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# The Social Practices of Change Agency in the Context of Community Energy Use

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**Abstract:** This paper investigates the social practices of Australian sustainability ‘change agents’ that are working to reduce community energy use. These change agents work to promote change for sustainability, often through leadership of specific projects or initiatives. Their practices are of interest because they influence the effectiveness of efforts to reduce energy consumption. The specific social practice framework employed in the paper draws on the work of Elizabeth Shove and colleagues. It contends that social practices integrate three types of element: materials, competences and meanings. Drawing on semi-structured interviews with 28 change agents across Australia, the paper identifies the materials, competences and meanings held by the change agents and explores how those elements are integrated into practices. Observed competences included skills in co-learning or facilitated learning and the cultivation of positive agency. Change agents employed diverse materials, including new forms of media, and tailored their initiatives to the material context in which they were operating. In the realm of meanings, change agents drew on competing theories of change but were united in their focus on the individual as the locus of change. A social practice framework decentres the individual and may offer new opportunities to shift community consumption patterns.

**Keywords:** Change agents, social practice theory, energy use, household sustainability

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## 1. Introduction

We live on a planet under pressure, where human practices increasingly interfere with the integrity of the Earth’s natural processes (Brito and Stafford Smith 2012). Human pressures on the Earth’s systems are having serious consequences and threatening critical global, regional and local thresholds (UNEP 2012). Humans have already overstepped three critical planetary boundaries by altering global climate, depleting global biodiversity and interfering in global nutrient cycles (Rockström *et al.* 2009). Meanwhile, global consumption patterns are deeply inequitable, with high consumption levels reserved for a rich minority (UNDP 2011). As the people of the majority world seek to emulate the high-consumption lifestyles of those in the minority world, the pressure on the Earth’s natural capital only increases.

Faced with this challenging global situation, diverse movements have emerged to challenge current consumption practices, including green marketing (Grant 2007), collaborative consumption (Botsman and Rogers 2010), voluntary simplicity (Shaw and Newholm 2002),

the slow movement (Honore 2005), transition towns (Seyfang and Haxeltine 2012) and a vast array of behaviour change initiatives (Jackson 2005). While these movements and initiatives have achieved some limited and local successes, they have failed to halt the growth in global consumption. Sustainable consumption patterns remain elusive and identifying pathways towards sustainable consumption is a critical topic for research.

A common factor across these diverse sustainable consumption initiatives is the involvement of ‘sustainability change agents’. Sustainability change agents are people that dedicate their work or voluntary time to facilitating change for sustainability, often through leadership of specific projects or initiatives. In AtKisson’s (2011) eloquent words, sustainability change agents combine:

‘[A] burning desire to know and understand what’s actually happening in this extraordinary planetary pageant we call ‘Life on Earth,’ and an equally strong compulsion to do something to safeguard that pageant from catastrophic, avoidable dangers’ (AtKisson 2011).

Sustainability change agents are the driving force behind initiatives to promote sustainable consumption patterns. As such, the practices in which they are engaged are likely to have a strong influence on the effectiveness of such initiatives. In this paper, I investigate the practices in which Australian sustainability change agents are engaged. To make this a manageable task, I focus specifically on sustainability change agents that are involved with initiatives to reduce household and community energy use. My main data source is a set of semi-structured interviews with 28 change agents across Australia, supported by observation of other change agents, including reflection on my own work as a change agent.

I use a social practice framework (Shove *et al.* 2012) to characterize and draw out the elements of change agent practices. Like Shove (*et al.* 2012), I am particularly interested in the dynamics of social practice. I explore ways in which change agent practices could develop, and the potential impact on household consumption practices. In the next section, I justify the decision to use social practice theory as the analytical framework for this research and outline the way in which I apply it.

## **2. Framing the practice of change creation**

There is a vast literature on how to engage households in sustainable practices and motivate sustainable consumption or pro-environmental behaviours (Darnton 2008, Jackson 2005). Change agents seeking to motivate change can look to literature from diverse fields including behavioural economics (eg. Ariely 2009, Dawney and Shah 2005, Kahneman 2011), social marketing (eg. DEFRA 2008 and 2011, McKenzie-Mohr and Smith 1999), environmental psychology (eg. Geller 2002, Steg and Vlek 2009, Stern 2000), communications (eg. Futerra 2009 and 2011) and advocacy (eg. Crompton 2008 and 2010, Holmes *et al.* 2011). Making sense of this large and often contradictory literature is challenging, to say the least.

One of the most comprehensive and useful reviews of the literature on sustainable consumption and behaviour change is Tim Jackson’s (2005) report on ‘Motivating Sustainable Consumption.’ Jackson reviews numerous models of consumer behaviour and theories of behaviour change. He concludes that ‘making sense of behaviour inevitably requires a multi-dimensional view which incorporates both internal and external elements’ (Jackson 2005, p. x). Building on Stern (2000), he argues that a useful model of behaviour

needs to account for: ‘motivations, attitudes and values; contextual or situational factors; social influences; personal capabilities; and habits’ (Jackson 2005, p. x). This list gives a sense of the factors that change agents need to take into account when attempting to engage people in more sustainable consumption practices.

In its Sustainable Lifestyles Framework, the United Kingdom Department of Environment, Food and Rural Affairs (DEFRA) presents a somewhat similar, albeit longer, list of the factors influencing behaviour (DEFRA 2011). DEFRA identifies two types of factors—situational factors and behavioural factors. Situational factors include infrastructure, culture, geography, social networks, institutional framework, access to capital, information and social learning. Behavioural factors include beliefs, norms, experience, attitudes, habits, self-efficacy, values, awareness, altruism, perceptions, leadership, knowledge and identity.

When I commenced my research with sustainability change agents, I approached it from the kind of integrative behaviour change paradigm outlined by Jackson (2005) and DEFRA (2011). That is, I saw the goal of sustainability change agents as manipulation of the various factors that influence individual behaviour in order to motivate individuals to change their consumption choices. However, when I began to analyze my interview data I found this behaviour change paradigm too limiting. I turned to social practice theory, as I found its account of the limitations of behaviour change frameworks compelling.

Social practice theorists argue that most behaviour change initiatives fail to take into account the full range of influences on behaviour identified above (Moloney *et al.* 2010). This failing is rectified in some of the more comprehensive and integrative theories of behaviour change, however, social practice theorists additionally argue that the focus on individual behaviours and choices is itself problematic (Moloney *et al.* 2010, Shove *et al.* 2012). They contend that behaviour change theories rest on a ‘narrow view of social change’ (Hargreaves 2011, p. 80) that is ‘excessively individualistic and fail[s] to appreciate the ways in which, variously, social relations, material infrastructures and context are intrinsic to the performance of social practices ... and not merely variables among many others within individuals’ decision-making processes’ (Hargreaves 2011, p. 82). Behaviour change theories assume that ‘new social arrangements result from an accumulation of millions of individual decisions’ (Shove *et al.* 2012, p. 2). Behaviour ‘is taken to be a matter of choice, influenced by identifiable factors of which attitudes and beliefs are especially important’ (Shove *et al.* 2012, p. 141). In contrast, theories of practice rest on Giddens’ structuration theory, which sees human agency and the structures that shape it as recursively related (Shove *et al.* 2012). According to Giddens (1986, p. 2), ‘the basic domain of study of the social sciences ... is neither the experience of the individual actor, nor the existence of any form of social totality, but social practices ordered across space and time.’

A social practice approach, therefore, takes the attention off individuals as agents and focuses on how both individuals and structures participate in everyday practices (Hargreaves 2011). Instead of being the central unit of analysis, individuals become ‘carriers or hosts of a practice’ (Shove *et al.* 2012, p. 7). According to Reckwitz,

‘A “practice” ... is a routinized type of behaviour which consists of several elements, interconnected to one other: forms of bodily activities, forms of mental activities, “things” and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge’ (2002, p. 249).

In their exploration of the dynamics of social practices, Shove (*et al.* 2012, p. 14) identify three types of elements of a practice:

- Materials: ‘including things, technologies, tangible physical entities, and the stuff of which objects are made’
- Competences: ‘which encompasses skill, know-how and technique’
- Meanings: ‘in which we include symbolic meanings, ideas and aspirations’

Shove (*et al.* 2012, p. 14) argues that ‘practices emerge, persist, shift and disappear when connections between elements of these three types are made, sustained or broken.’ While they recognize that this scheme is simplistic and potentially reductionist, it is nevertheless useful for exploring the dynamics of social practice. Given my focus on change creation, this scheme provided an appropriate framing for my research.

Before moving on, it is worth highlighting two other key elements of a practice theory framework. First, practices ‘exist as performances’ that integrate the elements identified above (Shove *et al.* 2012, p. 7). They only exist to the extent that they are continually carried out and enacted in everyday life. Thus a social practice framework encourages attention to the practices of daily life—shopping, eating, bathing and so on. Second, practices are historically and culturally specific. While the elements of a practice may persist over time and across cultures, the way in which they are integrated is always unique to a particular time and place. This makes it difficult to transfer lessons from one context to another, a point I will take up again later in the paper.

It should now be clear that framing the role of a sustainability change agent from a behaviour change perspective or a social practice perspective brings very different results. From a behaviour change perspective, change agents operate as external influences on the factors and drivers of behaviour and assume clear causal relationships between their actions and the resulting behaviours. In contrast, from a practice perspective, change agents are embedded in the systems of practice they seek to influence and processes of change are emergent and unpredictable (Shove *et al.* 2012). Sustainability change agents can intervene to change the elements of a practice or the way in which elements are integrated through performance. However, the outcomes of such interventions will be necessarily uncertain. Social practices are complex systems that resist intervention by single change agents.

Further, and central to this research, change agents carry their own particular bundles of practices that can be studied and potentially altered to improve their effectiveness. Framing what change agents do as a bundle of practices delivered new insights for my research and provided a structuring mechanism for this paper. Specifically, I structure the discussion of themes from my interviews with change agents according to the three elements of a practice identified by Shove (*et al.* 2012). The next section provides more detail on the methods used in my research.

### **3. Method**

A social practice framework lends itself to ethnographic methods, where the researcher follows practitioners as they engage in practices, and perhaps engages in those practices themselves. However, I embarked upon this research from a behaviour change paradigm

rather than a social practice paradigm. As such, my approach was to conduct semi-structured interviews with change agents across Australia that were working with households and communities to reduce their energy use.

I commenced by identifying as many Australian initiatives as I could that had at least a partial focus on reducing household or community energy use. This involved Internet searches and conversations with practitioners and change agents to build up a database of initiatives. I then sought to engage with a sample of change agents involved in those initiatives, chosen to be representative of the types of organizations involved in change agency and to give geographic coverage of mainland Australia. I interviewed 28 change agents from New South Wales, Victoria, Queensland, Western Australia and the Australian Capital Territory in a mix of urban, suburban and regional contexts. The change agents worked in state government departments (6), local governments (8), non-government organizations (4), energy utilities (5), research organizations (1) and consulting businesses (4).

