



Case Study analysis

Step I - Document Analysis

WP 3 – Case Studies

Deliverable 3.1 – Report identifying the drivers and barriers given through the context configuration of sustainable practice in the food and energy consumption domains

THEME FP7 – ENV. 2010.4.2.3-1: Foresight to enhance behavioural and societal changes enabling the transition towards sustainable paths in Europe.

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LIST OF ABBREVIATIONS

AAFNs	Alternative Agro-Food Networks
BSE	Bovine Spongiform Encephalopathy
CAP	Common Agriculture Policy
CSA	Community-supported Agriculture
EU	European Union
EDORA	Alternative and Renewable Energy (Sources) Federation (Fédération de l'Énergie d'Origine Renouvelable et Alternative)
EVA	Ethical Vegetarian Alternative
EZ	Emissions-Zero
FAO (or UN-FAO)	Food and Agriculture Organization (of the United Nations)
FDA	Food and Drug Administration (US)
GHG	Greenhouse gas
GMF	Gents Milieu Front
HORECA	HOTel / REstaurant / CAFé
IPCC	Intergovernmental Panel on Climate Change
JNM	Jeugdbond voor Natuur en Milieu
MIVB STIB	Maatschappij voor het Intercommunale Vervoer te Brussel Service de transports en commun bruxellois
NGO	Non-governmental organisation
npo	Non-profit organization
REC	Renewable Energy Community
SAW	Walloon Alternatives Society (Société des Alternatives Wallonnes)
UK	United Kingdom
UN	United Nation
UNEP	United Nations Environment Programme's
US	United States (of America)

VUB Vrije Universiteit Brussel

WP Work Package

I Executive summary

This report presents a document analysis on the four case studies that build on the Incontext project's WP3. The general purpose is to provide a better understanding on how niches of alternative more sustainable consumption and production practices are created, and how they can later be diffused or mainstreamed. These four case studies are:

- 1) Gela community in Austria (Ecologic), the first Community supported agriculture (CSA) project.
- 2) Wolfhagen 100% Renewable Energy Community (REC) (UFZ), a community that aims at covering its entire energy needs with locally generated renewable energy by 2015.
- 3) Thursday Veggie Day, a campaign launched in Ghent in 2009; its 'a veggie day a week' scheme has already been adopted worldwide.
- 4) Emission-Zero cooperative in Wallonia, which promotes socially-aware wind projects, and short-electricity supply chains. It also actively supports a model based on a locally generated renewable energy owned by the citizens/residents.

The four research teams collected and analysed a set of relevant documents of various sorts. They intend to address some aspects of the WP3 research question (cf. *infra*), and to identify the topics that require further inquiry to answer this core research question:

WP3 Case studies Research Questions

- a. What are the drivers and barriers in both inner and outer contexts for the creation of niches of alternative (sustainable) consumption and production practices, and
- b. Do the configuration(s) of these niches highlight possible pathways towards diffusion?

To do so, the document analysis explains the aim of each project and sketches a first description of the arguments and reasons mobilized by the key actors identified. Moreover, the analysis gives a first account of the process that led to each project, and its evolution over space and time.

With this general overview of each project, case studies question the relevance of its qualification as a (more) sustainable 'niche'. Hence the document presents some insights into the 'background' of the niche, and especially:

- A synthetic survey of the policies and legislations that regulate the relevant policy field;
- An overview of the niche development in other contexts;
- An explanation about the sort of alternative consumption and/or production practices conveyed by the niche and their claim for more sustainability;
- Some perspectives on futures steps of the niche development, diffusion/translation and/or possible extensions.

For now, and as a temporarily result, the case studies correspond to four niches of rather different sorts:

- Gela community can be defined as a niche initiating a model of cooperation between food producers and consumers. This model is rather new in Austria and induces a re-framing of conventional practices of market organization in the food sector.
- Wolfhagen 100% REC is also a niche because of its core purpose: achieving 100% renewable energy local supply through power grids owned and operated by the municipality. Consequently, Wolfhagen is progressively becoming a front-runner community grounded on a renewable energy niche model.
- Thursday Veggie Day promotes a vegetarian alternative through a campaign for a veggie day a week. This project represents an important social innovation and an *in vivo* experiment at the local level, which can therefore be designated as a 'niche'.
- Emission-Zero cooperative in Wallonia is also a front-runner organization. Its purpose is to develop community-owned wind turbines and to become a green electricity supplier. Therefore it can be dealt as a niche that claims for an alternative and more sustainable model for energy production, consumption and supply.

The four case studies are niches for alternative and more sustainable production and consumption practices. Indeed, Gela community scheme is based on organic vegetable grown by a local farm. Community-committed consumers provide the farmers a security of income in exchange of a weekly direct supply of organics. The Thursday Veggie Day campaign is based on the idea that reducing meat consumption is a key aspect to initiate more sustainable lifestyles, based on of the damages induced by the overconsumption of meat (in western countries) on the environment, human health, world hunger and animal suffering. Emission-Zero cooperative claims a more sustainable energy supply, by producing it with local wind farms that are planned, owned, managed and operated by the

citizens/residents. Yet, as a project developed basically by political authorities, Wolfhagen 100% REC is more an alternative way of regional development than an alternative consumption or production practice within a community.

Creation processes, public policies regulating the domain and niche development in other contexts give a head start for understanding the drivers and barriers for both the inner and outer context. These drivers and barriers are highly case-specific and require further investigation to assess more precisely the impact of public policies and to identify the drivers and barriers in the inner context – which can hardly be grasped within written documents and necessitates a number of interviews and more empirical materials.

This first section of the document analysis gives also some insights into the crucial issue of the diffusion/ translation of the niche in other contexts. For now, it shows that all the four case studies are influenced by rather similar previous experiences. All the four aspire also to become significant examples or models to follow – for various reasons that will be explained. Diffusion is a long term process and not all the cases present the same degree of development: Gela is still in the ‘maturing phase’ and wants to enlarge its audience; Wolfhagen is mentioned as a good practice example, yet the diffusion aspect remains unclear; Thursday Veggie Day is already being imitated worldwide, and wants to become ‘mainstream’; Emission-Zero is committed in several projects and claims for a generalization (through legal obligation) of citizen participation in wind projects. In any case, in the four studies, the diffusion/ translation issue calls for deeper empirical inquiry.

