: **8** (3800 chars)

Three students will be involved in this project: two graduate students and an undergraduate student. A Masters student at the University of Alberta will be hired to assist with ethics approval, question development, participant recruitment in Edmonton, data collection, data analysis, and reporting. This student will use the data to write her thesis and will be supervised by the PI and Dr. Parkins. A graduate research assistant will be hired at the University of Toronto to work with Dr. Johnston and Dr. Kennedy on generating the Toronto sample, conducting interviews and participant observational events with the PI, and supporting the reporting process. An undergraduate student from the University of Alberta will be recruited from the PI's fourth-year environmental sociology course to provide support for data collection and to experience a sociological study. Such support would include arranging interviews, attending observational events, participating in discussions about data analysis, and preparing the visual material for dissemination to the public. The undergraduate student will be situated solely in Edmonton. The students will work as collaborating members of the team and will be provided with additional responsibilities and training as they gain experience with the project.

Involving graduate and undergraduate students throughout the process of organizing and conducting research will help develop their inquiry and communication skills and provide opportunities to apply concepts developed during their coursework to primary research. They will gain an understanding of key topics in environmental sociology and food studies through hands-on experience, which will provide the basis for thesis composition (for the Edmonton student) and research experience in general (for the Toronto student and undergraduate student). The PI will share the responsibility of conducting interviews with the students and will also participate in the majority of the observational data collection to provide mentoring to students on how to conduct ethical, confident, and reliable research. For the undergraduate student, being involved in this research presents a valuable opportunity to experience graduate work and witness the application of environmental sociological concepts in a field setting.

Once interview and observational data are collected and transcribed, the students will work with the research team through monthly Skype meetings throughout data collection and analysis and to prepare findings for knowledge mobilization. Qualitative software training (NVivo) will be provided through a workshop for the Masters student (the research team is well-versed in NVivo and will be able to provide further support and troubleshooting). As the students undertake paper and thesis writing, opportunities for editing and critique of their work will be provided to ensure the students have adequate opportunity to further their writing skills. The research team will be valuable resources for the students to learn how to apply social theory to collected data and to conduct theoretical sampling. Opportunities will be provided for co-authoring papers, so the students can pursue publications and conference presentations. Training in communicating with public audiences will be provided to the University of Alberta Masters student to ensure she develops an awareness of the importance of communicating the results of social research to public audiences, and is equipped with the skills to teach and learn from public and academic audiences. The opportunity for training in communicating to public audiences will be a valuable addition to the student's graduate experience and her ability to conduct and communicate the results of socially relevant research in the future.

Funds Requested from SSHRC (required)

Estimate as accurately as possible the costs you are asking SSHRC to fund. All budget items must conform to the rates and regulations of your organization and must be fully justified. For each entry, justify all budget costs in terms of the needs of the project.

For each personnel costs category, enter the number of individuals to be hired and specify the total amount (\$) required. The number of, and budget costs for, all individuals hired must be justified relative to the project's needs. For travel, you must distinguish between types (for research purposes or for communication purposes, e.g., conference travel).

Click Calculate Totals to complete the budget form.

Adjudication committees may consider failing a project on the Feasibility criteria if they deem that 30 per cent or more of the overall budget request is insufficiently justified and/or not appropriate to the proposed objectives or outcomes of the project. Committees may recommend minor budget reductions in cases where they determine that the request is inadequately justified and/or not appropriate as described above, and where they judge that savings could be achieved without jeopardizing the project objectives.

Year 1

Personnel Costs			
Student Salaries and Benefits/Stipends	Number	Amount	Justification
Undergraduate	1	\$2,400	To assist with

<p>Undergraduate</p>			<p>setting up interviews, arranging transportation to - and attend observational events, assist in data analysis discussions, prepare visual material for presenting findings to public and academic audiences. June 1 - August 31, 2013. Monthly salary will be \$1800 (\$5400 total) but \$3000 will be provided by the University of Alberta through the Roger S.</p>
<p>Master's</p>	<p><input type="text" value="2"/></p>	<p><input type="text" value="\$20,850"/></p>	<p>(1): Edmonton The data will be used for a Masters thesis and the payment information is as follows: \$962.75 (TAP A) + 891.00 (base salary) / month = \$1853.50 with benefits = \$1950.00 / month. For 7 months in year 1 this = \$13,650. (2) Toronto For the Research Assistant we have estimated a salary of \$1200 / month for 6 months (data collection and analysis) expecting an average of 20 hrs/week. Total = \$7200.</p>
<p>Doctoral</p>	<p><input type="text"/></p>	<p><input type="text"/></p>	<p><input type="text"/></p>
<p>Subtotal</p>		<p><input type="text" value="\$23,250"/></p>	
<p>Non-student Salaries</p>	<p>Number</p>	<p>Amount</p>	<p>Justification</p>
<p>Postdoctoral</p>	<p><input type="text"/></p>	<p><input type="text"/></p>	<p><input type="text"/></p>
<p>Professional/Technical Services</p>	<p><input type="text" value="2"/></p>	<p><input type="text" value="\$9,650"/></p>	<p><input type="text"/></p>