Each change agent participated in a semi-structured interview for one to two hours. The interviews explored the objectives of the participant's organization, details of specific change initiatives they had designed or implemented and their practices as a change agent. I asked participants to critically reflect on their practices, explored their 'theories of change' (eg. how they think change happens and what prevents it) and prompted them to describe their visions for the future. The primary research objective was to identify ways in which change agents could be more effective in facilitating the emergence of more sustainable behaviours.

Interviews were recorded, transcribed and descriptively coded (Saldaña 2009). Codes were aggregated into emergent themes for further analysis. It was at this point that social practice theory emerged as a preferable framework for investigating the practices of the participating change agents. Consequently, I undertook an additional round of theoretical coding to identify discussions of the materials, competences and meanings that constituted change agent practices.

The use of interviews instead of ethnographic methods inevitably leads to a stronger focus on the meanings held by change agents, as expressed through conversation during the interviews. While change agents did discuss materials and competences, these can arguably be more readily identified through ethnographic observation. I did observe some of the participating change agents as they went about their daily practices but this was a small part of the research. I also draw on observations of other change agents and reflection on my own practice as a sustainability change agent over the past 17 years. These observations complement the interview research, which remains the primary research method.

Below, I describe the competences, materials and meanings that emerged as elements of change agent practices.

#### **4. Competence: The skills of change creation**

The change agents interviewed for this research possessed diverse skills, practical knowledge and techniques for creating change. They included novice change agents who had been directed to run a behaviour change initiative for the first time, academic experts with deep theoretical knowledge of behaviour change and experienced practitioners that had built up impressive competence through practice and reflection. Sustainability change agents need

skills in fundraising and marketing to get projects off the ground, research skills to support program design, planning and organizing to successfully deliver projects and communications to reach out to participating households and communities. However, these skills are common to many people working in project-based settings. Here, I want to focus in on some skills that seemed to be particularly important to sustainability change agents: translation, facilitation and cultivation of agency.

#### 4.1 Translation

Overwhelmingly, the change agents felt that most people are not engaged with issues like sustainability, climate change and energy use:

‘They come home; their world is their home, their job and their family. So us coming and saying you need to get interested and motivated and take some action around your carbon footprint; it’s like huh, what are you talking about man? How does this relate to my everyday life?’ (State Government representative).

An important competence that emerged from the interviews was that of translation—being able to find ways to connect messages about sustainable energy use to the everyday concerns of the audience:

‘The challenge for government, I think, is translating that down to a language and a level of—a package that people can actually latch on to and understand; see how it relates to them’ (State Government representative).

‘Because when it’s in a language that people understand or expressed in a way that they can relate to their life or they see someone else doing it, so all of those behaviour change approaches that have been talked about...it’s not so difficult I think’ (State Government representative).

‘So when we’re talking about electricity, instead of telling people about electricity, find metaphors for communication that are relevant to the people themselves’ (Local Government representative).

To do this work of translation, change agents need to interpret the values and desires of their audience and find ways to connect the change they are seeking with those values and desires. Change agents interpreted these values and desires in very different ways, leading to markedly different practices. For example, some saw people as primarily motivated by financial concerns, leading them to design change initiatives centred on financial incentives. Others saw people as having ecological motivations that just needed to be activated and sought to engage them in collaborative practices that would help to activate such values. In other words, the change agents held very different models of human behaviour and theories of change, which I will return to in *Section 6.2*.

#### 4.2 Facilitation

A second skill that is particularly important to change agents is that of facilitation. Change agents need facilitation skills in a very practical sense to successfully facilitate meetings, workshops and community events that are central to change initiatives. Delivering a change initiative for households and communities mean engaging people and often bringing them



together in groups. Change agents need to facilitate these interactions so that they are more likely to lead to positive change.

More abstractly, many of the participating change agents sought to create spaces that facilitate change by supporting individual and collective learning. They did not try and impose particular changes but opened up the potential for people to discover their own motivations for change. This kind of approach recognizes that the world is always changing and change is not something that is created or destroyed. Rather, change can be harnessed or directed in more positive directions. It is a type of system-scale facilitation that requires change agents to take a holistic view of the systems in which they are trying to bring about change. For example, one change agent had worked at a landscape scale to insert physical prompts into the landscape that would encourage people who came across them to think about sustainability. The intention was not to direct them to take particular actions but to subtly create spaces where they might become self-motivated to make changes in their behaviours.

Another change agent used a coaching approach that focused on what the participant wanted to change, rather than what the change agent wanted to change:

‘We’re starting with what do you want to change, change one thing, that’s great. What do you want to change next?’ (State Government representative).

The intention is to facilitate a process in which the individual works out their own motivation for change rather than having it imposed upon them, which participating change agents argued is much more likely to result in lasting behavioural change.

The emphasis placed on facilitation skills seemed to reflect a desire to engage participants in more meaningful ways, moving beyond provision of information to genuinely involve people and collaborate with them in change processes. This meant:

‘Doing something that’s a bit more in line with contemporary thinking, that’s engaging audiences, that’s having two-way conversation, it’s creating a community’ (State Government representative).

### **4.3 Cultivating agency**

Most of the change agents I spoke with were skilled in cultivating positive agency, in themselves and others. They had the ability to remain optimistic and positive about the potential to achieve change, despite ongoing setbacks and the reality of change initiatives often falling short of their ambitious goals. They did not seem to be in denial of the challenges associated with change agency. Rather, they seemed to have made conscious choices to adopt an optimistic and positive outlook as a stronger foundation for agency.

Consistent with advice from sustainability communications practitioners that sustainability is more likely to ‘sell’ if it draws on positive visions rather than messages of doom and gloom (eg. Futerra 2009), most of the change agents consciously sought to use positive messages to engage participants:

‘It’s not about trying to shame people for having three cars in the driveway and a huge house and all the rest of it. If they’re doing nothing more than doing a good

job of recycling, it's about, I suppose, supporting that and giving praise and encouragement, rather than the negative side of things' (State government representative).

'All our activities we try to make very positive and proactive I think so that we don't paralyze people' (NGO representative).

'I think you need to be able to paint a picture of, well you're going to move to here and that's going to make your life better or it's going to be an improvement for you in some way' (State Government representative).

The theory behind this approach was that participants are more likely to change their behaviour if engaged in a positive way that creates a sense of agency than if confronted with warnings about negative environmental trends. There is evidence that people can retreat to nihilism and fundamentalism rather than face their fears about environmental crises (Eckersley 2008). Creating a positive environment was seen as having the potential to support creativity and action.

## **5. Materials: The infrastructure of change creation**

The things, technologies and physical stuff that constitute change agent practices include websites and the means to access them, telecommunications infrastructure, money, the homes of participants, physical energy infrastructure such as appliances, smart meters, solar panels, venues used for activities, specialized equipment used in the field and communication materials such as leaflets. For some, these material elements were central to their practice and the objective was to get particular materials out into the community to facilitate new practices. For example, some of the programs I engaged with were primarily about encouraging households to retrofit new materials into their homes, such as low-energy light bulbs or standby power switches. These programs were sometimes so focused on deployment of materials that they overlooked whether people had the competence to use the new materials and would draw meaning from doing so. It seemed that materials, due to their tangibility, could easily come to dominate strategies for change.

Here I want to highlight three material issues that emerged as important for the interview participants: the importance of the local material context, the potential of new social networking technologies and the need to make desirable behaviours tangible.

### **5.1 Localizing**

Many of the participating change agents drew attention to the importance of adapting practices for the local context. This was often expressed in very material terms, for example, drawing attention to the constraints and opportunities posed by the local geography or infrastructure.

Climate change is a key driver for changes in energy use, but many of the change agents pointed out how intangible climate change feels to people. They argued that climate change feels distant in time and space and lacks a material presence in the local environment. This makes it more difficult to motivate communities to respond to climate change. As such, some change agents argued for practices that give climate change a local, material presence, such

as artistic interventions that show what a community will look like when the sea level increases. Others argued for focusing on local environmental issues and tangible local actions as a pathway towards ecological awareness:

‘I think...it’s very important to be contextually situated because our local environments are very localized—they’re very contextualized. So for people to be able to interact and develop an ecological consciousness, they have to know what’s happening in their locale. They have to develop a connection with it and you can’t come from the top down if you don’t know’ (NGO representative).

Being able to see the material traces of your actions in the local context emerged as an important motivator for action to improve sustainability. This ties in with the discussion in *Section 5.3*, on the role that materializing a desirable practice can play in shifting mainstream practices.

## **5.2 Social networking technologies**

Surprisingly few of the change agents were making use of social networking and social media technologies to engage with their audiences. Most were using more traditional engagement through dedicated websites, telephone recruitment and face-to-face activities. However, many of the participants saw new media technologies as having great potential to assist with community engagement and behaviour change programs. They were just uncertain about how to make the best use of these technologies and wary of the resources they might require. Some also doubted their effectiveness:

‘It’s actually a limited group that actually really do engage in that way’  
(Researcher).

Nevertheless, I would say that there was a clear desire amongst a majority of the participants to move beyond traditional marketing and information-based approaches to more interactive and engagement-based approaches. Social media was seen as a possible facilitator of this shift.

I raise this because it is an interesting example of the dynamic nature of social practices. The emergence of new material elements, such as social networking technology, is disrupting existing change agent practices and challenging change agents to develop new competence in social networking and new meanings around the role of social media in facilitating change. At this point, social media seemed to be on the fringe of change agent practices but the meanings participants expressed indicated that they are open to embracing it as part of their practice. It will be interesting to see how change agent practices evolve in the years ahead to incorporate social media.

## **5.3 Materializing desirable behaviours**

One of the fundamental concepts of social psychology is that of social proof—that we look to others for how to behave (Cialdini 1993). Consistent with this theory, a common strategy mentioned in my conversations with change agents was to make desirable behaviours tangible and material so that others can see those behaviours in practice and become more likely to adopt them. Change agents discussed ‘normalizing’ behaviours by having normal or influential people model them. An example that several change agents mentioned

independently was Sustainable House Day (<http://www.sustainablehouseday.com>), where people that have built or renovated their home to improve its sustainability, open it up to visitors. Some of the change agents pointed out that people visit these homes and see that you can still have a great lifestyle in a sustainable home, and that the people who live in these homes are not just ‘hippies’.

‘We have presentations where we go and contact people in the local community who’ve done a sustainable retro fit or built a house from scratch and made it sustainable. People get really inspired by that because they see it happening in their community... You often find that the people who are up there presenting—they’re not what people think as sustainable—so they’re not dreadlocked—you know—smoking dope... Well here they’re actually getting their neighbour—the guy who lives two streets over from them. They’re seeing his house may look a bit different because they’ve got solar panels but they realize, oh...he’s not a hippie’ (NGO representative).

