



Collaboration in finding the golden egg

Joyce Zwartkruis
Innovation Studies Group
Copernicus Institute for Sustainable
development
Utrecht University

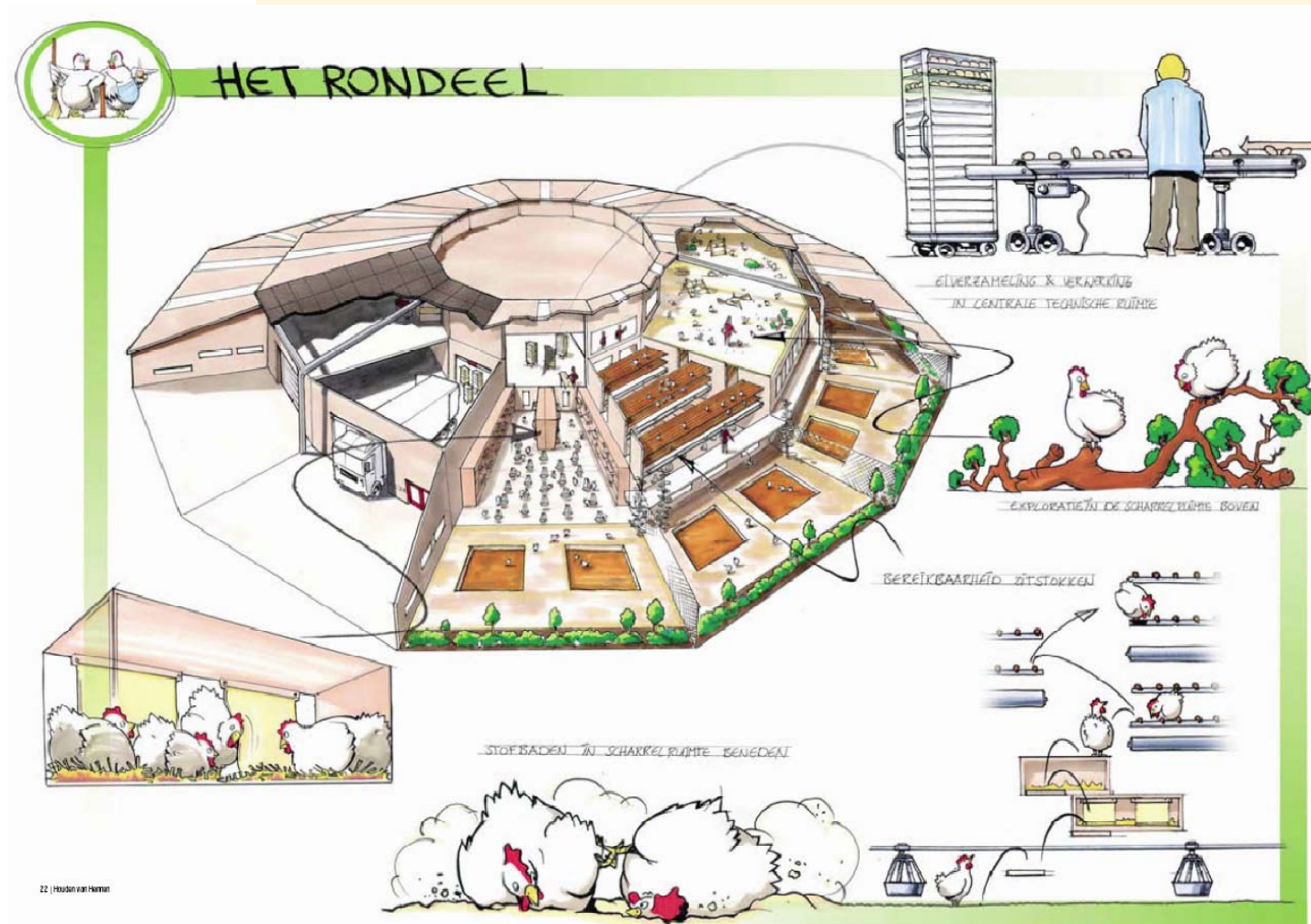
TMP Consortium meeting June 28, 2010



Universiteit Utrecht



The search for the golden egg





Sustainability

Impact of interaction

- + Social embedding
- + Articulation of societal needs

(Smits and Den Hertog, 2007)