			<p>support will facilitate the Masters student completing their program in a timely manner.</p> <p>Transcription costs (\$25/hr of transcription), 60 interviews x 90 min / interview x 4hrs to transcribe 1 hr interview = 90 hrs interview * 4 * \$25 = \$9000</p> <p>Training from communications expert = \$900 for Year 1 and is covered by the University of Alberta.</p> <p>NVivo training will be provided to the Masters student to assist with data analysis - 1 day @</p>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Subtotal		\$9,650	
Travel and Subsistence Costs for Research	Number	Amount	Justification
Applicant/Team Members	<input type="text" value="1"/>	<input type="text" value="\$3,500"/>	<p>Year 1 - data collection in Edmonton and Toronto: PI to travel to Toronto to participate in data collection for July, 2013. Airfare = \$900 Apartment rental in Toronto, one month = \$2,200 Travel to five observational events and 30 interviews in each study city, using public transit or taxi cabs when necessary - \$400</p>
Students	<input type="text" value="2"/>	<input type="text" value="\$400"/>	<p>Travel to five observational events and 30 interviews in each city using public transit or taxi cabs when necessary - \$200 for each study site (= \$400)</p>
Subtotal		\$3,900	
Travel and Subsistence Costs for Dissemination	Number	Amount	Justification
	<input type="text" value="1"/>	<input type="text" value="\$2,350"/>	<p>PI travels to one</p>

Applicant/Team Members			Canadian conference to present early research findings. Airfare = \$900 Accommodations (shared) = \$700 Per diem = \$350 Registration = \$400
Students	1	\$1,450	Masters student travels to one Canadian conference to present early research findings. Airfare = \$900 Accommodations (shared) Per diem = \$350 Registration = \$200
Subtotal		\$3,800	
Other Expenses	Amount		Justification
Supplies			
Non-disposable equipment			
Software		\$480	Software (NVivo - \$160 - on 3 computers) = \$480
Hosting - Interviews (60)		\$1,800	Interviews (60) (hosting at \$30 each = \$1800). Hosting involves purchasing food and beverage for the participant and interviewer.
Subtotal	\$2,280		
Total year 1	\$42,880		

Year 2

Personnel Costs			
Student Salaries and Benefits/Stipends	Number	Amount	Justification
Undergraduate			
	1	\$17,550	
			The Masters student

Master's			will be employed to finish their thesis using data collected in this study. Total / month = \$1950 (\$962.75 + 891.00 / month + benefits at 10% of the award portion) = \$1950. For 9 months in year 2 = \$23,400
Doctoral	<input type="text"/>	<input type="text"/>	<input type="text"/>
Subtotal		\$17,550	
Non-student Salaries	Number	Amount	Justification
Postdoctoral	<input type="text"/>	<input type="text"/>	<input type="text"/>
Professional/Technical Services	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Subtotal		\$0	
Travel and Subsistence Costs for Research	Number	Amount	Justification
Applicant/Team Members	<input type="text"/>	<input type="text"/>	<input type="text"/>
Students	<input type="text"/>	<input type="text"/>	<input type="text"/>
Subtotal		\$0	
Travel and Subsistence Costs for Dissemination	Number	Amount	Justification
Applicant/Team Members	<input type="text" value="3"/>	<input type="text" value="\$7,500"/>	PI, co-PIs attend one foreign (US) conference: Airfare: \$1200 each = \$3600 Accommodations: \$500 each = \$1500 Per diem: \$400 each = \$1200 Registration: \$400 each = \$1200
	<input type="text" value="1"/>	<input type="text" value="\$2,300"/>	<input type="text"/>

Masters student at

Students			University of Alberta to attend foreign (US) conference at the end of her program: Airfare: \$1200 Accommodations: \$500 Per diem: \$400 Registration: \$200
Subtotal		\$9,800	
Other Expenses	Amount		Justification
Supplies			
Non-disposable equipment			
Subtotal	\$0		
Total year 2	\$27,350		
Grand total	\$70,230		Calculate Totals

Funds from Other Sources

You must include all contributors (e.g., individuals, not-for-profit organizations, philanthropic foundations, private sector organizations) that are providing contributions for the project. Indicate whether or not these contributions have been confirmed.