The third and last aspect analysed in this document deals with the governance of the niche. The governance issue is composed of three sub-questions:

- 1) Public authorities’ governance,
- 2) Self-governance of the niche and
- 3) Interplay of these two forms of governance.

As a first (and provisional) statement, it is remarkable that the democratic principles, citizen participation in particular, occupy a very central place in the governance of the niches, except maybe in the Wolfhagen 100% REC case. All four cases are also characterised by the public authorities’ central role in the Wolfhagen case and, to a lower extent, in the Thursday Veggie Day case.

To conclude, this document analysis highlights the main aspects to study in depth and reveals valuable information to build on the coming research stages. For instance, the creation

process of the niches still remains only superficially understood, the drivers and barriers need to be identified with more accuracy (especially for the inner context), and the governance and diffusion issues require further empirical inquiry.

2 Introduction

The document analysis aims at giving an insight into the four case studies that compose the Incontext project's WP3, of which general purpose is to provide a better understanding on how niches of alternative more sustainable consumption and production practices are created, and how they can later be diffused or mainstreamed. These four case studies are respectively about:

- 1) Gela community (Ecologic), which is the first Community supported agriculture (CSA) project in Austria.
- 2) Wolfhagen 100% Renewable Energy Community (UFZ), which aims at covering its entire communal energy need with locally generated renewable energy in 2015.
- 3) Thursday Veggie Day, launched in Ghent in 2009 and of which project to introduce a veggie day a week has already been adopted worldwide.
- 4) Emission-Zero cooperative in Wallonia, which promotes socially aware wind projects and short electricity supply chains, and supports actively a model based on locally generated renewable energy owned by the citizens/residents.

These case studies were chosen in accordance with the methodological guidelines, which have been previously discussed and adopted by WP3 partners. To sum-up the collective reflection that led to this choice, the WP3 case studies aim to understand the outer context's impact on sustainable behaviours and practices. To do so, the case studies address the relationships between inner and outer context and, in both contexts, they will have to account for the related drivers and barriers for sustainability.

To understand the impact of both inner and outer contexts, the case studies are dealing with two domains:

- Food domain: at first sight rather open to sociotechnical innovation.
- Energy domain: regulated by a very strong sociotechnical and regulatory/legal framework.

From the four case studies, two of them deal with practices that belong to the energy domain, and the two others deal with the food domain.

Comparisons between these case studies intend to answer the following research questions:

WP3 Case studies Research Questions

- a. What are the drivers and barriers in both inner and outer contexts for the creation of niches of alternative (sustainable) consumption and production practices, and
- b. Do the configuration(s) of these niches highlight possible pathways towards diffusion?

These research questions frame the present deliverable. Therefore it seems useful to explain the main methodological aspects before describing the content of this documentary analysis.

Considering the purposes of WP3, described in InContext project's proposal, it was decided relevant to consider 'practices' as the core unit of analysis. Following the many scientists that base their research on this notion (Reckwitz, Shove, etc.), the practices are the very components of daily life and, at the same time, they rely on the socio-economic, cultural, and material configuration of lifestyles, representing a 'meso-level analysis' that connects micro-details to macro-processes. For the empirical inquiry, practices are especially interesting, as everyone relates to various and different practices – cooking, eating, sleeping, taking care of their children, shopping, playing football, working, etc. –, drawing from these practices to account for their daily life. As Inge Ropke (2009) underlines, practice approach is particularly relevant to deal with consumption and production habits: "consumption – which is interesting from an environmental perspective – comes in as an aspect of practices: performing a practice usually requires using various material artefacts, such as equipment, tools, materials, and infrastructures. However, this aspect does not make people conscious of the fact that they are consuming resources in their daily activities. Primarily, people are practitioners who indirectly, through the performance of various practices, draw on resources." (Røpke, 2009: 2490) Last but not least, practice-theory avoids focusing on 'individuals' as the core unit of analysis (Southerton, 2009: 49): this approach overcomes the partition between individual

and society by scrutinizing how practices cope with the various constraints they have to face and, by doing so, “configure the performance of a given practice” (Ibid.)¹.

Consequently, the scope of this research was outlined to address the specific practices in a relevant way, dealing with both consumption and production stages in the food and energy domains. Indeed, sustainability issues cannot – or can hardly – be studied focusin in only one of the two mentioned stages a more wholistic view of the lifecycle is more effective, including both consumption and production. Indeed, it is rather difficult to assess the sustainability of a specific way of consuming food or energy without taking into account its production counterpart – and reciprocally: food and energy production cannot be sustainable in itself, but requires to inquire into the related consumption practices, i.e. into the whole supply chain.

All case studies are considered to deal with alternative(more sustainable) practices in the food and energy domains. By alternative we mean practices that are not mainstream, but rather innovative and in emerging stages.The case studies chosen differ from conventional practices and aim at being more sustainable– thus implicitly raising the question of the diffusion, i.e. the ‘mainstreaming’of these alternative practices.

Another key notion is attached to *alternative more sustainable practices*: the notion of ‘niche’. In this document, the term ‘niche’, refers to ‘protected spaces’ in which sociotechnical innovations and alternative practices can mature and become sufficiently powerful to put into trial the prevailing regime of production and consumption – and, consequently, the related practices – towards more sustainability (Kemp, Schot & Hoogma, 1998; Rip & Kemp, 1998, Wiskerke, 2003; Smith & al., 2005; Smith, 2006 & 2007).

The study of a niche represents an interesting approach to understand both collective and individual aspects of alternative practices towards sustainability. A nich defines a perimeter within which such inquiry can be led. Moreover, as a well-defined and protected space, the niche enables a relevant analysis of the evolutions and transformations of alternative practices over time and space.