‘Look, from my experience, I think normalizing it and having that sort of neighbour looking across the fence type approach, or someone in the street seeing one of their neighbours doing something; the human psychology comes into it and they go, oh okay, and they start talking about what they’re actually doing; whether it be a water tank in their yard or a set of PV cells on the roof or solar hot water system. People start seeing it and it becomes almost like a normal thing that every house would have’ (State Government representative).

From a social practice perspective, materializing desirable practices is important because it helps to familiarize the community with new elements of a practice. As they become familiar with the material manifestation of a practice and see that it is not threatening, they may begin to develop new meanings that are more accepting of that practice. This can be a pathway towards a change in practices.

## **6. Meanings: The culture of change creation**

The participants described diverse meanings, ideas and aspirations that they bring to their work as change agents. Indeed, the meanings expressed were so diverse that they undermine any concept of a unified practice of change agency. Rather, it is clear that there are multiple practices of change agency that are loosely bundled together and sometimes in conflict. This idea is picked up in more detail below. Here, I focus on three aspects of the meanings revealed by participants: their motivations for facilitating change, their theories of how change happens and their visions for the future.

### **6.1 What motivates change agents?**

Being a change agent can be a difficult, thankless job that is associated with high levels of burnout. It is therefore interesting to look at what motivates change agents to try and facilitate change. For a few of the participants, pursuing behaviour change is something that they feel they have to do as part of their job. It is not necessarily something they are personally passionate about. Particularly in government organizations, some change agents had been given the job of running behaviour change programs as part of their role, rather than self-initiating them out of passion for the area. One of the participants from an energy utility

indicated that behaviour change and community engagement was something they felt obliged to do:

‘So we see it as something which we really should do as part of our social licence to operate’ (Energy Utility representative).

More commonly, change agents expressed a passion for social justice or environmental protection that led them to pursue work in behaviour change:

‘I guess my drive has always been around social justice issues and wanting to create a fairer and more just world, I guess. I sort of decided quite early on in my career that I wanted to work for an NGO or a charity. I didn’t have any interest in working in the corporate sector. I suppose, yeah, trying to put my life to good use or my working life to good use. Yeah and creating change for the better, so improving people’s lives’ (State Government representative).

‘I don’t care what I do as long as I’m doing something that I can go home and be proud of...and for me personally that’s the main driver that keeps me going...I am slowly changing the world or at least encouraging change’ (NGO representative).

If anything binds the participating change agents together, it is this sense of ethical satisfaction in the work that they do, even though it can be frustrating and disappointing at times. Even those who felt obliged to work on behaviour change expressed satisfaction that their work was contributing to the greater good.

## **6.2 Theories of change**

A much more diverse set of meanings emerged when I asked participants about their ‘theories of change’—their beliefs about how individual and collective change happens and how best to facilitate change. Some drew on particular theoretical frameworks for sustainability communication and behaviour change, including community-based social marketing (McKenzie-Mohr and Smith 1999), action conversations (Robinson 2010 and 2013), thematic communication (Ham 2013) and Maslow’s hierarchy of needs (Maslow 1997). Others drew primarily on their practical experience with facilitating behaviour change. Below I identify some of the key areas of common ground and divergence between the participants.

First, there was a degree of consistency in the responses when I asked participants to identify the main barriers to behaviour change. Most mentioned time, money and complexity (or information overload) as the key barriers that need to be overcome, with some variations. For example:

‘The programme was designed to get over three barriers. So one is cost... apathy and complexity or making it easy for people to engage in the programme’ (Local Government representative).

Second and partly related to the emphasis placed on each of these barriers; participants had quite different assumptions about what motivates people to change their behaviour. Most commonly, the change agents focused on appeals to financial incentives and self-interest to overcome cost barriers:

‘Well I think you try and sell it as an economic decision. Because when you’re selling it on the—I mean, it’s an economic and environmental decision. But the economics is what matters to people, when it comes down to it. That’s the thing’ (Local Government representative).

“‘What am I going to get out of it?’ I suppose, is always going to be the ultimate question and ‘is it going to be worth my time or effort changing?’ I think for environmental behaviour change even for people that are really, really engaged, well from the research on this campaign, the environmental aspect hasn’t been number one. It’s always been a financial motivation’ (State Government representative).

At the time of the interviews, a context of rising electricity prices and public fatigue with climate change discussion had focused attention on the use of cost savings and the prospect of managing energy bills as a way of motivating behavioural change. For some of the change agents, this was a conscious strategy adopted to appeal to particular audience segments (see further discussion on audience segmentation below). For others, it was a worldview commitment, based on a belief that people in general (including themselves) are primarily driven by financial motivations.

Many change agents did not focus on financial motivations alone but also sought to overcome time and complexity barriers by making it as simple as possible to engage with their program. At one end of the spectrum, this was seen as ‘dumbing it down’ to appeal to the masses:

‘Yes, people tune out. So I think it needs to be dumbed down. Whatever is done it needs to be dumbed down and hit the lowest common denominator’ (State Government representative).

At the other end of the spectrum, offering a simple, guided approach was seen as a respectful and practical way to start people on a path to bigger changes and ecological consciousness.

Third, differing assumptions about audience motivations led change agents to segment their audiences in different ways. Some change agents saw their audience as relatively homogeneous and argued for a singular approach to change—such as getting the price signals right or getting the information out there. Others saw the need for a multi-faceted approach to reach different kinds of audience, recognizing that there is no ‘one size fits all’ approach to changing behaviour. They used different program elements and different communications to motivate different kinds of people:

‘I think you can only be really creative and really have a strong effect when you can pinpoint a specific audience that have certain values or relate to a certain way of communication, because it’s just much more effective’ (State Government representative).

For those that did segment their audience, there were very different approaches to defining or categorizing the audience diversity. Different change agents identified audience segments based on demographic characteristics, consumption levels (high, medium and low consumers), attitudes or values. Some change agents sought to design initiatives and messages to reach all of the identified audience segments simultaneously. Others had

abandoned any attempt to reach particular audience segments in order to focus scarce resources on the segments where they could actually make a difference:

‘Ultimately the campaign and the advertising aims to reach as many people in the state as possible. But within that you can say well there’s going to be a section of society that are just not going to engage with this. So who are the people that are—what’s the low hanging fruit?’ (State Government representative)

Finally, a common theme emerging from the interviews was the importance of activating social norms and using key influencers to communicate the need for change. Even those change agents who were primarily focused on delivering financial motivation recognized that messages would be more effective if delivered by people that their audience trusts and admires. Some change agents specifically argued that there is a strong social motivation for our behaviours and that this can be used to get people involved in behaviour change initiatives:

‘Often I think it’s the more popular social type things that people want to turn up to’ (Local Government representative).

The diverse theories of change expressed by the participants reflect the diverse models of human behaviour and behaviour change evident in the literature (see Jackson 2005). In general, the more experienced and successful change agents seemed to be familiar with a wider range of theories and to draw on elements of these when designing initiatives to facilitate change.

### **6.3 Visions for the future**

When I asked participants about their visions for the future, they were largely positive, perhaps reflecting the skills at cultivating positive agency discussed earlier in the paper. They emphasized the need to have a positive vision of a desirable future. One common theme that emerged was a desire to move beyond approaches to behaviour change that take the current economic and consumer framework for granted. Participants questioned consumer culture and argued that, at some point, it would be necessary to open up broader conversations about sustainable consumption if we are to make further progress:

‘The way I see it is that we pay far too little. We value other things more than we should value the important things. I gave the example of a big screen TV compared to getting solar hot water service...I thought the global financial crisis also would maybe alter our view—reassess our priorities, but we haven’t really’ (Local Government representative).

‘I guess there’s a lot more discussion now about—well it’s not about stopping growth but it’s about slower growth or more sustainable growth. Some of those sort of had a few conversations about collaborative consumption which I think is really interesting as well, about sharing resources. You don’t need to have a car each; we could share a car, share a bike or share a lawn mower. I think that kind of conversation is great ‘cause it’s building community and going back to community’ (NGO representative).

‘That whole notion of consumption is completely different from what it was 50 years ago. I would love to see government play a role in that. I don’t know that they will. But I think it would be fabulous because it’s like it’s rolling down hill, the whole notion is rolling down hill and there is no brake on it in any way. So the people who can least afford it will have two or three TVs. It’s become an end in itself’ (State Government representative).

Some participants articulated how their short-term work on specific behaviour change initiatives could contribute towards their longer-term visions for a sustainable society:

‘So I think once it gets strong enough and they can’t just put you off as just hippies—just minorities—when you become the majority—the main stream—you have to be listened to’ (NGO representative).

While it often seemed that the change agents were very focused on their specific change initiatives it was clear that most saw their work as part of a bigger picture, contributing towards a long-term vision.

### **Conclusion: Communities of practice for a sustainable future**

It is clear from my engagement with Australian change agents working to reduce community energy use that there is no unified practice of change agency in Australia. Participating change agents discussed diverse competences, materials and meanings that they integrate into their work, and these varied substantially from one practitioner to the next. This indicates that change agency is not a unified practice but a loosely connected bundle of interacting practices with many common elements.

The diverging practices of change agents become most apparent when we look at the motivations and meanings held by the participants. Change agents had markedly different theories about human behaviour, motivations for change and how individual and social change happens. These diverse meanings supported divergent program design, communication and evaluation practices. The diverse meanings and practices are consistent with the diversity of theoretical models of human behaviour and behaviour change in the literature (see Jackson 2005 for a review). There is no theoretical consensus on how best to facilitate change so it would be too much to expect consensus in practice.

While diversity can be a good thing, too much diversity makes communication between practitioners more difficult and impedes transfer of lessons from one context to another. An example that emerged during my research was the poor awareness that practitioners had of other similar programs. I identified three state government programs in different states that were working to support retailers to engage with the community at the point of sale, but none of the representatives of these programs were aware of the others. Similarly, several local governments were running workshops on installing solar panels and were unaware of the other programs. There is an untapped opportunity for change agents to engage with each other more to share lessons and develop improved practices.

As discussed by Shove (*et al.* 2012), current change creation practice tends to see the individual as central and behaviour change as a matter of choice, albeit subject to constraints posed by barriers to behaviour change. This is a pervasive meaning within current change



creation practices and it was evident from my interviews with change agents. This approach assumes that change agents exert an external, causal influence on behaviour that delivers clear, transferable lessons. The alternative view, grounded in social practice theory, is that change agents are in fact embedded in the systems of practice that they seek to influence and that outcomes are emergent, unpredictable and context-dependent (Shove *et al.* 2012). This new perspective necessitates a shift in the way change agents view their work, which was not yet evident in practice.