If a funding source is not listed, you must:

- (a) type the source name in Funding Source
- (b) identify the contribution type
- (c) enter an amount.

If you have received, from a single funding source, more than one contribution of the same type (e.g., cash) and confirmation status, you must combine these into one entry (e.g., two \$20,000 confirmed cash contributions from a university become one \$40,000 confirmed cash contribution).

Funding Source	Contribution Type	Confirmed	Year 1	Year 2	Total	Details
University of Alberta	In-kind	Yes	\$2,150	\$1,800	\$3,950	

						The Faculty of Agriculture, Life and Environmental Sciences will give support from the media relations expert at no cost to prepare oral
University of Alberta	In-kind	Yes	\$350	\$0	\$350	The Department of Resource Economics
University of Alberta	Cash	Yes	\$3,000	\$1,000	\$4,000	The Department of Resource Economics and Environmental Sociology
Select or enter other value	Select	Select			\$0	
Select or enter other value	Select	Select			\$0	
Select or enter other value	Select	Select			\$0	
Select or enter other value	Select	Select			\$0	
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Select or enter other value	Select	Select			\$0	

Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Select or enter other value	Select	Select	<input type="text"/>	<input type="text"/>	\$0	<input type="text"/>	<input type="text"/>
Grand total					\$8,300	Calculate Totals	

Expected Outcomes (required)

In this section, elaborate on the potential benefits and/or outcomes of your proposed project. If awarded funding, you will have the opportunity, via follow-up reports, to share how your outcomes have evolved.

Scholarly Benefits

Indicate up to three scholarly benefits of the proposed project. (required)

1. Knowledge creation/intellectual outcomes
2. Student training/skill development
3. Enhanced theory

Summary of Expected Scholarly Outcomes (required)

Describe the potential scholarly benefits/outcomes (e.g., potential learning, implications) that could emerge from the proposed project.

Characters remaining: **4** (1000 chars)

This research will foster new insights for environmental sociology and food studies. By conceptually mapping the transitional space between sustainable consumption and public citizenship we will provide insight into the motivating influences behind civic practices related to sustainable foods. This will refine environmental citizenship theory and address a key question in food studies: when do food consumers act more like food citizens – agents who do not simply look for the best commodity, but who address critical issues in the public sphere? Also, by elaborating empirically on the consumer / citizen construct, we will open up new avenues for research, such as evaluating the effectiveness of various civic practices in overcoming barriers to environmentally sustainable societies in other domains. Outcomes for student training involve developing students' skills in communicating with various audiences and offering empirical research experience to undergraduate and graduate students.

Societal Benefits

Indicate up to three societal benefits of the proposed project. (required)

1. Enriched public discourse
2. Behavioural outcomes
3. Cultural outcomes

Summary of Expected Societal Outcomes (required)

Describe the potential societal benefits/outcomes (e.g., effects, implications) that could emerge from the proposed project.

Characters remaining: **0** (1000 chars)

This research will stimulate critical reflection on the role of the individual in fostering a more sustainable society. Sustainable consumption has introduced discourses and political structures supporting sustainable lifestyles, sensitizing many individuals to environmental issues. This research will build on that foundation, contributing to innovations in policies, and cultural approaches to public engagement. This will be realized primarily through empirical study of civic practices that seek to remove barriers to sustainable food consumption and production (e.g., providing high quality and low cost local food). Findings will be of significance beyond sustainable foods. Many individuals want to do 'the right thing' but there is limited discourse related to ways to engage in the public sphere without adopting an activist identity. Public discussions on a broad suite of public-spirited civic practices has the potential to foster a more socially and environmentally sustainable culture.

Audiences

Indicate up to five potential target audiences for the proposed project. (required)

1. Canadian individuals (practitioners, consultants, clients, consumers)
2. Canadian not-for-profit organizations
3. Canadian municipal governments
4. select or enter other value
5. select or enter other value

Summary of Benefits to Potential Target Audiences (required)

Describe the potential target audiences that could benefit from the expected outcomes of the project.

