



CORES

CONSUMI
RETI
E PRATICHE DI
ECONOMIE SOSTENIBILI



Centro sulle dinamiche Economiche,
Sociali e della Cooperazione



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Ciclo di Seminari dell'Osservatorio CORES

A.A. 2016 - 2017

Sostenibilità e Territorio

Martedì 10 gennaio 2017

Aula 16 - Sede Via dei Caniana, BERGAMO

ore 10,30 - 12,30

"A Dialectic Model of Strategic Framing in a New Social Movement Enterprise"

Tommaso Ramus, Católica Lisbon School of Business & Economics

ABSTRACT

Our research examines how new social movement enterprises, social movement organizations that directly participate in commercial transactions, strategically frame their activities to appeal to a diverse set of supporters. We examine this process with a seven-year case study of a Sicilian social movement enterprise that attempts to eradicate the practice of extortion payments to the Mafia by providing local anti-Mafia tourism services. Drawing on strategic framing theory, we explain how a new social movement enterprise reconciles existing frames held by two groups of supporters: the existing social movement and the industry into which the social movement enterprise enters. This reconciliation occurred through a dialectic process comprised of material dialogue with industry supporters and ideological dialogue with social movement activists that enabled search, validation, and operationalization of provisional frames. As a result of this process, initial social movement frames were transformed, made dormant, or retained. We discuss implications for research on strategic framing, social movement enterprises, and commercialization as a "mobilizing technology" for social movements.

ore 12,30 - 14,00

Lunch break

ore 14,00 - 16,00

"A Vade-mecum for Food Champions: How to influence Stakeholder Engagement for the development of Urban Food Strategies. A Study on Policy Entrepreneurship in Cork (IR) and Bergamo (IT)"

Gloria Giambartolomei, Utrecht University

ABSTRACT

This research attempts to further investigate the phenomenon of Urban Food Strategies (UFSs), through the study of the agency of crucial actors, so-called food champions, often belonging to civil society, who invest time, energy and resources to push the topic of food onto the municipalities' agenda. This research specifically explores the strategies undertaken by these actors in order to involve stakeholders, which represent a fundamental premise for the potential development of UFSs. Policy entrepreneurship and leadership literature provided the theoretical concepts underpinning the case study research conducted in two European cities, which have started developing their UFSs, namely Cork (IR) and Bergamo (IT). The results showed that policy entrepreneurship is often a collective phenomenon, based on the agency of actor groups, highly sensitive to the social, economic and institutional context within which they act. This allows them to define problems and create visions that best fit interests and perspectives of the stakeholders, as well as to reinforce trust and reputation, necessary for cooperation and collective action. Ultimately, this study provides recommendations for potential change agents of the urban food system, eager to engage stakeholders along the path of the urban food revolution.