Difficulties in interaction

- Cognitive gaps
- Institutional gaps
- Information gaps

(Klerkx and Leeuwis, 2009)



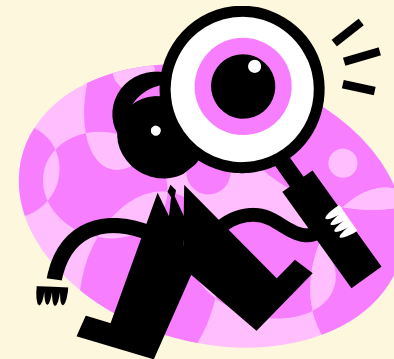
Shared vision

- Shared vision can stimulate innovation processes involving heterogeneous stakeholders (Vergragt, 1988).

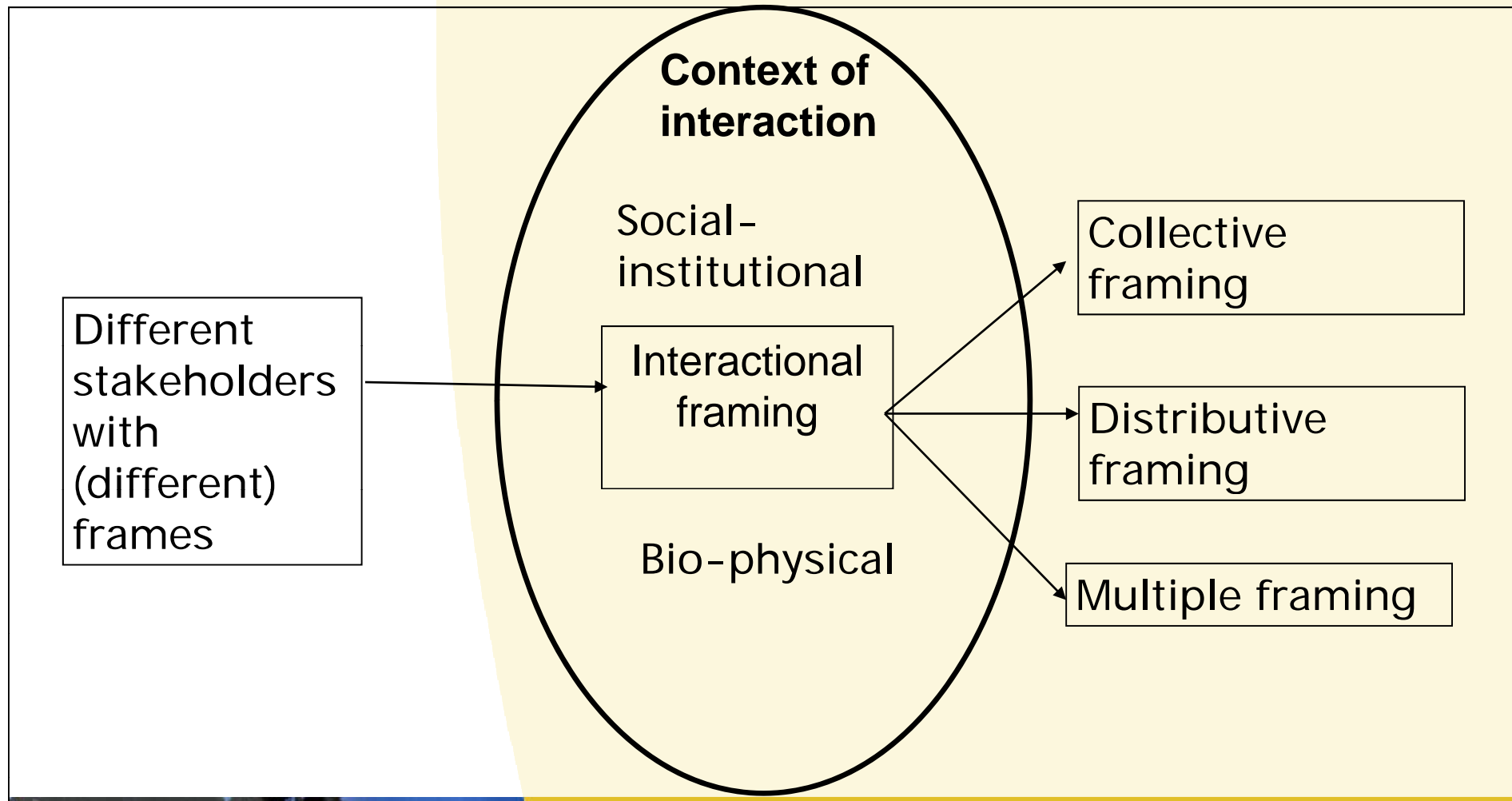


Framing

- “Different ways to make sense of the issues by selecting relevant aspects” (Dewulf et al., 2009)
- Interactional framing: looking for *co-construction of issues, identities and interactions* that are negotiated in talk.
- Micro-perspective