Characters remaining: **2** (1000 chars)

We have created multiple opportunities in our research design to mobilize knowledge with public and academic audiences. Our efforts to relay research results - to the media (local and national) and through public lectures and teaching - will assist in stimulating reflection on the role of the individual in addressing social and environmental problems. This knowledge mobilization also has the potential to benefit not-for-profit organizations. More generally, public consideration of the role of the individual (consumer, producer, citizen) is of value in fostering a more adaptive and altruistic society. Also, as this research is based in two Canadian cities, we expect results will be used by various actors who are involved in defining strategies for citizen action and communication within the purview of sustainability and food security. We aim to achieve this by highlighting some structural features of government policies and bylaws that serve as barriers and drivers of civic practices.

Version: 1.5.0

Problem Statement:

Twenty years of sustainable consumption practices have laid fertile ground for fostering civic engagement with sustainability. Yet some have expressed concern that public and academic discourse has become intransigent with regards to opening up spaces for practices beyond private consumption (Fisher et al. 2012a; 2012b.). Despite evidence that social movements are particularly valuable for addressing barriers to a more sustainable society, there are few people with the capacity to consistently engage in social movement activities (Agyeman and Angus 2003). This implicit sustainable consumer / activist construction suggests mutually exclusive categories, rather than a spectrum of individual involvement. This results in a failure to recognize and theorize public-spirited actions that would not be classified as activist but that aim for sustainability nonetheless (e.g., a government employee pushing for a sustainable food strategy; an organic food producer providing goods to low-income households). Drawing from political sociology, we use the term *civic practices* (Eliasoph 1996; 2011) to refer to other-oriented discourse and acts that seek to overcome barriers to a more environmentally sustainable society. These practices link and integrate consumer and citizen identities in a more powerful and enduring synthesis.

The published literature has strengthened scholarly understanding of ways to shift consumption habits (Griskevicius et al. 2010) and demonstrates the efficacy of social movements for shifting public discourse and practice (Diani 2004). However, as has been acknowledged in environmental citizenship theory, there remains a lack of knowledge about the spaces, practices, and discourses that connect individual consumption acts to collective movements (Luque 2005). This research will identify when, why, and how individuals (volunteers, employees, and producers) in different contexts (Edmonton and Toronto) choose to adopt civic practices. The central objective of this research is to identify and understand the civic practices that populate and integrate the transitional space between consumption and activism.

Methodology:

This project aims to gather new scientific insights through case studies of civic practices in the sustainable foods movement in Edmonton and Toronto, as these are sites with burgeoning civic practices and unique structural contexts related to sustainable food systems. We will sample carriers of civic practices – be they activists, public servants, or producers. We use environmental citizenship theory as a framework due to its rootedness in justice and empirical research. We will build on this body of knowledge by incorporating the concept of civic practices to map the conceptual space between consumer and citizen. We use sustainable food as a case study given the topic's ability to serve as a lens for focusing people's concerns about critical social and ecological issues. Data will be generated through interviews (n =30 in each site) and participant observation (n = 5 events in each site).

Contributions:

There are two gaps in the literature that this research will explore. First, it will refine environmental citizenship theory by using evidence of civic practices to complicate the category of consumer / citizen. Second, it will address a key question being asked in food studies: when do food consumers act more like food citizens – agents who do not simply look for the best commodity, but who address critical issues in the public sphere (Goodman et al. 2012). More crucially, this research will foster public dialogue on how to build on our social knowledge of sustainable consumption practices in order to pursue alternative avenues that could overcome structural barriers to sustainability.

Objectives

Common wisdom holds that a sustainable society will emerge through a combination of individual lifestyle shifts and broad-based social movements (Speth 2009). Consumer responses to sustainability issues have become a widely accepted form of individual engagement in public and scholarly discourse (Gould et al. 1996). However, compelling evidence suggests that sustainable consumption alone does not constitute an effective response to sustainability crises (Maniates 2001). Commonly contrasted with sustainable consumption, social movement activity is heralded as a potent force to overcoming structural barriers to sustainability. Yet ongoing involvement in social movements exacts too steep a commitment for typical citizens (Agyeman and Angus 2003). Still, this logic posits individual engagement as two mutually exclusive categories. In contrast, we view the consumer and activist as ends of a spectrum of individual involvement in sustainability. Given the limitations of consumer responses to the environment, there is an acute need for research into the spaces and practices that exist for encouraging citizens to develop collective identities, measured by their participation in, and influence on, the public sphere (Karlsson 2012).