The question that arises is: what can be done to make change agent practices more effective? My primary suggestion is to consciously build communities of practice that can share successes and failures and support a more coherent bundle of change agent practices, while retaining necessary diversity. These communities of practice could focus on sharing and building skills for facilitating change, experimenting with new materials for making change tangible and discussing diverse theories of change to broaden the palette of change interventions available to practitioners. The intention would not be to develop a single, shared practice but to create a more stable space for learning and exchanging meanings. This is particularly important if change agents take the implications of a social practice framework seriously. Specifically, if change is an emergent property of the systems of practice in which change agents are engaged, then we need innovative, flexible and collaborative processes of conscious experimentation and testing in diverse contexts to arrive at strategies with a higher probability of success (APSC 2007). Social practice theory provides a language to support engagement between practitioners, so a secondary suggestion is for more change agents to become familiar with social practice theory and move beyond simplistic behaviour change models, as recommended by Shove (2010).

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## Nicole Thornton

---

**From:** Chris Riedy  
**Sent:** Wednesday, 4 December 2013 11:00 AM  
**To:** Aleta Lederwasch; Jade Herriman; Katie Ross; Louise Boronyak; Nicole Thornton  
**Subject:** Fwd: People and the Planet abstract accepted

Hi all,

Good news - our papers from the People and Planet Conference are up!

Yay!

Chris

Begin forwarded message:

**From:** Sam Carroll-Bell <[sam.carroll-bell@rmit.edu.au](mailto:sam.carroll-bell@rmit.edu.au)>  
**Subject:** Re: People and the Planet abstract accepted  
**Date:** 4 December 2013 10:28:03 am AEDT  
**To:** Chris Riedy <[Christopher.Riedy@uts.edu.au](mailto:Christopher.Riedy@uts.edu.au)>

Dear Chris,

I am pleased to advise that your two articles are now available to view and download via the conference proceedings website at:

<http://global-cities.info/news-events/conferences-forums/conferences-proceedings>

These articles were part of our initial run - released on 26 November 2013. We will be adding approximately 15 more articles to the proceedings throughout the months of December 2013 and January 2014 - so feel free to check back in a few weeks time.

Should you have any questions, queries or concerns please do not hesitate to contact me via this email address.

Once again, thank you for your outstanding contribution to People and the Planet 2013.

Yours sincerely,

Sam Carroll-Bell

On 13 November 2013 18:01, Sam Carroll-Bell <[sam.carroll-bell@rmit.edu.au](mailto:sam.carroll-bell@rmit.edu.au)> wrote:  
Hi Chris,

Your two papers were reviewed by two examiners and approved for publication subject to typographical corrections.

Only in cases where the examiners have provided a recommendation of 'Revise and Resubmit' or 'Publish subject to Major Emendations' will their reports be released (and only in a summarise form).

Thank you

Sam

On 13 November 2013 16:29, Chris Riedy <[Christopher.Riedy@uts.edu.au](mailto:Christopher.Riedy@uts.edu.au)> wrote:  
Hi Sam,

One further query.

The conference website indicated that the conference proceedings would be fully refereed, double blind. Is that no longer the case? I haven't seen peer review comments on either of these papers yet. If they are still to come, that would make publication by the end of this month challenging...

Best regards,

Chris

On 8 Nov 2013, at 10:43 am, Christopher Riedy <[Christopher.Riedy@uts.edu.au](mailto:Christopher.Riedy@uts.edu.au)> wrote:

Excellent! Thanks Sam.

On 8 Nov 2013, at 10:37 am, Sam Carroll-Bell <[sam.carroll-bell@rmit.edu.au](mailto:sam.carroll-bell@rmit.edu.au)> wrote:

Hi Chris,

Again, thank you for your recent email.

I can confirm that advice regarding acceptance of the article 'Innovative Techniques for Local Community Engagement on Climate Change Adaptation' was also dispatched to [criedy@uts.edu.au](mailto:criedy@uts.edu.au) on 6 September. It will also be made available via our conference website as part of our initial posting of articles towards the end of this month. We will contact you as soon as your article has been posted online to let you know that is available.

Yours sincerely,

Sam Carroll-Bell

On 8 November 2013 10:19, Chris Riedy <[Christopher.Riedy@uts.edu.au](mailto:Christopher.Riedy@uts.edu.au)> wrote:  
Dear Sam,

Thanks for the update. The email addresses [christopher.riedy@uts.edu.au](mailto:christopher.riedy@uts.edu.au) and [criedy@uts.edu.au](mailto:criedy@uts.edu.au) go to the same mailbox so it shouldn't make any difference. But [criedy@uts.edu.au](mailto:criedy@uts.edu.au) is my preferred email address.

I was the corresponding author on two different papers at the People and Planet Conference:

- The Social Practices of Change Agency in the Context of Community Energy Use
- Innovative Techniques for Local Community Engagement on Climate Change Adaptation.

While I did receive your earlier email about the first paper, I have not received any correspondence relating to the second paper. It is that paper I was enquiring about in my email below. Is there any news on this one?

Best regards,

Chris

**Dr Chris Riedy**  
Associate Professor  
<image001.jpg>

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*Creating change towards sustainable futures*

On 8 Nov 2013, at 10:07 am, Sam Carroll-Bell <[sam.carroll-bell@rmit.edu.au](mailto:sam.carroll-bell@rmit.edu.au)> wrote:

Dear Chris,

Thank you for your recent email regarding the PATP2013 Conference Proceedings.

As per our email of 6 September (copied below) I pleased to advise that your article, ***The Social Practices of Change Agency in the Context of Community Energy Use***, has been accepted and will be published shortly. I note however, that email address listed on your submission ([criedy@uts.edu.au](mailto:criedy@uts.edu.au)) differs from that used in your most recent correspondence ([christopher.riedy@uts.edu.au](mailto:christopher.riedy@uts.edu.au)) which might may explain the delay at your end. I would be grateful if could confirm which of these two accounts you would prefer we use / list.

I am also happy to advise that your article will be made available via our conference website (as part of our initial posting of articles) towards the end of this month. A second and third round of papers will then be posted in December and January. We will contact you as soon as your article has been posted online to let you know that is available.

Again, thank you for your outstanding contribution and should you have any further questions please do not hesitate to contact me.

Yours sincerely,

Sam Carroll-Bell

----- Forwarded message -----

From: **People And The Planet** <[peopleandtheplanet.2013@rmit.edu.au](mailto:peopleandtheplanet.2013@rmit.edu.au)>  
Date: 6 September 2013 15:02

Subject: Article Accepted - People and the Planet 2013 - Conference Proceedings  
To: Chris Riedy <[criedy@uts.edu.au](mailto:criedy@uts.edu.au)>

Dear Chris,

On behalf of the People and the Planet 2013 Conference Steering Committee, I would like to thank you for submitting your article, ***The Social Practices of Change Agency in the Context of Community Energy Use***.

Following a comprehensive review by our expert panel, I am very pleased to advise that this article has been accepted for publication in the Conference Proceedings. Congratulations! Together with approximately fifty other papers, it will now be forwarded for final editing and formatting. It will then be published during the months of October, November and December as part of a thematic collection via our conference website.

As our publishing will be progressive (theme-by-theme rather than a bulk lot) we will contact you as soon as your article has been posted online to let you know that is available.

Please note that if you would like to list this article as part of a future application for funding, study or promotion, you are welcome to do so by identifying it as 'forthcoming'. Should additional information or confirmation be required prior to publication, interested parties are welcome to contact me via this email address.

Once again, thank you for your outstanding contribution.

Yours sincerely,

Sam Carroll-Bell

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2-4 July 2013

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W: [http://global-cities.info/content/conferences\\_forums/people-and-the-planet](http://global-cities.info/content/conferences_forums/people-and-the-planet)

On 8 November 2013 08:56, Jane Mullett <[jane.mullett@rmit.edu.au](mailto:jane.mullett@rmit.edu.au)> wrote:

hi Sam, can you let me know about this  
thanks,

Jane

----- Forwarded message -----

From: **Chris Riedy** <[Christopher.Riedy@uts.edu.au](mailto:Christopher.Riedy@uts.edu.au)>

Date: 7 November 2013 23:06

Subject: Re: People and the Planet abstract accepted

To: Global Cities <[globalcities@rmit.edu.au](mailto:globalcities@rmit.edu.au)>

Cc: Darryn McEvoy <[darryn.mcevoy@rmit.edu.au](mailto:darryn.mcevoy@rmit.edu.au)>, Jane Mullett <[jane.mullett@rmit.edu.au](mailto:jane.mullett@rmit.edu.au)>

Hi People and the Planet organisers,

I've just realised that I haven't heard anything about the status of this paper that I presented at the People and the Planet conference earlier this year. Has it been accepted for the refereed proceedings, or one of the other refereed publications? Is there any update on the publication process?

Given it's been some time since the conference, I'm keen to get this paper out in the public domain before it gets too dated.

Best regards,

Chris

**Dr Chris Riedy**  
Associate Professor  
<image001.jpg>

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*Creating change towards sustainable futures*

On 21 Feb 2013, at 3:25 pm, Global Cities <[globalcities@rmit.edu.au](mailto:globalcities@rmit.edu.au)> wrote:

----- Forwarded message -----

From: **Global Cities** <[globalcities@rmit.edu.au](mailto:globalcities@rmit.edu.au)>  
Date: 21 February 2013 14:59  
Subject: People and the Planet abstract accepted  
To: [criedy@uts.edu.au](mailto:criedy@uts.edu.au)  
Cc: Darryn McEvoy <[darryn.mcevoy@rmit.edu.au](mailto:darryn.mcevoy@rmit.edu.au)>, Jane Mullett <[jane.mullett@rmit.edu.au](mailto:jane.mullett@rmit.edu.au)>

Dear Chris,

Thank you for submitting your abstract in relation to our forthcoming *People and the Planet 2013: Transforming the Future* conference.

I am pleased to advise you that your abstract '**Innovative techniques for local community engagement on climate change adaptation**' has been accepted under the theme of Climate Change Adaptation.

The Climate Change Adaptation theme convener is Darryn McEvoy. He will be in touch with you after the 15th March to advise how your paper will fit into the program. Darryn's email is [darryn.mcevoy@rmit.edu.au](mailto:darryn.mcevoy@rmit.edu.au).

Registration for the conference is now open, and can be processed online via our website <http://global-cities.info/news-events/conferences-forums/register-to-attend>. We suggest you register now to claim the 'early bird' reduced price.

If you have any queries, please do not hesitate to be in contact.