Describing alternative more sustainable practices within a niche requires a number of tools that contribute to an improved understanding of such processes (for WP3 research, and for the whole InContext project). Therefore WP3 deliverables need to describe the drivers and barriers in both inner and outer context that are influencing the niche and the corresponding alternative practices. The outer-context is addressed by the WP3’s main research questions

¹ For more detailed analyses of practice approach, see the guidelines available in annex.

and by the methodological and analytical framework adopted for the case study analysis. The inner context, scrutinized by WP4's experiments in transition, will be evoked in the case study analysis, especially in the coming reports, as they will be based on empirical materials that give more insights on the inner context aspects.

Drivers and barriers' conception is progressively delineated in this document, and further explained in detail in the coming deliverables. For the time being, it is considered that the drivers consist of the various factors that foster the development of alternative sustainable practices. On the other hand, the barriers are all the factors that inhibit such emergence and/or evolution. Nevertheless one same factor can be considered a driver or a barrier depending on the specific context, so the categorisation of any factor as a driver or a barrier cannot be considered as definitive, making it impossible to, for example, design immutable public policies. A preliminary analysis indicates that reporting the drivers and barriers that impact the niches does not provide a full understanding of the process that takes place at the very heart of each of the case studies.

Even though the notion of niche² provides a good framework for analysing the whole set of variables and factors that influence alternative practices, it doesn't fully explain why things happen in a specific way. The development of such alternative practices mostly depends on a specific 'configuration', i.e. of various factors and processes (i.e. events, actors involved and their motivations, regulatory and legal framework, public policy, politics, cultural and local features, historical traditions, climatic conditions, infrastructures, private sector routines, etc)

The notion of configuration is redefined to fit with both sociotechnical innovations' processes, and classic sociological issues such as individual/society partition, or the description of the interactions and chains of interdependency arranging heterogeneous factors and actors – thus contributing to shape how things may happen. Studying the configuration of the niches of 'alternative sustainable practices' makes it possible to identify and account for pathways toward diffusion of these practices. Indeed, the configuration of the niche takes into account the very specificity of the niche, including in terms of evolution over time and space. Therefore, the notion of 'configuration' avoids mistaking the conditions of niche replication and concomitantly that of practice spread (or mainstreaming). This leads to question the non-reproducible aspects of the configuration (and thus of the studied niche) – i.e. features and

² Niches are protected spaces in which socio-technical innovations and alternative practices can mature and become sufficiently powerful to put into trial the prevailing regime of production and consumption (Kemp, Schot & Hoogma, 1998; Rip & Kemp, 1998; Wiskerke, 2003; Smith & al., 2005; Smith, 2006 & 2007).

characteristics that are inseparable from a specific niche in a specific site and involving specific actors. At the same time, this document underlines the features and properties of the niche configuration that could profitably be experimented or tested in another site and could provide similar results. This way, it becomes possible to assess the drivers and barriers that are actually impacting the development of alternative sustainable practices, and to foster the emergence of similar configurations according to the specific spatial and historical contexts and situations.

For each case study, the research team collected and analysed a set of relevant documents from different sources, making a careful selection). The sets of documents were examined in detail to draw insights on the research question, and to identify interesting perspectives for further empirical research. The analysis presented in for each case study is structured in seven main sections: 1) methodological description of the sources; 2) content analysis; 3) background to the niche development; 4) discussion of outcomes; 5) current and past dissemination; 6) insights on governance aspects; 7) conclusions. The purpose and content of these sections are described below.

The first section reports the documents that have been collected during this first stage of the research. For each case study, methodology adopted to elaborate the set of the most relevant documents is explained and their content is quickly described. More precisely, the source (newspaper, internet, radio, TV, advertising, etc.), the context and the nature of the documents (written, audio, video, picture, etc.), the specific information they provide (content and purpose) and their eventual reception and consequences are taken into account in the treatment of the sources realized by the research partners in order to build a solid basis for analyses.

The second section, gives an overview of the project's purpose(s). It lists the key actors involved and outlines an early description of their arguments, reasons and motivations. It concludes by providing a first account of the process and timeline of the project. This overview is thus composed of three main stages:

- The *overall aim of the project*, i.e. the goal(s) of the concerned actors, which provides some explanation about the alternative practices and, sometimes, about the ways actors intend to challenge the mainstream practices for a shift towards sustainability.
- The *key actors of the project and their motivations*, which may vary amongst the various types of actors. Some inner context aspects are highlighted on the basis of these clarifications.

- The *description of the process and timeline* shows the creation and evolution of the niche over time and space
- *Future steps*: most of the time, this section reports on the actors' view on the niche/practices' future. Yet, these views may differ a lot from each other, so the mainstreaming of the niche was adopted as main focus (and the related constraints).

This general description of each project may be partial, as it depends upon the documentary sources that are available and particularly on the media coverage and the way actors' view are reported in the media. These biases are worth for the four reports; yet, it does not prevent us from sketching first draft analysis aimed at enhancing the coming research and empirical inquiry.

The third section is a bit more analytical and it begins with the background to the niche development and first of all with the question: is it relevant to qualify this case study as a 'niche'? Why and to what extent? This will provide some insights on the specificity of the niche and the corresponding properties. Thereafter the niche is put into perspective through an overview of the niche development in other contexts (other sites/ locations in the same country, or similar cases that exist abroad or previous attempts to build such niche, etc.). This inquiry into the background is then completed by a first screening of the policies and legislation in the relevant policy field(s), which should also highlight the path dependence impacting the niche, the constraints imposed by the policy and legal framework and the evolutions of this framing over time and space.

In fourth section entitled 'discussion of outcomes', the resulting overall depiction of the niche, of similar niches in other contexts and of the policy and legal framing impacting the niche are combined to provide a first view on the drivers and barriers in both the inner and outer context which are identifiable at this stage of the research. Indeed, inquiry into drivers and barriers requires more research and the conduct of interviews, especially in order to address the inner context aspects.