To orient our research into the transitional space between consumer and citizen, we draw on and develop the concept “civic practices”. Civic practices are public-spirited acts intended to create spaces for political conversation or action in the public sphere (Eliasoph 1996; Parkins and Davidson 2008). To enhance responses to contemporary environmental challenges, we focus on the transitional space between sustainable consumption and social movements in a case study of sustainable food systems. Food systems offer an ideal subject matter for case study research to explore the mediating practices, motivations, and beliefs that encourage some individuals to participate in the public sphere. There are two reasons for this: (1) their appeal across public, academic, and private sectors, and (2) their appeal to many different values – environmental, social justice, and health. We use case studies of civic practices related to sustainable food to achieve the following objectives and to answer the associated research questions:

→ Objective 1: To conceptually map the transitional space between sustainable consumption (consumer) and social movements (citizen).

→ Objective 1(a): To identify the civic practices that support transitions between consumer and citizen identities in the sustainable food movement.

- *Research question: Which civic practices are adopted with the intention of bringing about a more sustainable food system?*

→ Objective 1(b): To explore the motivations behind the adoption of observed civic practices, focusing on when, where, why, and how civic practices are adopted.

- *Research questions: When, where, why, and how do participants adopt civic practices?*

Context

Originality, significance and expected contributions

A key focus of this study is the transitional space between *acts of sustainable consumption* defined by individuals’ choices to buy food they feel is better for the environment and *acts of public citizenship* defined by participation in social movements to influence public policy and societal behaviour related to food systems. That is, we do not focus on sustainable consumption practices or formally organized social movements, but the intermediate category of civic practices. This might include a resident of a neighbourhood working with others to establish a community garden, a municipal employee arguing for a city food strategy, or an organic food

producer seeking to source to low-income households. This transitional space has been neglected in the literature, and has the potential for positive impacts on projects of citizen engagement (Fung 2005; Luque 2005).

The proposed research uses a multidisciplinary theoretical framework (informed by theorizing in both political and environmental sociology). The findings will address two gaps in the literature: first, by incorporating the concept of civic practices into environmental citizenship theory, and second, by using sociological inquiry to understand when, where, why and how some individuals act in a public-spirited manner by adopting civic practices. These contributions are related to our objectives to conceptually map the spectrum of individual engagement in sustainability (objective 1); to identify the civic practices that support transitions between sustainable consumer and citizen identities in the sustainable food movement (objective 1a); and to explore the motivations behind the adoption of observed civic practices, focusing on when, where, why, and how civic practices are adopted (objective 1b). The findings will influence current scholarly and public discourses around effective individual involvement in sustainability.

Civic practices and the public sphere

Medearis (2004) alluded to the presence of acts that exist between private consumption and social movements but with the exception of Eliasoph's (1996; 2011) work on civic practices, there is little empirical research addressing this conceptual space. Thus, current public and academic discourse remain focused on either individual consumer actions or large-scale social movements (Hargreaves 2011). As such, there is a rich literature on individual motivations to shift consumption patterns to reflect environmental concerns (e.g., Connolly and Prothero 2008; Griskevicius et al. 2010; Kennedy et al. 2009a; Seyfang 2006). There is also a great deal of literature on social movements – how they function (Diani 2004), how they are sustained (Passy 2001), and their benefits for the common good (Tarrow 2011). Theorizing in political sociology draws our attention to the spaces between consumer and activist identities and practices.

The public sphere has traditionally been defined as the interstitial space between individuals and their governments; a space where people interact to debate and discuss topics important to the functioning of society (Habermas 1991). It is a space (formal or informal) where citizens can collectively produce conversations and experiences that foster a sense of community and citizenship (Oldenburg 1989). A central finding of Eliasoph's (1996) work was that formal settings for public discourse tend to discourage other-oriented discourse. For example, a group of activists opposing the siting of toxic waste, when speaking privately, emphasized their aim that such waste would not be placed in anyone's community. Yet when interviewed by the media (entering the public realm), the same activists spoke of their need to protect themselves and their families. Building on Eliasoph's work, we are similarly interested in noting the civic practices that are used to foster collective action, but we go further: we seek to ascertain when, where, why and how people adopt civic practices, noting the social conditions leading to (or preventing) public-spirited action in sustainable food systems.

