

Probing communities at work over time

Temporal perspectives for scenario planning

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1. Why communities?

From stakeholders (Wangel, 2011, Cairns, Goodwin and Wright, 2016) to communities (Roberts, 2010, Botta, 2016)

The issues of:

- “the artful act of co-operation among people with a variety of different abilities, needs and views of the world—cultural diversity” (Stevenson, 2002)
- the autonomy of participating members (Watson, Boudreau, Greiner, Wynn, York, Gul, 2005)
- innovation and future-oriented processes (Fuller and Warren, 2006)

that define communities from action

What about the transformation of communities over time in an action-based perspective?

2. Research design. A longitudinal perspective

<i>Research steps</i>	<i>Outputs</i>
1. Ruling communities (section 3.1.)	Longitudinal analysis of the community rule set <ul style="list-style-type: none">• <i>strategic rule</i>• <i>organising rule</i>• <i>contextual rule</i>
2. Scenarizing the futures of communities (section 3.2.)	Scenarios for fair-trade case <ul style="list-style-type: none">• <i>transfer (uberization)</i>• <i>stalemate (standardization)</i>• <i>oscillation (artisanal vs industrialization)</i>• <i>phase lag (fragmentation)</i>
3. Exploring transformation processes in communities (section 3.3.)	Rule shift analysis <ul style="list-style-type: none">• <i>use and disuse of the strategic rule</i>• <i>function and disfunction of the organising rule</i>• <i>connection and disconnection of the contextual rule</i>

3.1. Ruling communities. Insights from the fair-trade community

Why fair-trade? The slow living perspective of goats in the trees

	<i>Strategic rule</i>	<i>Organising rule</i>	<i>Contextual rule</i>
	The community works to reach a specific and durable aim	Participating members – individuals or organisations - respect a constraint which serves durably the community	A new connection between assessment dimensions is made as long as the community exists
<i>Fair trade community</i>	Introducing ethics in global trade	Certifying fair trade	Connecting economic, environmental and humankind issues



Source : AgriMaroc.ma



3.2. Scenarizing fair-trade: changing the rhythms of the community

<i>Transformation mode</i>	<i>Implications for communities</i>	<i>Scenarios and their rhythms</i>
Transfer	Shifts in community paradigms	Uberization of fair trade <i>The ephemeral connections of marketspaces</i>
Stalemate	Traps from community rules	Standardization of fair trade <i>The never-ending standardization process</i>
Oscillation	Alternative attractors for the community	Artisanal fair-trade vs industrialization of fair trade <i>Mythical times vs fast producing</i>
Phase lag	Gaps within and between communities	Fragmentation of fair trade <i>Kaleidoscopic times</i>

3.3. Exploring transformation processes in communities: horizons, pace, rhythms

Scenario	Disuse of the strategic rule	Dysfunction of the organizing rule	Disconnection of the contextual rule
Uberization	ethics turns specific in a <i>short-term</i> perspective	the <i>ever-changing</i> brands in global marketspaces	<i>individual rhythms</i> become more important than the <i>community rhythms</i>
Standardization	ethics becomes frozen <i>forever</i>	loss of sense through <i>frozen</i> procedures rather than <i>living</i> processes	<i>global rhythms</i> overrule local rhythms

Scenario	Disuse of the strategic rule	Dysfunction of the organizing rule	Disconnection of the contextual rule
Artisanal/ industrialization	ethics oscillate between the <i>slow living</i> traditions and the <i>fast consumption</i> of commodities	paradox of success and <i>commoditization</i> of standards	<i>the rhythm of the producer</i> is more important than the one of the product/ <i>the rhythm of the product</i> is more important than the rhythm of the producer
Fragmentation	ethics varies according to the <i>fragmented horizons</i> of local communities, or competing global communities	<i>time lags</i> in local standards either to address local markets or cope with specific local public policies	<i>local rhythms</i> overrule global rhythms

4. Scenarios as time players. Further research

Questioning viability (Stevenson, 2002), irreversibility and sustainability when community are being transformed over time

Inquiring the sense for scenario planning of “artful acting” in heterogeneous temporalities : ephemeral, never-ending, mythical and kaleidoscopic

Source : Union des Coopératives des Femmes pour la Production et la Commercialisation de l'huile d'Argane et produits agricoles Tissaliwine



5. References

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