Yours sincerely,

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Search for:

- About us
  - Manifesto
  - Key concepts and themes
  - Research aims
  - Identity image
- Key locations
  - Barcelona
  - Colombo
  - Dili
  - Honolulu
  - Ho Chi Minh City
  - Kuala Lumpur
  - Melbourne
  - New Delhi
  - Port Moresby
  - Porto Alegre
  - Shanghai
  - Singapore
  - Vancouver
- Research programs
  - Climate Change Adaptation
    - Researchers
    - Projects
    - Materials
  - Community, Migration and Development
    - Researchers
    - Projects
    - Materials
  - Global Indigeneity and Reconciliation
    - Researchers
    - Projects
    - Materials
  - Globalization and Culture
    - Researchers
    - Projects
    - Materials
  - Human Security and Disasters
    - Researchers
    - Projects
    - Materials
  - Sustainable Urban and Regional Futures
    - Researchers
    - Projects
    - Materials
  - Urban Decision-Making and Complex Systems

- Researchers
- Projects
- Materials
- Partners
- Publications
- News and events
  - Events calendar
  - Conferences and forums
  - Major addresses, lectures and launches
- People and the Planet 2013
  - Keynote speakers and recordings
  - Conference proceedings
  - Conference program
  - Contact conference organisers
  - Sponsors
- Membership
- Support us
- Contact us

## 2013 Conference Proceedings



We are living through a period in human history when life on this planet is in danger of becoming unsustainable for many of its species—including us. More than a century ago, when Charles Dickens wrote the *Tale of Two Cities*, his words told of a deep ambivalence: ‘it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us’. The passage spoke of a new world in which the people of Paris and London had choices to make about their future. Now, variations on those words have become the backdrop to a growing sense that it is has become all too complicated.

The articles contained within this collection respond to this challenge in a number of ways. Firstly, instead of treating sustainability as a narrow ecological question framed by business as usual, it addresses the human condition across the integrated domains of economics, ecology, politics and culture. Secondly, it brings together the very different constituencies of academia, civil society, urban governance and business in order to ask: What does it mean to be responsible for the future of our planet? How can we best work collaboratively across those different constituencies to address basic issues of sustainability? Thirdly, it asks: ‘What is to be done?’ This is not to reduce the future to technical solutions, but rather to debate how are we going to act now to work towards an imagined future.

The Conference Proceedings are arranged by the following themes:

- Climate Change Adaptation
- Community, Migration and Development
- Cultural Sustainability
- Global Indigeneity and Reconciliation
- Globalization and Culture
- Human Security and Disasters
- Sustainable Urban and Regional Futures
- Urban Sustainability

Articles may be used for research, teaching and private study purposes. Material, which is reproduced from this publication, in whole or in part, must be clearly attributed to the author and source. All articles published in this collection have been peer reviewed.

**Editors:** Paul James, Chris Hudson, Sam Carroll-Bell, Alyssa Taing.

## **Climate Change Adaptation**

Climate Change Adaptation and Disaster Risk Reduction Strategies in Bangladesh: The Tale of Two Coastal Cities by Subas P. Dhakal and Muhammad N. Mahmood

Discussing the Weather: Digital Stories, Communities and the Climate Change Conversation by Michael Wilson and Karen Lewis

Innovative Techniques for Local Community Engagement on Climate Change Adaptation by Chris Riedy, Jade Herriman, Katie Ross, Aleta Lederwasch and Louise Boronyak

Re-imagining our Cities as Carbon Sinks by Julie Francis

## **Community, Migration and Development**

All in the Mind: The Pathologization of Trauma in Timor-Leste by Emily Toome

Seeking Community in the City by Martin Mulligan

Re-imagining Development in Timor-Leste by Sam Carroll-Bell

The Social Practices of Change Agency in the Context of Community Energy Use by Chris Riedy

## **Cultural Sustainability**

Community and Sustainability: Towards a Discursive Approach by Judith Rogers

Culturing Education for Sustainability: Evaluating a Tertiary Case Study by Blanche Higgins

Head and Hands in the Cloud: Cooperative Models for Global Trade to be found in Traditional Crafts by Kevin

Murray

The (Im)Mobile Life of Food and Drink Packaging Technologies in the City by Cary Monreal

Whose Place: Sustaining Cultural Conversations by Shanene Ditton

## **Global Indigeneity and Reconciliation**

Rethinking Indigenous Resistance to Globalization by Jeanne W. Simon and Claudio Gonzalez-Parra

Telling the 'Money-Story' the Right Way: A Model for Studying Sustainable Indigenous Financial Inclusion by Vinita Godinho and Roslyn Russell

## **Globalization and Culture**

Aesthetics of Change and Urban Sustainability in Melbourne: Between Global Ideologies, Material Processes and Social Imaginaries by Tommaso Durante

Culturalization of Nature and the Naturalization of Culture in Google Maps by Timothy Erik Ström

He Said, She Said: The Challenges to Modern Journalistic Practice in Covering Climate Change by Mandy Oakham

Neglected and Partial News: A Probe into the Reporting of Latin American Environment by Antonio Castillo

## **Human Security and Disasters**

Human Computer Interaction for Supporting Fire Emergency First Responders by Raj Prasanna, Lili Yang and Malcolm King

## **Sustainable Urban and Regional Futures**

Adaptable Buildings: Striving Towards a Sustainable Future by Anupa Manewa, Christine Pasquire, Alistair Gibb, Andrew Ross and Mohan Siriwardena

Alternative Water Management in Pretoria, South Africa: An Investigation into Public Perceptions of Water Recycling by Alison Stoakley

Assessing the Sustainability of Housing in English Towns by Malcolm Morgan and Heather Cruickshank

A Communal Turn for Transport? Integrating Community-Owned Transport and Public Transport for Sustainable Transport by Leigh Glover

Cultural Responses to Climate Change: Cultivating Lifestyle Activism Through Alternative Knowledge Productions by Mark Dean

A Fuzzy DEMATEL Approach to Assess Determinants of Efficient Kerbside Waste Management in an Urban Context by Shams Rahman and Qingda (Peter) Yuan

Environmental Legislation and the Management of Medical Waste by Damna Alzahrani

Urban Regenerative Development in South Africa: The Role of Place and Story by Matthew Healy

## Urban Sustainability

Current Sustainability: Are we Just Trying to be Less Bad? by Dominique Hes

Sustainable Affordable Housing: New Models for Low-Income Housing in Chile by Sandra Moye and Ralph Horne

Sustainable Housing Rehabilitation for Inclusive Cities by Natalie Sham and Christophe Lalande

Vulnerability and Change in the Global South: A Spatially Informed Approach by Hamish Roberston, Nick Nicholas, Andrew Georgiou, Julie Johnson and Jo Travaglia.



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Search

- About us
  - Manifesto
  - Key concepts and themes
  - Research aims
  - Identity image
- Key locations
  - Barcelona
  - Colombo
  - Dili
  - Honolulu
  - Ho Chi Minh City
  - Kuala Lumpur
  - Melbourne
  - New Delhi
  - Port Moresby
  - Porto Alegre
  - Shanghai
  - Singapore
  - Vancouver
- Research programs
  - Climate Change Adaptation
    - Researchers
    - Projects
    - Materials
  - Community, Migration and Development
    - Researchers
    - Projects
    - Materials
  - Global Indigeneity and Reconciliation
    - Researchers
    - Projects
    - Materials
  - Globalization and Culture
    - Researchers
    - Projects
    - Materials
  - Human Security and Disasters
    - Researchers
    - Projects
    - Materials
  - Sustainable Urban and Regional Futures
    - Researchers
    - Projects
    - Materials
  - Urban Decision-Making and Complex Systems

- Researchers
- Projects
- Materials
- Partners
- Publications
- News and events
  - Events calendar
  - Conferences and forums
  - Major addresses, lectures and launches
- People and the Planet 2013
  - Keynote speakers and recordings
  - Conference proceedings
  - Conference program
  - Contact conference organisers
  - Sponsors
- Membership
- Support us
- Contact us

## People and the Planet 2013: Transforming the Future



### 2–4 July 2013, RMIT University, Melbourne, Australia.

We are living through a period in human history when life on this planet is in danger of becoming unsustainable for many of its species—including us. More than a century ago, when Charles Dickens wrote the *Tale of Two Cities*, his words told of a deep ambivalence: ‘it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us’. The passage spoke of a new world in which the people of Paris and London had choices to make about their future. Now, variations on those words have become the backdrop to a growing sense that it is has become all too complicated.

This conference responds to that challenge in a number of ways. Firstly, instead of treating sustainability as a narrow ecological question framed by business as usual, it addresses the human condition across the integrated domains of economics, ecology, politics and culture. Secondly, the conference brings together the very different constituencies of academia, civil society, urban governance and business. It asks: What does it mean to be responsible for the future of our planet? How can we best work collaboratively across those different constituencies to address basic issues of sustainability? Thirdly, the conference asks: ‘What is to be done?’ This is not to reduce the future to technical solutions, but rather to debate how are we going to act now to work towards an imagined future.

### Keynote Speakers

In addition to 100 academic presentations *People and the Planet 2013* will feature an extraordinary range of leading thinkers from the academic, public and NGO sectors, including:

- **Joyati Das** – Global Head, Centre of Expertise for Urban Programming, World Vision
- **Robyn Eckersley** – Author of the Green State, leading environmentalist and Professor of Political Science, The University of Melbourne
- **Jerry Harris** – National Secretary of the Global Studies Association of North America, and founding member of the Network for the Critical Study of Global Capitalism
- **Eric Herring** – Deputy Director of the Global Insecurities Centre at the University of Bristol
- **Paul James** - Director of RMIT University's Global Cities Research Institute and the UN Global Compact Cities Programme
- **Peter Mandaville** – Director, Ali Vural Ak Center for Global Islamic Studies and advisor to former US Secretary of State, Hillary Clinton
- **Robert Manne** – Leading Australian public intellectual, and Convenor of the Society & Ideas Program
- **Kate Roffey** – Chief Executive Officer of the Committee for Melbourne
- **Matthew Tukaki** - Chief Executive Officer of the Sustain Group and Australia's Representative to the United Nations Global Compact
- **Deborah Bird Rose** – Author of prize-winning books, including the Dingo Makes Us Human and Professor for Social Inclusion, Macquarie University

For more information on all keynote speakers please visit the [Keynote speaker page](#).

## Conference Themes

Reflecting the diversity of challenges that now confront us, *People and the Planet 2013* will see presentations from nine interconnecting research themes:

- Urban Sustainability
- Cultural Sustainability
- Climate Change Adaptation
- Community Sustainability
- Globalization and Culture
- Human Security and Disasters
- Corporate Social Responsibility
- Sustainable Urban and Regional Futures
- Global Ecologies and Culture

## The Structure of the Conference

This is a three-day refereed academic conference which includes:

- Keynote plenary sessions at the opening and closing of the conference.
- Parallel sessions will be organized into themes during the day.
- The first two days start at 9.00am and conclude at 6.00pm, the third day starts at 9.00am and concludes at 4.30pm.
- A cocktail event will be held in the early evening of Day 1, Tuesday 2nd July from 6.00–7.00pm

## A Globally Connected Conference

The *People and the Planet 2013* conference is part of a larger process of rethinking sustainability across the world. The conference is co-organized by the UN Global Compact Cities Programme, and one of the tasks will be to debate and build upon the recommendations of the Cities Track of the UN Global Compact Rio +20 Corporate Sustainability Forum that led into the Rio+20 Earth Summit in Brazil in 2012. More than a one-off event, this conference contributes to a series of ongoing meetings, forums and panels.

