

B.C.-Alberta Social Economy Research Alliance (BALTA)

SERC 2 WorkPlan – 2010-2011

1. Scope of this workplan:

This plan covers SERC 2's plans/intentions for the balance of the period of SSHRC funding for BALTA's program. It covers the 2010-2011 fiscal year and a few further months into 2011, concluding in summer or early Fall 2011, depending on what final date is set for wrap-up of BALTA activities.

2. Has the work plan been ratified by the SERC?

The elements of this workplan were discussed and agreed to during the SERC 2 meeting at the BALTA symposium in Calgary in November 2009, then subsequently fleshed out a bit by SERC 2 co-chair, Mark Roseland, and Stuart Wulff.

3. SERC 2's objectives for 2010-2011:

- **SERC 2's priority objective for new work in 2010-2011 is to focus on dissemination of SERC 2 research results, including through conference papers and published articles, but focusing primarily as a SERC on development and publishing of a book focusing on SERC 2's research.**
- **SERC 2 members will also complete three research projects that are nearing completion that were approved in 2008 and 2009:**
 - **B4 – Social Economy Case Studies in Rural Alberta** – The case studies were done in 2008-2009 and podcasts prepared. Written versions of the case studies are still in development.
 - **B6 – Prospects for Socializing the Green Economy: The Case of Renewable Energy** – Nearing completion, with report completion expected by June 2010.
 - **B7 – Farmers' Markets as Social Economy Drivers of Local Food Systems: Phase 2** – Nearing completion, with report completion expected by June 2010.
- **No further new research is specifically planned for 2010-2011, but SERC 2 may identify some research gaps as the book theme and content is developed. The SERC would like some resources reserved to support this research if it should arise.**

4. Resources for research currently in process that was previously approved and will wrap up in 2010-2011 plus summary of new funding requested for 2010-2011

| Project / Activity Description | Budget, Resources and Other Support Requested from BALTA | In-Kind and Cash Support Provided from Other Sources (where known) |
|--|--|---|
| B4 – Social Economy Case Studies in Rural Alberta | No further funding required of BALTA. | In-kind time & support costs contributed |
| B6 – Prospects for Socializing the Green Economy: The Case of Renewable Energy | Approved in 2009, but not yet all spent. Budget remaining: Students - \$2,350 Support costs - \$500 Dissemination - \$1,000 Total = \$3,850 | In-kind time & support costs contributed |
| B7 – Farmers’ Markets as Social Economy Drivers of Local Food Systems: Phase 2 | Approved in 2009, but not yet all spent. Budget remaining: Students - \$1,380 Travel/Conferences - \$1,570 Total = \$2,950 | In-kind time & support costs contributed Co-funding of conference travel costs re ANSER 2010 conference |
| New Dissemination Initiative – Development of book reflecting SERC 2’s research results (and potentially some research from other SERCs) Funding for students to support the process through any identified further research required to fill gaps. | Travel and costs for 2 writing workshops - \$17,500 Students - \$15,000 Total = \$32,500 | In-kind time & support costs contributed Costs re publishing of book? |
| Other dissemination initiatives | Travel and/or knowledge dissemination - \$2,500 | In-kind time contributed |
| Total Budget Requested from BALTA for 2010-2011 | <u>Previously Approved in 2009</u> Students – \$3,730 Support Costs - \$500 Travel/Conferences - \$1,570 Dissemination - \$1,000 Total = \$6,800 | <u>New BALTA Funds Requested</u> Students - \$15,000 Support Costs - Travel/Support re Writing Workshops - \$17,500 Travel/Dissemination - \$2,500 Total = \$35,000 |

5. Research and activity roles for those SERC members involved in the research, including projects and activities identified under #7.

| Project / Activity | SERC Members Involved | Role Played |
|--|--|---|
| B4 – Social Economy Case Studies in Rural Alberta | Karsten Mundel | Lead Researcher |
| B6 – Prospects for Socializing the Green Economy: The Case of Renewable Energy | Noel Keough Paul Cabaj Julie MacArthur | Co-Lead Researcher Co-Lead Researcher Student Researcher |
| B7 – Farmers’ Markets as Social Economy Drivers of Local Food Systems: Phase 2 | Mary Beckie Hannah Wittman Paul Cabaj Herb Barbolet Will Low | Co-Lead Researcher Co-Lead Researcher Co-Researcher Co-Researcher Co-Researcher |
| New Project – Book development | Mark Roseland, Mike Gismondi, Mary Beckie, Sean Markey | Project Co-Leads |
| Other dissemination initiatives | | Roles to be determined once activities are confirmed |

6. Communication, dissemination and learning/animation plans/needs during the year and support needed from BALTA to assist with this

A. Project Specific Dissemination – Various project leads are implementing and exploring specific dissemination initiatives re their project results – conference papers, published papers and articles, etc. Some BALTA project resources in Projects B6 and B7 are already allocated for this. Project leads are also securing other support for such activities. **It is requested that BALTA budget \$2,500 to subsidize further opportunities if needed.**

B. BALTA-Wide Initiatives of Particular Interest to SERC 2 – SERC 2 is also interested in other BALTA ‘legacy’ initiatives that can enhance dissemination and engagement efforts. Some of these are led by SERC 2 members, while in other cases SERC 2 would hope to contribute to specific initiatives. We are particular interested in further BALTA work on the land tenure issue and the course development initiative recently approved by the steering committee (and led by SERC 2 members Mike Gismondi and Mary Beckie).