Environmental citizenship theory

There are two features of environmental citizenship theory that we will rely on for our theoretical framework and a third feature upon which we intend to improve. First, this theory considers citizenship as a practice, not a status (Luque 2005). This aligns with our interest in civic practices rather than static identities (e.g., public activist). Second, the notion of justice, or equity, is

central to environmental citizenship theory (Dobson 2003; Latta and Wittman 2012). Operationally, this means that the actor is seeking to remedy a situation not only for herself, but also for others (human, non-human, future generations) and not only for environmental reasons but for social concerns as well (Dobson 2003). Where we aim to advance the theory is in complicating the existing view of private consumption and public citizenship as having a shared set of antecedent characteristics (Hayward 2006).

Our research is based on the premises that citizenship is more complicated than ‘private’ and ‘public’; that public acts of citizenship have different antecedent characteristics than private consumption; that the transitional space between consumption and public citizenship can be identified empirically using the construct civic practices; and that to provide theoretical and practical benefit, the motivations to adopting civic practices need to be more rigorously identified. Overall, this is based on the belief that creating spaces for public-spirited action is vital for addressing structural barriers to an environmentally and socially sustainable society. This is in part because public-spirited action can lead to problem identification, building consensus, mobilizing action, and creating spaces for public dialogue (Curry and McGuire 2002; Medearis 2004).

Why food?

The broad purpose of our study is to use case studies of civic practices related to sustainable food to explore the conceptual territory between private consumption and public citizenship. Food is a particularly advantageous topic for initial study due, first, to its current prominence in public discourse; second, to the ability of sustainable food topics to address both consumption and production issues; and third, to the appeal of engaging in sustainable food for the purposes of social justice (e.g., food sovereignty), environmental issues (e.g., land use), and health (Lang 2010). However, we see the benefits accrued from this initial study as primary related to process – navigating how consumption, civic, and citizen practices support and oppose each other. The aim here is not to understand how to create a sustainable food system or debate what that might look like. Instead, we aim to contribute to the theory and practice of public-spirited action by using case studies of civic practices related to sustainable food topics (e.g., creating a community garden, encouraging government to support urban agriculture).

Relationship to ongoing research

As an emerging scholar, this study is related and highly relevant to my past and ongoing research. In my doctoral studies, I examined individualistic responses to environmental issues by collecting qualitative and quantitative data to identify the importance of engaging with others for sustaining a commitment to live environmentally sustainably (Kennedy 2011; O’Shaughnessy and Kennedy 2010). Secondary data suggested that some of the participants of the qualitative component of the study were more concerned with reducing social barriers to sustainable living than in representing some ideal type of sustainable consumer. These findings have developed my interest in what motivates public-spirited action, a central focus of this research and a key part of my ongoing study of sustainable consumption and environmental citizenship.

My other past research projects shed light on the limitations of individual consumption acts alone for challenging unsustainable production processes. The data I have collected suggest that a meaningful approach to building on the success of the sustainable consumption program is to explore ways that individuals can act collectively to address the structural barriers that limit many

from living an environmental sustainable life (e.g., urban sprawl, lack of opportunity to grow one's own food; cost of sustainable foods). For example, in earlier research, Kennedy et al. (2009b) found that a majority of Canadians do not feel they have control over the decisions that would lower their environmental impact, or the time, money, and knowledge to put their values into actions. More recently, my post-doctoral work challenged the notion that individual environmental values will lead to environmentally sustainable lifestyles. Instead, data demonstrated that environmental impact is associated more strongly to income than to environmental values (Kennedy et al. 2013). The proposed research is positioned to advance understanding of the motivations and mechanisms underlying the civic practices that integrate individual and collective action.

Strengthening my ability to achieve this research is the collaboration of Drs. Parkins and Johnston. Dr. Parkins' work has focused on the factors building motivation and collective action in relation to environmental and natural resource management decisions (Parkins 2002; 2011). Dr. Johnston is one of Canada's leading scholars in the sociology of food. She has published critical views on the limitations of sustainable consumption (Johnston 2008; Johnston et al. 2009). She is interested in the potential of the interstitial space between consumerism and citizenship, and believes that these spaces should be empirically explored rather than critically dismissed or romantically embraced (Johnston et al. 2009; 2011; 2012).