## Publications Coming out of the Conference

Proceedings:

- Fully refereed, double-blind process
- Selected essays from Proceedings to be published in the *Global Cities Annual Review*
- Two proposed anthologies submitted to Routledge (*Urban Futures* and *Eco-Criticism*)
- Special issues proposed for journals (*Local-Global*, *Arena Journal*, and *Communications, Politics & Culture*)

## Cost

- The full cost for attending the three-day academic conference is \$440 AUD.
- A special price is available for RMIT Alumni at \$350 AUD.
- A reduced price ticket to the conference is offered to students at \$275 AUD

register to attend.

## Venue

RMIT University (Storey Hall)  
342 Swanston Street  
Melbourne Victoria 3000  
Australia

## Sponsors

- UN Global Compact Cities Programme
- UN-Habitat World Urban Campaign
- Cultural Development Network
- Global Reconciliation
- World Vision Australia and many more...

For further information and to view all of our sponsors click [here](#)

## Enquiries

enquiries about People and the Planet can be directed to our dedicated email account [peopleandtheplanet.2013@rmit.edu.au](mailto:peopleandtheplanet.2013@rmit.edu.au)

## Follow Us

You can also join and follow the conference via Facebook and Twitter. Simply click on the icons below:



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# People and the Planet 2013

## Day 1 - Tuesday 2 July 2013

Registration, tea and coffee – 8:00am to 9:00am

### Plenary Session – 1A – 9:00am to 10:30am

#### Opening Plenary Session

**Day 1:**

2 July – 9:00am – 10:30am

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Welcome to Country
- Speaker 1: Professor Margaret Gardner (RMIT) – Introduction to People and the Planet 2013.
- Speaker 2: Professor Robert Manne (La Trobe University) – Climate Change: Some Reasons for Our Failure.
- Speaker 3: Kate Roffey (Committee for Melbourne) – Melbourne's Swanston Street Meerkat Colony Opened.

Morning tea and coffee – 10:30am to 11:00am

### Parallel Sessions – 1A – 11:00am to 12:30pm

#### Parallel Session 1A – Challenges for African and Asian Cities

**Day 1:** 2 July – 11:00am – 12:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Matthew Healey (University of Melbourne)

**Speakers:**

- Presenter 1: Matthew Healey (University of Melbourne) - Urban Regeneration in South Africa: The Role of Cultural Interpretation.
- Presenter 2: Alizara Juangbhanich (TEAM Group of Companies Co. Ltd.) - Pro-environmental Behaviour and Private Car Ownership in Fast Developing Countries: The Case of Bangkok in Thailand.

#### Parallel Session 1A – Migration, Design and Community

**Day 1:** 2 July – 11:00am – 12:30pm

**Stream:**

Community, Migration and Development

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Professor Supriya Singh (RMIT)

**Speakers:**

- Presenter 1: Manju Monhandoss (University of Melbourne) - The Role of Science in the Design and Impact of Sustainability Projects.
- Presenter 2: Alexander Snow (RMIT) - Informing Collaborative Project Planning with the Principles of Theatre of the Oppressed.
- Presenter 3: Olivia Ramos (Monash University) - Building a Global and Sustainable Mexican Community.

#### Parallel Session 1A – Imagining Nature and Culture

**Day 1:** 2 July – 11:00am – 12:30pm

**Stream:**

Globalization and Culture

**Location:**

Seminar Room 3, Storey Hall, RMIT University  
Building 16, Level 7, Room 3

**Chair:**

Dr Mandy Oakham (RMIT)

**Speakers:**

- Presenter 1: Associate Professor Chris Hudson (RMIT) - Green is Good: Eco-aesthetics in Singapore.
- Presenter 2: Timothy Ström (RMIT) - The Culturalisation of Nature and the Naturalisation of Culture in Google Maps.
- Presenter 3: Luba Pirgova (Cardiff University) - Visual Images of Electricity in Times of Turmoil: Perceptions, Interpretations and Symbolism.
- Presenter 4: Tommaso Durante (RMIT) - Aesthetics of Change and Urban Sustainability in Melbourne: Between Global Ideologies, Material Processes and Social Imaginaries.

#### Parallel Session 1A – Melbourne: Ensuring a Liveable City Under a Changing Climate

**Day 1:** 2 July – 11:00am – 12:30pm

**Stream:**

Climate Change Adaptation

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Professor Darryn McEvoy (RMIT)

**Speakers:**

- Presenter 1: Ian Shears (City of Melbourne) - Transitioning from Vulnerability to Resilience: Transforming Melbourne's Landscape.
- Presenter 2: Alexei Trundle (RMIT) - Barriers and Opportunities Influencing the Implementation of Greenspace.
- Presenter 3: Julie Francis (Moffits Farm) - Re-imagining Our Cities - As Carbon Sinks.
- Presenter 4: Dr Vikas Ahuja (RMIT) - The Contribution of RMIT Sustainability Action to Melbourne's Liveability.

# People and the Planet 2013

## Parallel Session 1A – Urban Resilience and Regeneration

**Day 1:** 2 July – 11:00am – 12:30pm

**Stream:**

Urban Sustainability

**Location:**

Conference Room 2, Storey Hall, RMIT University  
Building 16, Level 7, Room 8

**Chair:**

Dr Liam Magee (RMIT)

**Speakers:**

- Presenter 1: Elizabeth Ryan (UN Global Compact Cities Programme) - *The Resettlement of Vila Chocolate: A Quest for Citizenship.*
- Presenter 2: Associate Professor Susana Gavidia-Payne (RMIT) - *Focussing on the People: How Children and their Mothers Construct Resilience in a Peruvian Urban Setting.*
- Presenter 3: Christophe Lalonde (UN-Habitat) and Natalie Sham (UN-Habitat/The University of Waterloo) - *Sustainable Housing Rehabilitation for Inclusive Cities.*

## Lunch – 12:30pm to 1:30pm

## Special Event – Voiceless Journeys Photographic Exhibition



**Day 1:** 2 July – 12:30pm – 1:30pm

**Location:** Main Auditorium, Storey Hall, RMIT University, Building 16, Level 5, Room 1.

**Description:** On days one and three of the conference, People and the Planet 2013 will present a lunchtime exhibition entitled: *Voiceless Journeys*. This stunning collection of photographic images and personal stories celebrates cultural diversity and portrays the journey, struggle, survival and achievements of people from diverse backgrounds. This exhibition will be screened in the Auditorium on Level 5.

## Parallel Sessions – 1B – 1:30pm to 3:00pm

### Parallel Session 1B – Climate Change and Communication

**Day 1:** 2 July – 1:30pm – 3:00pm

**Stream:**

Climate Change Adaptation

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Dr Jane Mullett (RMIT)

**Speakers:**

- Presenter 1: Professor Michael Wilson (Falmouth University) - Discussing the Weather: Digital Stories, Communities and the Climate Change Conversation.
- Presenter 2: Professor Chris Riedy (Institute for Sustainable Futures, University of Technology, Sydney) - Innovative Techniques for Local Community Engagement on Climate Change Adaptation.
- Presenter 3: Angharad Wynne-Jones (TippingPoint Australia) - Discussion of Outcomes from the TippingPoint Conference in Melbourne.
- Presenter 4: Professor Lyndal Jones (RMIT) - Refusing 'Intervention' as Art Practice: Rethinking Cultural Relationships in a World that is 'More-than-human'.

### Parallel Session 1B – The Politics of Language and Discourse

**Day 1:** 2 July – 1:30pm – 3:00pm

**Stream:**

Globalization and Culture

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Associate Professor Chris Hudson (RMIT)

**Speakers:**

- Presenter 1: Dr Mandy Oakham (RMIT) and Dr Antonio Castillo (RMIT) - 'He Said, She Said': The Challenges to Modern Journalistic Practice in Covering Climate Change.
- Presenter 2: Joseph Comer (RMIT) - Language, Hatred, (In)humanity: Linguistic Diversity and Discourse as an Instrument of Oppression.
- Presenter 3: José G. Vargas-Hernández (University of Guadalajara) - Yoremes of Sinaloa and their Inclusion in the Information Society.

# People and the Planet 2013

## Parallel Session 1B – Sustainability Challenges

**Day 1:** 2 July – 1:30pm – 3:00pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Nina Woods (Condamine Alliance)

**Speakers:**

- Presenter 1: Damna Alzahrani (University of Western Australia) - Environmental Legislation and the Management of Medical Waste: Case Study of Saudi Arabia.
- Presenter 2: Professor Shams Rahman (RMIT) - A Fuzzy DEMATEL Approach to Assess Drivers of Efficient Kerbside Waste Management in an Urban Context.

## Parallel Session 1B – Culture and Society Nexus

**Day 1:** 2 July – 1:30pm – 3:00pm

**Stream:**

Cultural Sustainability

**Location:**

Conference Room 2, Storey Hall, RMIT University  
Building 16, Level 7, Room 8

**Chair:**

Kim Dunphy (Cultural Development Network)

**Speakers:**

- Presenter 1: Alberto Garza Barragan (University of Melbourne) - Rebranding Sustainability in South Africa.
- Presenter 2: Azadeh Goli Habibi (University of Melbourne) - The Nexus Between Endorsement of Ubuntu, Connectedness to Nature and Pro-environmental Behaviour.

## Parallel Session 1B – Financial Capability and Indigenous Australia / Indigenous Research Methodologies Panel

**Day 1:** 2 July – 1:30pm – 3:00pm

**Stream:**

Global Indigeneity and Reconciliation

**Location:**

Seminar Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Presenter 1: Vinita Godinho (RMIT) - Financial Capability and Indigenous Australia: A Sustainable Model for Two-way Learning.
- Panel: Indigenous Research Methodologies

Panel Members:

- Professor Paul James (RMIT)
- Professor Supriya Singh (RMIT)
- Associate Professor Lisa French (RMIT)
- Vinita Godinho (RMIT)

**Afternoon tea and coffee – 3:00pm to 3:30pm**

## Parallel Sessions – 1C – 3:30pm to 4:30pm

### Parallel Session 1C – Sustainability Tools

**Day 1:** 2 July – 3:30pm – 4:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Matthew Healey (University of Melbourne)

**Speakers:**

- Presenter 1: Nina Woods (Condamine Alliance) - The Development of a Toolkit for Sustainable Natural Resource Management Monitoring and Evaluation: A Case Study of the Condamine Alliance, Australia.
- Presenter 2: Andrew Hutcheon (Murdoch University) - The 3D Blueprint: 3D Printing and 'Makers' in the Urban Setting.