C. The Book Writing Project

This will be the principal focus of SERC 2’s efforts during the remaining period of SSHRC funding. A more detailed plan will emerge from the first project workshop in May-June 2010, but what follows is the basic idea approved by SERC 2 and somewhat elaborated by Mark Roseland.

There is a sense that SERC 2 has accumulated a mass of good research. The challenge over the remaining period of SSHRC funding is getting that material disseminated. SERC 2 proposes to develop a book that would provide a potential way to focus publication, dissemination and BALTA’s legacy.

It will be critical to orient the book around a theme that will have appeal to a range of potential audiences, both practitioner and academic. There is a challenge of trying to do too much and incorporating a broad range of issues that would dilute the cohesiveness of the book. We need to be strategic about this. What are the cross-cutting issues that link all of our research? It might be bridging sustainability and the social economy.

Developing this theme and then planning out suitable content for the book will be the principal focus of a first planning workshop in May-June. This first retreat would need to address the purpose and theme, intended audiences, framework, analytical lenses and a table of contents. The theme will be shaped such that a large part of the content will come from SERC 2’s research. Some relevant content will likely also be solicited from cross-cutting projects and other SERCs. Some critical questions that will need to be addressed in this planning include:

- How would we address the rural/urban dimension?
- How do the theme, framework, lenses and content relate to the broader terms of reference for BALTA’s work as laid out in the proposal to SSHRC and the

strategic orientation laid out in BALTA's initial working papers on research orientation (*Mapping the Social Economy in BC and Alberta: Towards a Strategic Approach* and *Building a Social Economy Research Platform: Towards a Strategic Decision-Making Approach within BALTA*)?

- How do we address any gaps or provide the opportunity for tangible policy recommendations for building the social economy?
- Can the book serve as a road map for change for people moving forward?

Publishers have been raising a concern with collective works re the unevenness of contributions. This will be addressed during the first planning workshop by developing a clear theme and plan of content and by developing an approved template for contributions that all contributors will be required to use. The template will also address the need for contributions to be accessible for both academics and practitioners. The editing process will be designed to consolidate this approach. One model that could be considered is the dual editing process that was used in "Writing Off the Rural West". It used a general editing process, but also included a second round of editors drawn from the intended audience for the book. If the contribution was not accessible or meaningful for them, it had to be reworked or removed. The approach we are planning to use will form part of the sales pitch to a publisher.

- ❖ Several examples were suggested as models to examine for readability and approach – magazines and journals such as ***Making Waves***, ***Alternatives*** and ***New Internationalist*** and the recently published book, ***Breakthrough Communities: Sustainability and Justice in the Next American Metropolis***.

It will be critical to develop detailed abstracts (5pg) of chapters early in the process as a way of allowing people to draw on other people's work as they write, creating a global cohesiveness to the book rather than simply a collection of papers.

It will be important to initiate discussions with potential publishers early in the process and to confirm a publisher as soon as possible. AU Press is a good candidate for publisher, providing the opportunity for both print and web press that creates a more dynamic book. There could be an opportunity to develop additional materials for different audiences linked directly to the book: expanded case studies, etc.

Four SERC 2 members have volunteered to lead and coordinate this initiative: Mark Roseland, Mike Gismondi, Mary Beckie and Sean Markey. They and other SERC 2 members will be involved over the course of the initiative in writing chapters, review and editing, etc. Two face-to-face meetings of SERC 2 are required to develop the project in a coordinated fashion. These will require financial and logistical support from BALTA.

Meeting 1 – A 2-3 day planning and writing workshop in May-June 2010. Stuart is investigating a venue outside of Vancouver. Participants would include SERC 2 members, post-doctorate BALTA researcher Sean Connelly, and a small number of students most extensively involved with SERC 2's research. The other SERCs will also be invited to send a representative to the meeting.

Meeting 2 – We will need a comparable workshop in Fall 2010 to pull things together. This workshop would focus on evaluating progress, reflecting on the writing to date and writing/editing. Participants would be the same as workshop 1, with the possible addition of contributors to the book from other SERCs.

The principal costs for BALTA of this initiative will be funding for the two meetings (estimated at a maximum \$17,500 in total though it may be somewhat less) and some logistical support from staff for the process. We are also asking that BALTA reserve \$15,000 in student funding to support the process for additional research to fill in gaps in knowledge and/or to support involvement of students in writing particular chapters.

7. General plan for monitoring and evaluation of the research activities of the SERC.

- Periodic SERC 2 tele-conferences and updates from project leads
- Contact with lead researchers by SERC co-chairs
- As the principal activity for this period is the book writing project, this will provide a focus for monitoring and evaluation.