Methodology

This case study research is informed by grounded theory, as this combination of methodologies is compatible with generating a full-description of the topic of interest – in this case, civic practices (Eisenhardt 1989). Grounded theory suits questions of transformation (e.g., why someone adopts civic practices), topic areas with little existing empirical study, and questions that lead to an understanding of the nature and complexity of processes taking place (Strauss 1987). We will be using two case study sites (Edmonton and Toronto) to generate knowledge through constant comparison (Yin 2008). Given our research objectives, the two case study sites are advantageous since they offer a broad set of social contexts and civic practices to draw upon and compare, and they facilitate a diverse sample of participants, including producers, volunteers, public and private sector employees, and consumers. For Straussian grounded theory, case study yields more varied data than could be expected from individual, purely homocentric studies (Eisenhardt 1989).

Research sites

This research will be situated in Edmonton and Toronto. The study sites, a second-tier city (Edmonton) and mega-city (Toronto) are the types of communities where the most substantial transformations in public practices related to food have taken place (Seyfang 2006). They also represent unique structural circumstances. For instance, Toronto is a city of neighbourhoods; this structure has potential implications for how citizens incorporate civic practices into their home and work domains. Also, in Edmonton, ongoing urban sprawl has prompted inchoate discussion around urban agriculture and land-use at the municipal level. The long-standing Greenbelt Movement in Toronto has already placed this issue firmly on the agenda of municipal and provincial governments. These and other legal and political differences offer evidence to compare the civic practices that citizens adopt to overcome local (and other) structural barriers to public-spirited action. In the long term, it is our intention to use results from this study to apply for an Insight Grant that uses a larger number of municipal sites (potentially across national borders) to

examine the effectiveness of different types of civic practices for overcoming barriers to collective action on environmental issues. However, for the purposes of this study, we are interested in identifying civic practices and their related motivations. To these ends, we have selected two cities to give our study comparative leverage and generalizability (Yin 2008).

Sampling

Participants for this study will be invited to contribute based on their self-identification of having worked towards reducing barriers to sustainable food production or consumption (e.g., the cost of preparing “sustainable” meals; lack of space for gardening; loss of agricultural land to urban sprawl). We are studying civic practices – our sample, therefore, could include workers in private, public, or social economy enterprises, as well as volunteers and activists. In addition to recruiting through online and newspaper advertisements and theoretical sampling, we will also draw on networks established through our long-term residence in the study sites to build a strong sample of civic practices.

Interviews and participant observation

We will conduct 90-minute semi-structured interviews with participants in Edmonton and Toronto (n = 30 in each study site). The interviews will be tape-recorded and conducted by the principal investigator or student researcher in a location convenient to the participant. The interviewer will prompt informants to elaborate on the context (place, people, and activities) of key ‘eureka’ moments that shifted their focus from individual action to public-spirited action that addresses structural barriers. These interviews will also elicit information on identifying the following: civic practices; participants’ reasons for (or challenges with) adopting those practices; the discourses that facilitate or discourage public engagement; and the types of spaces participants identify as public. The interviews will allow us to identify the civic practices used to create spaces for public-spirited action and discourse related to sustainable food, and importantly, the motivations behind adopting those practices.

We will follow a subset of the interview participants to the spaces within which they seek to confront social barriers to sustainability. Our sampling will include informants with different roles (e.g., volunteer, municipal employee, producer) at roughly 5 different events in each city (e.g., public protest, city council meeting). We will rely on field notes to generate data from these events. The field notes will be written to explain what is going on at the event and how the observed activities may be similar or different from activities observed elsewhere or comments provided in the interviews. The field notes will be analysed through constant comparison to the themes and codes developed in the interviews with the aim of answering our research questions. Coding will be structured to identify civic practices and use data and literature to create themes that reflect the factors that aid individuals in adopting the civic practices that facilitate public-spirited action to reduce barriers for others to participate in a sustainable food system.

Conclusion

Using a combined case study-grounded theory methodology, the proposed research will explore the transitional space between consumer and citizen practices. To do so, we will sample civic practices related to sustainable food systems in Edmonton and Toronto. The resulting data will be used to publish articles advancing environmental citizenship theory and food studies, and to foster public dialogue related to how individuals can engage effectively in the pursuit of sustainability. We intend to apply for an Insight grant to evaluate different civic practices.

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