Conceptual model

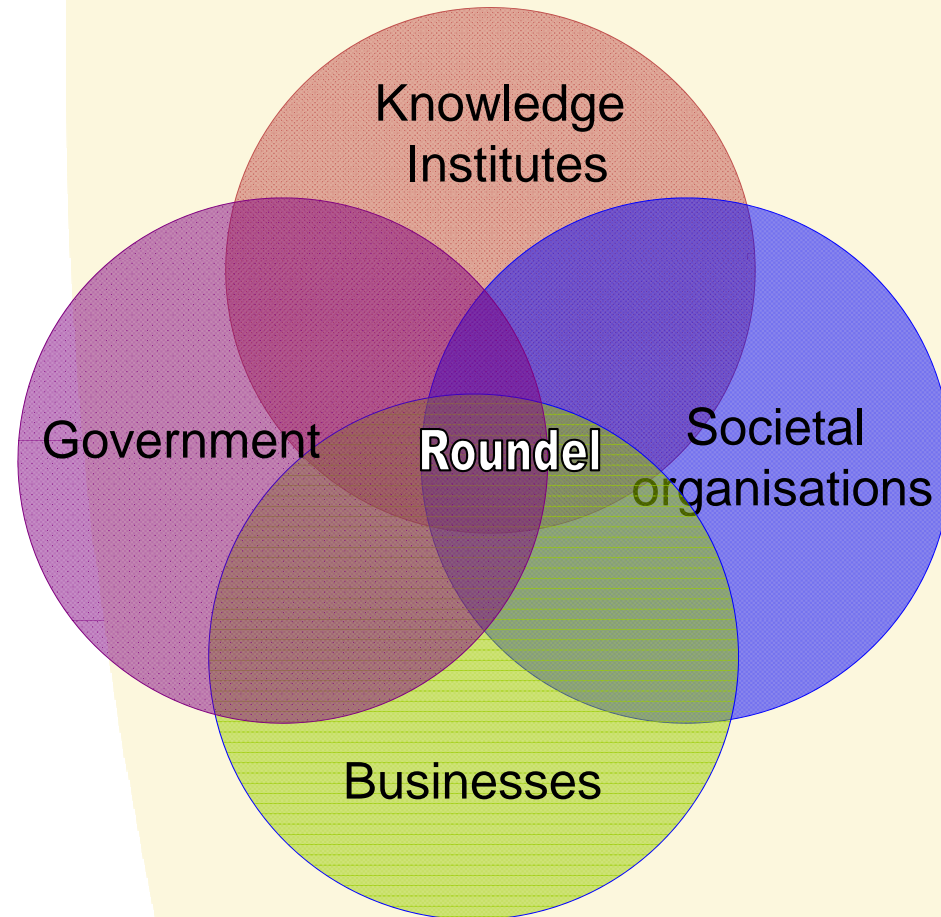


Research question

How did heterogeneous actors in the Roundel project frame sustainability aspects over time?



Heterogeneous actors



Method

- Interviews
- Transcripts of workshops
- Coding
- Key discourses identified
- Analyzing



Example outdoor run

- Rule free range: 4 square meters outside per hen
- Show consumer hens outside
- Animal behaviour
- Risk of avian influenza
- Messy outdoor run



Quote to illustrate - start

"That is what [the stable builder] thought: hens outside, you need much space and you have to deal with regulations".

Researcher



Quote to illustrate - end

"[...] when there is a border of ten metres around the stable with green and trees, absolutely fantastic. At that moment the penny dropped".
researcher

- → animal behaviour central



Conclusion

- Framing does change in interaction
 - Distributive framing
- Contextual factors do have an influence
- Framing does provide insight in innovation processes