The previous discussion of outcomes raises relatively directly the question of the past and current diffusion processes, which is addressed in the fifth section. This section gives some insights on the crucial issue of the diffusion/translation of the niche. It interrogates the pre-existing niches and the current similar niches (their evolution over time and space, networking activities, success and failures, etc.). Indeed, these rather similar cases could put a new light on the WP3 case studies, and illustrate its possible diffusion paths and future.

Finally, the sixth section deals with the governance of the niche, which is composed of three sub-questions related to public authorities' governance, self-governance of the niche and the interplay between these two forms of governance/

Governance – Sub-questions:

- 1) What is the role of public actors and how are they governing niches for alternative more sustainable practices?
- 2) How do these niches govern themselves?
- 3) How do these two strands of governance interact? (possible co-evolution processes, etc.)

Governance aspects represent a key issue for WP3 because they question the ways actors deal with the outer context – i.e. how they cope with both drivers and barriers – and how the external and internal governance of the niche has an impact on the path of evolution. The description of the interplay between these two forms of governance will contribute to improve our understanding of the niche creation and evolution's processes, in other words, its institutionalisation. This also highlights the possible margins of action and pathways towards the diffusion of the niche, and that of alternative more sustainable practices.

3 Case study n° I: Gela (Gemeinsam Landwirtschaften), Vienna, Austria

3.1 Methodology

The document analysis was divided into two tasks: studying internal documents of the CSA and studying external documents which are relevant for the background analysis. Table 1 and Table 2 present the list of internal and external documents, respectively.

The internal documents were accessed with the permission of the CSA coordinators and were made available in a google-group established by the CSA. The internal documents analysed include minutes of project committee, annual meetings and group emails dating back to 2009, when the initiative was first formed. The main source for the external documents was the internet. A number of documents were downloaded from the FAAN project's website. FAAN is an FP-7 project that studied Alternative Agro-Food Networks in five different EU countries, including Austria. Occasionally, the analysis includes judgments of the FAAN research team, based on their stakeholder analysis.

Table 1: Internal Documents – Gärtnerhof Ochsenherz

Name of Document	Date	Author(s)	Type of document	Source
Ein Ochsenherz für Landwirtschaft.	Nov. 2010	Irena Rosc	Article in Vienna city magazine	Falter 45/2010
Community Supported Agriculture (CSA) – Gärtnerhof Ochsenherz in Gänserndorf	Spring 2010	Eva-Maria Haas	Article in SOL, magazine of the association „Menschen für Solidarität, Ökologie und Lebensstil“ [People for solidarity, ecology and lifestyle]	SOL No. 139
Gärtnerhof Ochsenherz. Erdiges Experiment	Jan. 2011	Katharina Seiser	Article in <i>Der Standard</i> ; an Austrian daily, section Lifestyle	Der Standard, 22 January 2011
Landwirtschaft hat Zukunft, wenn auch in ganz anderer Form als bisher	June 2010	Susanne Sureth-Steiger	Article in magazine <i>Permakultur</i>	Permakultur June 2011
Minutes of the Working Group „gemeinsam landwirtschaften“ meetings (monthly)	Dec. 2010 – March 2011	Various group members	Internal minutes in bullet points, including minutes of subgroup meetings	Gela google group

Vereinbarung 'gemeinsam landwirtschaften'	Jan. 2011	Gela Working Group	Memorandum of Understanding to be signed by each CSA participant and the farm owner	Gela website
Group emails shared on gela google group	March 2010-Aug. 2011	Various gela participants	Internal Emails	Gela google group
Gela info-mail	Aug. 2011	Farm team	Internal information mail	Gela google group

The internal documents allow reconstructing the evolution of the initiative. They give a preliminary overview on key issues of concern during the process of Gela's creation. We will perform an in-depth analysis of this process in the next research steps.

The documents provide a comprehensive insight into the motivation, mindset and the vision of the core group of actors who started the project. Information on the motivation of less vocal actors, or those who joined the project at a later stage is more limited. This is the case for several of the farm's workers, and particularly for the majority of consumers involved. The documents include a few hints to external barriers to participation in the initiative, but do not present clear information on internal barriers. However the discussions amongst the core founding members on how to recruit more participants for the CSA allow formulating several hypotheses with respect to external and internal barriers which will be validated during the interview phase.

Table 2: External Documents

Name of Document	Date	Author(s)	Type of document	Source
Overview of CSAs				
Community Supported Agriculture	2006	K. L. Adam	Institute Publication	ATTRA –National Sustainable Agriculture Information Service (www.attra.ncat.org)
Community Supported Agriculture (CSA): Building Community Among Farmers and Non-Farmers	2002	J. Sharp, E. Imerman and G.Peters	Journal Article	Journal of Extension, Volume 40, Number 3
Eating for Your Community	Fall 1995	R- Van En	Journal Article	IN CONTEXT, Volume 42
Buschberghof Case Study	Nd		Case study description	Google
Buschberghof CSA, a multifunctional farm	May 18, 2010	W. Stränz	Website article	http://forum-synergies.exemole.fr/en/cor

successful for more than
20 years

pus_experience/fiche-
experience-23.html

The Austrian Context				
Rural Development 2007-2013: Austria's 2007-2013 rural development national strategy plan	2006	Lebensministerium	Policy document	Lebensministerium.at
Rural Development Programme (RDP) Austria	02/2010	European Network for Rural Development	Policy Document	European Network for Rural Development, European Commission
National Policy Contexts with Potential Relevance to AAFNs	2009	Les Levidow	Working paper	FAAN: Facilitating Alternative Agro-Food Networks, FP-7 project
Local Food Systems in Europe	2010	IFZ	Project Booklet	FAAN: Facilitating Alternative Agro-Food Networks, FP-7 project

3.2 Content Analysis

3.2.1 Overall aim of the project

Project: Summary

Gela ('gemeinsam landwirtschaften') is the first Community-Supported Agriculture project in Austria. In this project consumers can sign up in advance for a one year or a season of organic vegetables grown at a local farm (Gärtnerhof Ochsenherz). The scheme provides the producers with security of income over the year, and thereby allows them to optimize their farming practices according to the principles of biodynamic farming. Consumers enjoy a weekly supply of organic, locally grown vegetables and seeds at good quality, whilst purchasing them directly from the farmers. The project is co-managed by a group of active consumers and the farmers.