### Parallel Session 1C – Climate Change Adaptation: Challenges for Developing Countries

**Day 1:** 2 July – 3:30pm – 4:30pm

**Stream:**

Climate Change Adaptation

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Professor Darryn McEvoy (RMIT)

**Speakers:**

- Presenter 1: Dr Iftekhar Ahmed (RMIT) - In Support of Urban Adaptation: A Participatory Assessment Process for Secondary Cities in Vietnam and Bangladesh.
- Presenter 2: Dr Subas P Dhakal (Southern Cross University) - Climate Change Adaptation and Disaster Risk Strategies in Bangladesh: The Tale of Three Coastal Cities.
- Presenter 3: Georgina Numbassa (RMIT) - Land Tenure and Climate Change Adaptation in Papua New Guinea.

### Parallel Session 1C – Education, Culture and Sustainability

**Day 1:** 2 July – 3:30pm – 4:30pm

**Stream:**

Cultural Sustainability

**Location:**

Seminar Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 1

**Chair:**

John Smithies (Cultural Development Network)

**Speakers:**

- Presenter 1: Blanche Higgins (RMIT) - Culturing Education for Sustainability: Evaluating a Tertiary Course Against Good Practice Guidelines.
- Presenter 2: Abolfazl Dehghanmongabadi (Eastern Mediterranean University) - Questioning the Contribution of Higher Education Institutions to Cultural Sustainability of Local Communities.



# People and the Planet 2013

## Plenary Session – 1B – 4:30pm to 6:00pm

### Plenary Session 1B – Responding to Global Environmental Crises

**Day 1:** 2 July – 4:30pm – 6:00pm

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Speaker 1: Professor Robyn Eckersley (University of Melbourne) – Extending Responsibility for Global Environmental Problems.
- Speaker 2: Professor Jerry Harris (DeVry University) – Urban Sustainability, Jobs and the Environment.

## Special Event – 6:00pm to 7:00pm

### Special Event – Vice Chancellor's Cocktail Party

**Day 1:** 2 July – 6:00pm – 7:00pm

**Location:**

Alumni Courtyard, RMIT University, Adjacent to the Old Melbourne Gaol, 377 Russell Street, Melbourne CBD

## Day 2 – Wednesday 3 July 2013

### Registration, tea and coffee – 8:00am to 9:00am

## Plenary Session – 2A – 9:00am to 10:30am

### Plenary Session 2A – Transforming Relations of Iniquity

**Day 2:** 3 July – 9:00am – 10:30am

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Associate Professor Chris Hudson (RMIT)

**Speakers:**

- Speaker 1: Professor Anita M Weiss (University of Oregon) – Surviving Pakistan's Cities: A Complex Web of Challenges and Alternatives.
- Speaker 2: Professor Jeanne W Simon (University of Concepción) – Rethinking Globalization from Indigenous Perspectives.

### Morning tea and coffee – 10:30am to 11:00am

## Parallel Sessions – 2A – 11:00am to 12:30pm

### Parallel Session 2A – Urban Sustainability Assessment

**Day 2:** 3 July – 11:00am – 12:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Presenter 1: Malcolm Morgan (University of Cambridge) - Assessing the Sustainability of Housing in English Towns.
- Presenter 2: Dr Anupa Manewa (Liverpool John Moores University, United Kingdom) - Adaptable Buildings: Striving Towards a Sustainable Future.

### Parallel Session 2A – Modelling and Monitoring Disaster Response

**Day 2:** 3 July – 11:00am – 12:30pm

**Stream:**

Human Security and Disasters

**Location:**

Seminar Room 3, Storey Hall, RMIT University  
Building 16, Level 7, Room 3

**Chair:**

Dr Robin Cameron (RMIT)

**Speakers:**

- Presenter 1: Dr Raj Prasanna (Joint Centre for Disaster Management) - Human Computer Interaction for Supporting Fire Emergency First Responders.
- Presenter 2: Dr Dharendra Singh (RMIT) - Exploring Responses to Urban Flooding Using Agent-based Modelling and Simulation.
- Presenter 3: Siti Nazahiyah (RMIT) - The Challenges of Drought Monitoring and Early Warning.

### Parallel Session 2A – Social Sustainability

**Day 2:** 3 July – 11:00am – 12:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Mark Dean (Australian Workplace Innovation and Social Research Centre)

**Speakers:**

- Presenter 1: Fiona Armstrong (Climate and Health Alliance) - Our Uncashed Dividend: Sustainability through the Lens of Health and Wellbeing.
- Presenter 2: Kim Neylon (University of Melbourne) - Selling Environmental Sustainability at Melbourne's Farmers' Markets.
- Presenter 3: Nooshin Torabi (RMIT) - The Role of Social Networks in the Success of Biodiverse Carbon Plantings.

# People and the Planet 2013

## Parallel Session 2A – Community Development in Timor-Leste

**Day 2:** 3 July – 11:00am – 12:30pm

**Stream:**

Globalization and Culture

**Location:**

Conference Room 2, Storey Hall, RMIT University  
Building 16, Level 7, Room 8

**Chair:**

Associate Professor Chris Hudson (RMIT)

**Speakers:**

- Presenter 1: Emily Toome (RMIT) - All in the Mind? The Pathologisation of Trauma in Timor-Leste.
- Presenter 2: Dr Damian Grenfell (RMIT) - The Redunancy of Assumption: Civil Society and State-Formation in Timor-Leste.
- Presenter 3: Sam Carroll-Bell (RMIT) - Re-imagining Development in Timor-Leste.

## Lunch – 12:30pm to 1:30pm

## Special Event – Keynote Presentation via Video Screening - Dr Eric Herring (University of Bristol)

**Day 1:** 2 July – 12:30pm – 1:30pm



**Location:** Main Auditorium, Storey Hall, RMIT University, Building 16, Level 5, Room 1.

**Title:** Transforming Insecurity Through the Co-production of Knowledge in Nonviolent Grassroots Networks.

**About Dr Herring:** Eric Herring is Deputy Director of the Global Insecurities Centre at the University of Bristol. He has published widely on critical security studies. He is principal investigator for an international collaborative project on Grassroots Security. Using wide-

ranging cases—such as neighbourhood watch in Somalia to prevent suicide bomb attacks, grassroots projects to record every casualty of armed conflict and the global movement against the street harassment of women—the project explores how nonviolent grassroots networks supported by knowledge brokers who bridge the gap between research and practice can transform global insecurities.

## Parallel Sessions – 2B – 1:30pm to 3:00pm

### Parallel Session 2B – City Community and Wellbeing: A Panel

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Community, Migration and Development

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Associate Professor Val Colic-Peisker (RMIT)

**Speakers:**

- Panellist 1: Professor Robert Cummins (Deakin University).
- Panellist 2: Associate Professor Martin Mulligan (RMIT).
- Panellist 3: Jane-Frances Kelly (Grattan Institute).

### Parallel Session 2B – Cultural Heritage and Sustainability

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Cultural Sustainability

**Location:**

Seminar Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 1

**Chair:**

Kim Dunphy (Cultural Development Network)

**Speakers:**

- Presenter 1: Dr Kevin Murray (RMIT) - Head and Hands in the Cloud: Cooperative Models for Global Trade to be Found in Traditional Crafts.
- Presenter 2: Kit Andrews (RMIT) - Myanmar: Urban Heritage Skills in Transformation.
- Presenter 3: Samantha Fabry (Arts & Culture Victoria) - European Walled Towns: Sanctuaries of Peace and Dynamic Regenerated Hubs

### Parallel Session 2B – Global Ecology and Art

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Global Ecology and Culture

**Location:**

Seminar Room 3, Storey Hall, RMIT University  
Building 16, Level 7, Room 3

**Chair:**

Associate Professor Linda Williams (RMIT)

**Speakers:**

- Presenter 1: Jen Rae (RMIT) - Drawing as a Mnemonic Device Exploring the Complexity of Species Loss.
- Presenter 2: Jodi Newcombe (QUT, Carbon Arts) - Designing Interfaces Between Policy, the Public and Nature: Role of Public Art.
- Presenter 3: Harry Nankin (RMIT) - Tragic Ecology: An Aesthetics of Place at a Time of Crisis.

### Parallel Session 2B – Cultural Issues in Sustainability

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Kim Neylon (University of Melbourne)

**Speakers:**

- Presenter 1: Mark Dean (Australian Workplace Innovation and Social Research Centre) – Cultural Responses to Climate Change: Cultivating Lifestyle Activism through Alternative Knowledge Productions.
- Presenter 2: Huy Nguyen Anh Pham (RMIT) – How Does the French Capital Market React to Announcement of Environmental Regulations?

# People and the Planet 2013

## Parallel Session 2B – Systems Approaches to Cities: Intelligent Secure Cities, A Spatially Informed Approach and Seamless Transport Services

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Urban Sustainability

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Presenter 1: Agnieszka Gontarz (Warsaw University of Technology, Poland) - Augmetopolis: A Concept of the Intelligent Secure City in Spatial Reality.
- Presenter 2: Hamish Robertson (Australian Institute of Health Innovation) - Vulnerability and Change in the Global South: A Spatially Informed Approach.
- Presenter 3: Monique Conheady (Flexicar, Melbourne) - A Look into the Future: Seamless Transport Services.

## Parallel Session 2B – Challenges for Urban Policy

**Day 2:** 3 July – 1:30pm – 3:00pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Conference Room 2, Storey Hall, RMIT University  
Building 16, Level 7, Room 8

**Chair:**

Karl Fitzgerald (Real Estate 4 Ransom)

**Speakers:**

- Presenter 1: Dr Darryn Snell (RMIT) - Unions and Urban Sustainability: The Case of Greater Geelong.
- Presenter 2: Mark Burgess (CSIRO) - Impact of the Construction Code in Urban Australia.

**Afternoon tea and coffee – 3:00pm to 3:30pm**

**Parallel Sessions – 2C – 3:30pm to 4:30pm**

## Parallel Session 2C – Urban Infrastructure Challenges

**Day 2:** 3 July – 3:30pm – 4:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Timothy Ström (RMIT)

**Speakers:**

- Presenter 1: Dr Leigh Glover (University of Melbourne) - Transport's Communal Turn? Integrating Community Transport and Public Transport for Sustainable Transport.
- Presenter 2: Karl Fitzgerald (Real Estate 4 Ransom) - Property Speculation, Sprawl and Profitable Public Transport.
- Presenter 3: Alison Stoakley (University of Melbourne) - Leapfrogging for Small-scale Water Infrastructure.

## Parallel Session 2C – Change and Community

**Day 2:** 3 July – 3:30pm – 4:30pm

**Stream:**

Community, Migration and Development

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Dr Shahadat Khan (RMIT)

**Speakers:**

- Presenter 1: Chris Riedy (Institute for Sustainable Futures, University of Technology, Sydney) - The Social Practices of Change Agency in the Context of Community Energy Use.
- Presenter 2: Dr Dominique Hes (University of Melbourne) - Eco-accupuncture in Pretoria: Small Interventions with Potentially Big Impacts.