Overall aim

The reviewed documents show that creating an alternative and sustainable practice is at the heart of the core group's vision for the project. Vision building in the early phase of the

initiative and the memorandum of understanding ('Vereinbarung')³ that resulted from these discussions demonstrate the participants' commitment to:

- a) Developing a form of agriculture which follows its own set of principles geared to maximizing profits, differentiating itself from industrialized modes of agricultural production and distribution systems; thereby proposing an *alternative* to the mainstream social practice in the field; and
- b) Contributing to all three dimensions of *sustainable development*: economic stability (of the farm), environmental protection (mainly biodiversity, soil fertility, decreased resource consumption and reduction of transport volumes) and social justice (fair wages for farmers, income-dependent pricing, creating space for social learning, community-building based on trust and shared responsibility).

The project represents a niche-opportunity, since it initiates a model of cooperation between food producers and consumers, one which is new to Austria, and still has negligible presence in all other countries with CSAs. This model represents a re-framing of conventional practices of market organization in the food sector. The project participants did not invent the model, but adapted it to their particular circumstances inspired from the German CSA in Buschberghof. The project can serve as an example for a niche in phase of maturing (roughly equivalent to the demonstration phase in the innovation process for new technologies).⁴

3.2.2 Actors and motivations

Actors

Core group: The core group initiating and further developing Gela consists of approximately 10 to 20 people who regularly participate in the monthly working group meeting and carry out various tasks in the project. The group includes the farm owner, Dr. Peter Laßnig, and his partner, Lilli Henzl, several of the farm workers and several consumers, including the

³ Gela-Ochsenherz: Vereinbarung "gemeinsam landwirtschaften Ochsenherz (gela-Ochsenherz), to be signed by all participants in the season 2011/12, available on the project website at: http://www.ochsenherz.at/Texte/Vereinbarung_%20gela_wirtschaftsgemeinschaft_jahr_2011_12.pdf (accessed September 2011).

⁴ Description of gela project on the website: <http://www.ochsenherz.at/csa-gemeinsam-landwirtschaften.html> and Minutes of Wolfgang Stränz presentation held on 29 November 2009 at Ochsenherz Gärtnerhof, available for download at the website.

consumer delegates in the steering committee elected at Gela's first annual assembly, Eva Maria Haas and Stefan Nowotny.⁵

Consumer community: In July 2011, it consisted of about 200 consumers.⁶

Farm workers: Currently, nine people work on the farm permanently, two work as volunteers, and the other seven as employees.⁷ Some of them participate at the working group meetings from time to time, but – judging from the minutes – they are not as vocal as the farm owner.

Relevant actors outside the initiative:

Wolfgang Stränz of the CSA Buschberghof near Hamburg, the landlord renting out the land to the farm; the mayor of Gänserndorf, where the farm is located; and several institutions which provide inspiration, platforms for dialogue and recruitment of new participants or advice on various questions, including (e.g. URGENCI, an international network of CSAs; Agrar Attac, a NGO focusing on issues arising from globalization; Bewegungsakademie e.V. in Verden, Germany, an education centre for social movements; Netzwerk Land Austria, a networking platform for rural development initiatives; Regionalwert AG, an initiative to financially support agriculture and rural development around Freiburg, Germany; and the faculty on organic farming at Kassel University (campus Witzenhausen).

Motivations

Farmers⁸:

- Farming? according to principles of bio-dynamic farming, aspiring to a closed cycle using as few inputs from outside as possible and reusing agricultural waste products as inputs to farming and aspiring to a high level of biodiversity and soil regeneration.
- Experimenting with non-hybrid vegetable varieties, including reviving old varieties.
- Securing long-term economic viability of the farm and fair wages for all workers.

⁵ Minutes of the first annual assembly of “gemeinsam landwirtschaften” Ochsenherz, Vienna 10 November 2010.

⁶ Personal communication, Eva Maria Haas, July 23rd 2011.

⁷ Website Ochsenherz Gärtnerhof: <http://www.ochsenherz.at/gaertnerhof-mitarbeiter.html> (accessed September 2011).

⁸ Minutes of working group “gemeinsam landwirtschaften” from 12 December 2009.

- Creating a communication space where people like to come to get together, to find new energy and to celebrate.

Consumers⁹:

- Eating healthy, high quality local food, knowing where it comes from.
- Increasing knowledge about farming, plants and recipes.
- Being connected to nature.
- Being part of a community with regular exchange and common festivities.
- Being able to shape how the farm and the consumer community evolve.
- Supporting biodynamic farming with high benefits for biodiversity and soil health.

3.2.3 Process description and timeline

The following timeline lists milestones of the initiative's evolution:

Dec. 2009: Wolfgang Stränz from Hamburg, Germany, was invited to the farm for a public discussion. Subsequently, the working group 'gemeinsam landwirtschaften' (Gela) was established. In the following year, the working group met monthly and developed its own CSA model for Ochsenherz.

Nov. 2010: two public discussions (Vienna and Gänserndorf) were organised by Gela to present the new CSA model. Recruitment of consumers began.

Nov. 2010: The first constituting annual assembly was held. At this point, 140 consumers had already joined the group.

Feb. 2011: Vegetable distribution according to the new system began.

March 2011: New Gela online platform started to function.

April 2011: The first Gela action day was held, calling on consumers to help out one day on the farm

⁹ Minutes of working group "gemeinsam landwirtschaften" from 12 July 2010.

May 2011: A second annual assembly was organised , allowing more participants to join. The project reached the mark of 200 participants. All harvest shares were taken. Second Gela action day on Ochsenherz Gärtnerhof.

3.2.4 Future steps

In addition to preparing for the next season 2012, the main future step for the project is to find a new farmland. The lease agreement will expire at the end of 2012, and cannot be extended as the land has been redesignated as construction ground – a much more profitable form of land use for the land owner. The farmers are thus looking for new farmland in the surroundings. The farm currently cultivates 5.5 ha of rented cropland. Farmers own approximately 2.5 ha, but would like to keep the same size of land or even expand the current operations. They are looking to rent land close to the location of their own grounds or close to where the current farm is located, as they live in a housing project close to the farmland. Finding new land is a major issue, which already came up during the preparation phase of the Gela. If not solved in time, this issue could endanger the future of the project.¹⁰

3.3 Background to the niche development

3.3.1 Overview of the niche development in other contexts

Community Supported Agriculture (CSA) – Background

“In basic terms, CSA consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community’s farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production. Typically, members or ‘share-holders’ of the farm or garden pledge in advance to cover the anticipated costs of the farm operation and farmer’s salary. In return, they receive shares in the farm’s bounty throughout the growing season, as well as satisfaction gained from reconnecting to the land and participating directly in food production. Members also share in the risks of farming, including poor harvests due to unfavorable weather or pests.”

United States Department of Agriculture (USDA) definition¹¹

Common Characteristics of CSAs

CSA initiatives usually share the following characteristics:

¹⁰ Gela info-mail, 18 August 2011.

¹¹ Source: www.nal.usda.gov/afsic/csa/csadef.htm (accessed September 2011).

- 1) Social solidarity or ethical consumption: Typically, CSAs are created around principles of social solidarity (between consumers and farmers) or ethical considerations – i.e. assuming the socio-economic impacts of one's consumption. This is typically achieved through the following mechanisms:
 - *Risk Sharing*: Consumers pay upfront for an entire season or yearly supply, thus sharing the risks associated with farming (e.g. a low crop yield).
 - *Fair return*: Direct payment by consumers to producers, thus bypassing part of the conventional food system (e.g. retail, distribution), and increasing producers' share of the financial flow and potentially reducing prices of organic food products. According to one Local-Food scheme (called 'Fair Share'), this entails that the farmer receives at least 75 % of the price in the market (ATTRRA, 2006).
- 2) Community building: this can occur at different levels, depending on the type of CSA and on the context. At minimum, consumers become familiar with the farmers who produce their food (and vice versa), which usually does not occur in the conventional modern food system. In some cases, the CSA also triggers the creation of a network of nearby farmers, who jointly cooperate in providing a wide range of products to the consumers. Where consumers' involvement is high, and even more when they jointly own the CSA, a community of consumers and producers can be created, which sometimes also address different social aspects of the community e.g. food supply for the poor (ATTRRA, 2006).
- 3) Quality of products: One of the main benefits for consumers participating in a CSA is the provision of high quality food products. Often, farmers participating in CSA adhere to principles of organic or biodynamic farming. Accordingly, consumers participating in CSA are often conscious of their food choices, and search for ways to secure the quality of their food products (in terms of health, taste, etc.), as well as "to assert local control over a food system that is growing increasingly consolidated and remote" (ATTRRA 2006, 3). In fact, this principle was the initiating factor for the development of the early CSAs in Japan and in Switzerland in the early 60s (Van En, 1995).
- 4) Environmental sustainability: Some CSAs are created based on consumers' and producers' wish for decreasing the negative environmental impacts of agriculture and food consumption. CSAs tend to rely on organic farming and provide the supply of locally grown and fresh food products – thus reducing the environmental impacts of long-distance transport, of storage and distribution of food products.

- 5) Re-establishing connection to the land or reducing the urban-rural gap: “The original idea of CSA was to re-establish a sense of connection to the land for urban dwellers” (ATTRA 2006, 2). In addition, it allows for enhancing the interface between rural and urban communities, thereby creating communication and solidarity between these population groups. Such urban-rural connection can also help to support rural development, especially when there is high competition between urban and rural land-uses (Sharp, Imerman and Peters, 2002).

Development of two types of CSA in the US

The first CSA in the US was established in 1986. Ever since, the concept has widely spread, and by 2005 there were 1,144 CSAs registered in USDA’s database. In the US, two types of CSA have developed: Subscription CSA and Shareholder CSA. The first often consists of farmers being driven and managed, and entails mainly an economic arrangement between farmers and consumers, where farmers take on the entire workload (often through the support of a network) and consumers’ only participation is in the upfront payment. This type of CSA currently accounts for 75% of the CSAs in the US.

The second type, called shareholder CSA, consists of a core group of farmers, consumers and other stakeholders (e.g. NGOs), who jointly own and manage the CSA. This often means that consumers have shares in the farm, and are involved in different activities in it – e.g. management, working at the farm, selling food products at the market, etc.

Buschberhof CSA – one of the first CSA models in Europe¹²

Buschberghof is situated 35 km east of Hamburg, in Schleswig-Holstein State in Northern Germany. The family farm was converted into a Community Land Trust (gGmbH) as early as 1968, and in 1988 the CSA was established with a community of 40 families. Buschberhof CSA pursues three main objectives:

- To farm biodynamically
- To prevent the land of becoming a commodity
- To prevent the farm from being indebted

¹² This model inspired the creation of the Gärtnerhof Ochsenherz CSA, near Vienna.

Buschberhof constitutes of 86 ha of land and produces a variety of food products, including vegetables, fruits, grains and cereals, milk products, meat products and different types of baked bread.

Today, the CSA hosts about 300 consumer members (90 households) and five families who live and work on the farm. Every year, the farmers present a provisional budget for the year ahead and the households make pledges according to their financial capacities. If the budget is not met, it either has to be cut off, or additional pledges have to be made (which has happened in several years). **However, it is important to note that households get food from the farm according to their needs, independently from the size of their pledge!**

Since 1973, Buschberhof also employs workers with special needs, and a group of these workers lives at the farm. Additionally, the farm holds community events, from voluntary work at the farm to festivals and other social events.