## Parallel Session 2C – Urban Engagement in Developing Countries: South Africa and Bangladesh

**Day 2:** 3 July – 3:30pm – 4:30pm

**Stream:**

Urban Sustainability

**Location:**

Seminar Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 1

**Chair:**

Elizabeth Ryan (UN Global Compact Cities Programme)

**Speakers:**

- Presenter 1: Dr Liam Magee (RMIT) - From Dormitory to Business Zone? A Case Study of Issue Based Aid in Orlando East.
- Presenter 2: Mushfiq Wahed (UN Global Compact Cities Programme/Swinburne University of Technology) and Raisa Ashrafi (UN Global Compact Cities Programme/RMIT) - To Pay or Not To Pay, That is the Question: Urban Planning and the Ability to Pay in Bangladesh.

## Parallel Session 2C – Ensuring/Insuring Against Vulnerability and Insecurity

**Day 2:** 3 July – 3:30pm – 4:30pm

**Stream:**

Human Security and Disasters

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Dr Blythe McLennan (RMIT)

**Speakers:**

- Presenter 1: Dr Gavin Mount (University of New South Wales) - Ethnic Vulnerability and Environmental Hazards (EVEH).
- Presenter 2: Nhai Pham (La Trobe University) - Mitigating the Cost of Natural Disasters: A Paradox in the Decision to Purchase Optimum Insurance.
- Presenter 3: Dr Robin Cameron (RMIT) - Reconciling Resilience and Security in Critical Infrastructure Protection.

# People and the Planet 2013

## Parallel Session 2C – The Relationship of the Arts to Cultural Sustainability

**Day 2:** 3 July – 3:30pm – 4:30pm

**Stream:**

Cultural Sustainability

**Location:**

Conference Room 2, Storey Hall, RMIT University  
Building 16, Level 7, Room 8

**Chair:**

Shanene Ditton (Griffith University)

**Speakers:**

- Presenter 1: Adriana Partal (Cultural Development Network) - Using Arts as a Measure of Cultural Impact.
- Presenter 2: Jade Lillie (Footscray Community Arts Centre) and Steph Vadja (Ferment Collaborate) - Community Cultural Development: Creating Sustainability.

## Plenary Session – 2B – 4:30pm to 6:00pm

### Plenary Session 2B – Responding to Urban Crises

**Day 2:** 3 July – 4:30pm – 6:00pm

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

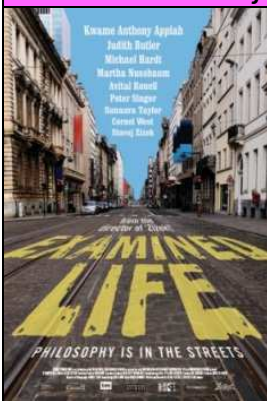
Professor Paul James (RMIT)

**Speakers:**

- Speaker 1: Professor Michael Humphrey (University of Sydney) – Violence and Urban Governance in Neoliberal Cities in Latin America.
- Speaker 2: Joyati Das (World Vision International) – Towards a Just City Where Children Thrive.

## Special Event – 6:00pm to 8:00pm

### Special Event – Free Public Screening – *Examined Life: Philosophy is in the Streets*



**Day 2:** 3 July – 6:00pm – 8:00pm

**Location:** Main Auditorium, Storey Hall, RMIT University

Building 16, Level 5, Room 1

**Description:** At the conclusion Day Two, Conference Delegates are welcome to attend a free public screening of *Examined Life: Philosophy is in the Streets*. This event will be hosted by Professor Paul James of the Global Cities Research Institute. The screening will be followed by a 30-minute facilitated discussion led by Professor James.

## Day 3 – Thursday 4 July 2013

**Registration, tea and coffee – 8:00am to 9:00am**

**Plenary Session – 3A – 9:00am to 10:30am**

### Plenary Session 3A – Reconciling Relations of Difference

**Day 3:** 4 July – 9:00am – 10:30am

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Speaker 1: Professor Deborah Bird Rose (Macquarie University) – Anthropocene Noir.
- Speaker 2: Alice Cope (UN Global Compact) – Collective Impact and the Power of Many.

**Special Session – AURIN Workshop – 9:00am to 12:00pm**

### Special Session – AURIN Workshop

**Day 3:** 4 July – 9:00am – 12:00pm

**Location:**

Swanston Academic Building, RMIT University  
Building 80, Level 4, Room 19

**Details:**

The Australian Urban Research Infrastructure Network (AURIN) is building an e-infrastructure across Australia to facilitate access to distributed datasets and services to help inquisitive urban researchers understand patterns of urban phenomena, and help navigate urban growth toward a sustainable future. The AURIN Portal allows users to intuitively access over 400 datasets that can be interrogated, modelled and visualised through a suite of open source components. Participants will be able to explore information demographics, socio-economics, politics, health and more. The workshop includes a number of hands-on exercises where participants can access the advanced urban modelling and simulation tools the system has to offer. AURIN is a \$20 Million initiative funded by the Australian Government's Super Science scheme. Dr Jack Barton, the Urban Data and eResearch Facilitator for AURIN, will be running the session. Please bring your own laptop with a modern Internet Browser (Chrome, Safari or Firefox – Internet Explorer is not supported) and Wi-Fi capability.

**Morning tea and coffee – 10:30am to 11:00am**

# People and the Planet 2013

## Parallel Sessions – 3A – 11:00am to 12:30pm

### Parallel Session 3A – Challenges for Urban Planning

**Day 3:** 4 July – 11:00am – 12:30pm

**Stream:**

Sustainable Urban and Regional Futures

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Paul James (RMIT)

**Speakers:**

- Presenter 1: Dr Christopher Ives (RMIT) and Dr Cathy Oke (RMIT) - Values for Green Open Space and How They Can Inform Urban Planning.
- Presenter 2: Associate Professor John Jackson (RMIT) - Towards More Sustainable Cities: What Glasgow, Melbourne and Toronto's Planners Say.

### Parallel Session 3A – Community Sustainability

**Day 3:** 4 July – 11:00am – 12:30pm

**Stream:**

Community, Migration and Development

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

Dr Yaso Nadarajah (RMIT)

**Speakers:**

- Presenter 1: Dr Judy Rogers (RMIT) - Community and Sustainability: Towards a Discursive Approach.
- Presenter 2: Dr Flora Salim (RMIT) - A Tale of Two Cities: Towards the Pedagogy of Living Labs

### Parallel Session 3A – The Impact of Multinational Corporations on Sustainability

**Day 3:** 4 July – 11:00am – 12:30pm

**Stream:**

Corporate Social Responsibility

**Location:**

Seminar Room 3, Storey Hall, RMIT University  
Building 16, Level 7, Room 3

**Chair:**

Dr Nattavud Pimpa (RMIT)

**Speakers:**

- Presenter 1: Dr Kiril Sharapov (Central European University, Budapest) - Living Well for Less: Consumers, Corporations and Sustainability.
- Presenter 2: Young Sokphea (University of Melbourne) - Drivers of Multinational Corporations' Sustainable Practice in Developing Countries: Lessons Learnt from Chinese Investment in Cambodia.

## Parallel Session 3A – Sustainability: Subsistence, Food Consumption and Urban Development

**Day 3:** 4 July – 11:00am – 12:30pm

**Stream:**

Urban Sustainability

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Elizabeth Ryan (UN Global Compact Cities Programme)

**Speakers:**

- Presenter 1: Dominique Hes (University of Melbourne) - Current Sustainability: Are We Just Trying to be Less Bad?
- Presenter 2: Sandra Moye (UN Global Compact Cities Programme) - Sustainable Affordable Housing: New Models for Low-income Housing in Chile.
- Presenter 3: Huda AlQasami (RMIT/MOHE Saudi Arabia) - Sustainability and Food Waste Regulation.

## Lunch – 12:30pm to 1:30pm

### Special Event – *Voiceless Journeys* Photographic Exhibition



**Day 3:** 4 July – 12:30pm – 1:30pm

**Location:** Main Auditorium, Storey Hall, RMIT University, Building 16, Level 5, Room 1.

**Description:** On days one and three of the conference, People and the Planet 2013 will present a lunchtime exhibition entitled: *Voiceless Journeys*. This stunning collection of photographic images and personal stories celebrates cultural diversity and portrays the journey, struggle, survival and achievements of people from diverse backgrounds. This exhibition will be screened in the Auditorium on Level 5.

## Parallel Sessions – 3B – 1:30pm to 3:00pm

### Parallel Session 3B – Global Ecology and Ecocriticism

**Day 3:** 4 July – 1:30pm – 3:00pm

**Stream:**

Global Ecology and Culture

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Professor Kate Rigby (Monash University)

**Speakers:**

- Presenter 1: Associate Professor Linda Williams (RMIT University) - Towards a Critique of Relational Aesthetics in the Context of Ecocritical Theory: Forget Bourriaud.
- Presenter 2: Dr Tom Bristow (University of New England) - Ecocriticism, Literary Geography and an Urban Case Study.
- Presenter 3: Professor Kate Rigby (Monash University) - Global Changes, Local Impacts, Cultural Narratives.

# People and the Planet 2013

## Parallel Session 3B – Culture, Sustainability and Cities

**Day 3:** 4 July – 1:30pm – 3:00pm

**Stream:**

Cultural Sustainability

**Location:**

Lower Lecture Theatre, Storey Hall, RMIT University  
Building 16, Level 1, Room 1

**Chair:**

John Smithies (Cultural Development Network)

**Speakers:**

- Presenter 1: Alexander Monreal (University of Newcastle) - The (Im)mobile Life of Mundane Technologies and the City.
- Presenter 2: Shanene Ditton (Griffith University) - Whose Place? Sustaining Cultural Conversations.

## Parallel Session 3B – Perspectives on Corporate Social Responsibility

**Day 3:** 4 July – 1:30pm – 3:00pm

**Stream:**

Corporate Social Responsibility

**Location:**

Conference Room 1, Storey Hall, RMIT University  
Building 16, Level 7, Room 7

**Chair:**

Dr Liam Magee (RMIT)

**Speakers:**

- Presenter 1: Dr Nattavud Pimpa (RMIT) - Corporate Social Responsibility: Multinational Corporations and Poverty Alleviation in Lao PDR and Thailand.
- Presenter 2: Professor Brian Corbitt (RMIT) - The Application of an Organizational Eco-sustainability Index for Improving Australian Corporate Sustainability.

## Closing Plenary Session – 3B – 3:00pm to 4:30pm

### Closing Plenary Session

**Day 3:** 4 July – 3:00pm – 4:30pm

**Location:**

Main Auditorium, Storey Hall, RMIT University  
Building 16, Level 5, Room 1

**Chair:**

Associate Professor Chris Hudson (RMIT)

**Speakers:**

- Speaker 1: Professor Peter Mandaville (George Mason University) – Consuming Muslims: Global Neoliberalism and the Transformation of “Political Islam”.
- Speaker 2: Professor Paul James (RMIT) – Destroying the Planet Slowly: What are we going to do about it?