3.3.2 First screening of the policies and legislations in the relevant policy field/s

General Background

At the end of the 1970s, Austria experienced a shift towards specialized and concentrated agricultural production, which increased disparities amongst farmers in remote regions. In order to address this problem and to enhance rural development, policies were set to support projects which promoted short supply chains through direct sale, product processing on farms, and co-operation between producers and consumers. “These projects aimed to bring higher prices to producers, to build solidarity among producers and consumers, and/or to promote organic farming as an alternative to conventional farming” (IFZ 2010, 11).

Several funding mechanisms have been put in place to support these policies, which were later integrated into the Common Agriculture Policy (CAP) funding mechanisms. CAP 2 includes four axes which define the criteria for funding mechanisms for rural development, which are co-funded between EU and member states (contrary to CAP1 which is funded entirely by the EU) (Lebensministerium 2006). These axes include:

- Axis 1 - Improving the competitiveness of agriculture and forestry sectors: promoting knowledge and improving human potential, restructuring and developing physical potential (e.g. modernization), promoting quality of agricultural production and through transitional measures (e.g. advisory services).

- Axis 2 - Land management and improving the environment: strengthen farmer's willing to keep or to introduce production methods which protect or improve the environment, the cultural landscape, the rural areas, the natural resources, the soils and the genetic diversity.
- Axis 3 - Quality of life and diversification of the rural economy in rural areas: joint projects between farmer and other sectors (e.g. agro-tourism), improving quality of life (e.g. village renewal and development), conservation of rural heritage, etc.
- Leader – a framework for supporting bottom-up projects with a decision-making power to local action groups, building local public-private partnerships and supporting localized innovative projects (IFZ 2010; Levidow 2009; Lebensministerium 2006).

Furthermore, the Chambers of Agriculture has offered consultancy and special courses for direct sellers, joint producer-consumer projects, and marketing co-operatives. Despite some limitations, these policies have helped farmers to continue production in rural areas, especially through direct sales. However, it should be noted that tension still exists between demand for rural development, and demand for increasing productivity of the agricultural sector and its competitiveness in the global market (Levidow 2009).

In addition, recent years have shown a decline in direct sales between farmers and consumers and a trend towards professionalism, with former associations or cooperatives changing into trading companies or business enterprises. This trend creates both obstacles and opportunities to new Local Food Systems (LFSs) (IFZ 2010). Moreover, organic farming is no longer associated solely with local production, as large retailers have taken over a large portion of the market for organic products. Partially in response to these trends, alternative agri-food networks have evolved, following the 'original' principles of local organic farming, namely: consuming from a local and trust-worthy source of production, fair pricing (for consumers and producers), etc. (Balázs, 2009).

Furthermore, the current legal framework seems to pose barriers for the enlargement of small-scale agro-food networks. The problem for many of these networks, is that they either: remain small-scale and partially based on voluntary work of its members; or they grow, demanding investments in storing and selling facilities, facing significant legal barriers (particularly with regard to hygienic regulations and trade laws) (Balázs, 2009).

Socio-economic situation in rural areas in Austria – facts and figures

In Austria, less-favored areas¹³ cover almost 80 % of the total land and about 70 % of utilized agricultural areas. In rural areas, GDP per capita per year was 21,500 Euro in 2006, compared to 29,400 Euro and 34,500 Euro in integrated and urban areas respectively (European network for Rural Development 2010).

Of Austria's 8 million inhabitants, 78 % live in rural areas. In addition, about 3.9 % of the Austrian population works within the agricultural and forestry sectors, which account for about 1.9 % of Austria's GDP. Hence, Austrian agricultural structure is "small-scale and comparatively weak in relation to the sector's international competitiveness" (European network for Rural Development 2010, 1). The strength of the agricultural sector in Austria lies in agro-tourism and organic food industry, with organic farms holding some 14 % of the agricultural land (Lebensministerium 2006). Furthermore, Austria's agricultural sector features a relatively high-nature value, clean environment and rich cultural heritage. Among the challenges, are depopulation of rural areas and the survival of small-scale farms?

Analysis of policies hindering and facilitating Local Food Systems – Results from previous analysis

FAAN is an FP-7 project which conducted a comparative analysis of Local Food Systems (LFSs) in five different EU countries, including Austria. The project included national assessments of hindering and facilitating policies for the creation of LFSs. "The central idea of such systems is a commitment to social co-operation, local economic development, and close geographical and social relations between producers and consumers" (IFZ 2010, 10). These systems are identified as a part of larger trend towards the creation of Alternative Agro-Food Networks (AAFNs). AAFNs "represent different ways to link food production, distribution and consumption. They create new models that engage public concerns about community, social justice, health issues such as nutrition and food safety, and environmental sustainability" (IFZ 2010).

Results from the analysis of the Austrian case studies are presented in Table 3. These include results from dialogues with stakeholders conducted in the FAAN project.

¹³ Less Favoured Areas (LFA), where agricultural production or activity is more difficult because of natural handicaps, are eligible for special aid under the Rural Development Policy Framework: http://ec.europa.eu/agriculture/rurdev/lfa/index_en.htm

Table 3: Policies facilitating or hindering Local Food Systems in Austria

	Hindering Policies	Facilitating Policies
The use of CAP mechanism in Austria	CAP 1 – In Austria, the allocation of Single Farm Payments (SFP) is conducted according to historical basis (rather than area-basis), which privileges large farms over new, alternative modes of production.	CAP2 - In recent years, Austrian Rural Development Policy has offered different measures which can be used by Alternative Agro-Food Networks (AAFNs) under all four Axes of CAP2 (albeit some still favor large-scale producers). Within the new 2007-2013 RDP, funds CAP2 have increased significantly (three times higher for Axes 3), which can benefit AAFNs. Particularly, the ‘Leader’ framework has become instrumental in supporting AAFNs in rural areas in Austria, especially in rural areas (IFZ 2010, 38).
Hygienic Regulations	Stakeholders in Austria claim that more flexibility can be applied regarding hygienic regulations for small-scale farmers and agricultural processes, especially with regard to animal products, such as meat and processed milk products (Levidow, 2009).	The Austrian Ministry of Health applies lighter Hygienic regulations for direct marketers of primary products. These include fruit and vegetables, eggs, raw milk and raw cream, game, fish and certain types of meat (poultry and rabbit) (Levidow, 2009).
Trading Rules	The complexity and lack of coherence in Austrian trading rules, ¹⁴ creates difficulties for small-scale agro-food networks (Levidow, 2009).	
Branding and Labeling		Brands and labels for promoting local and organic food products, particularly in urban markets. One incentive for farmers is that such labels are favored for the allocation of Rural Development Policy funds (Levidow, 2009). AAFNs often create a brand or label associated with a specific farm, town or region (‘Genussregionen’), which enhances consumers’ trust (IFZ, 2010).
Organic		Organic Farming Action Programmes – exist since 1991, and lays out policies which promote organic farming.

Networks and (potential) partners

- 1) DEMETER – Ochsenherz Gärtnerhof applies Demeter standards for its products. Demeter, a brand for products from Biodynamic Agriculture, stands out for targeting strictly controlled and contractually bound partners. It includes a verification process to ensure compliance with its standards (the International Demeter Production and Processing Standards), as well as with applicable organic regulations in the various countries. Demeter Standards demands not only excluding the use of synthetic fertilizers, chemical plant protection agents or artificial additives during processing, but also requires specific measures to strengthen the life processes in soil and foodstuffs.

¹⁴ Including regulations relating to tax/fiscal, commerce, social insurance payments, etc.

Its basis is the Biodynamic® agriculture method, originated by Rudolf Steiner in his "Agriculture Course" given in Koberwitz in 1924, and developed further in practice and research. Demeter-International was founded in 1997, and currently represents around 4.200 Demeter producers in 43 countries.

- 2) URGENCI – URGENCI is a non-profit association which focuses on: “fostering peer-based solidarity among Community-Supported Agriculture initiatives worldwide to actively contribute to the food sovereignty movement.”¹⁵ URGENCI brings citizens, small farmers, consumers, activists and concerned political actors together at global level through an alternative economic approach called Local Solidarity Partnerships between Producers and Consumers.

3.4 Discussion of outcomes

3.4.1 Drivers and barriers for producers (farmers)

Table 4: Drivers and barriers for producers

	DRIVERS	BARRIERS
Outer context	<ul style="list-style-type: none"> • Market dynamics of agricultural production, which did not allow them to earn a decent living before the CSA was established. • CSA Buschberghof as an inspiration. • Good relations with a community of consumers, established through direct marketing. 	<ul style="list-style-type: none"> • Availability of suitable farmland: using land for construction is more profitable, making it challenging to find new farmland. • Uncertainty of next CAP period (>2013) • Organisational challenges of food distribution • Seasonal variance in production vs. consumption. • Reliance on current people involved
Inner context	<ul style="list-style-type: none"> • Biodynamic farming: • Reviving traditional seeding • Reviving diversity of plants • Creating a self-sustained system (living organism), which demands least input from outside. • Experimenting with new plantations. • Creating an alternative to the current market structure - a three side connection between farmers, consumers and the 	

¹⁵ Taken from URGENCIA’s website: <http://www.urgenci.net/index.php?lang=en> (accessed September 2011).

- environment.
- Community-driven – creating a place where people like to meet and recharge their energy.¹⁶

3.4.2 Drivers and barriers for Consumers

Table 5: Drivers and barriers for consumers

	DRIVERS	BARRIERS
Outer context	<ul style="list-style-type: none"> • Current market structure 	<ul style="list-style-type: none"> • Access to distribution points – time and location. • Seasonal variance in production vs. consumption. • Costs • Barrier for joining the scheme – consumers who did not join the scheme, viewed the time for picking up the food products and the need to use your car as barriers for participation.
Inner context	<ul style="list-style-type: none"> • High quality ecologic food, from a local trustworthy source • Social interaction, community building, small-scale (face-to-face) • Trying out an alternative living which is part of a broader social process. • Autonomy in deciding what you eat, where it comes from; fear-free way of living. • Educate yourself about the taste of food. • Get in touch with the production process; educate your children about it. 	<ul style="list-style-type: none"> • Building trust and consciousness in the pick-up process – consumers need to trust each other, especially with regard to scarce products (if one takes too much, the other will not have enough). Hence, consumers also need to become conscious of how much food they need.

3.5 Study current and past diffusions

The Gela project can be seen as a result of a diffusion process. It was modelled after the blueprint of Buschberghof, a CSA near Hamburg. A presentation by Buschberghof’s Wolfgang Stränz marked the starting point of the Gela working group.¹⁷ Wolfgang Stränz had

¹⁶ Aside from working on the farm, consumers participate in different social and cultural events, cooking courses and parties which take place every season, and so on.

¹⁷ Description of gela project on the website: <http://www.ochsenherz.at/csa-gemeinsam-landwirtschaften.html> and Minutes of Wolfgang Stränz presentation held on 29 November 2009 at Ochsenherz Gärtnerhof, available for download at the website.

a key role in various milestones of the project, e.g. by providing the Buschberghof memorandum of understanding between farmers and consumers, which served as a template for Gela, or by attending the Gela's first annual assembly in November 2010. Further research is needed, in order to understand how the diffusion process came about, particularly how the farm owners got to know of Buschberghof. From the analysed documents, it is not clear to what extent the Buschberghof model had to be adapted to fit Gela's need. This will be further analysed during the next research steps.

Gela is still in a relatively early phase of development, and it is not yet clear what will be the size of the project in the future, which essentially depends on the size of the farm's future cultivation land. However, the fact that the farmers are looking for 5-10 ha compared to the 5.5 ha currently under cultivation, clearly indicates that the farmers would like to see the project expand.¹⁸ Availability of suitable land is an apparent barrier, but other barriers might become clearer in the next research steps.

Particularly in 2010 and 2011, the Gela working group actively promoted the project at various occasions, mainly to recruit participants, but also to make the project known to the wider audience. One early draft of a project discussed in the core working group states that Gela aims for the replication of the project elsewhere.¹⁹

3.6 Governance (Sub-questions)

3.6.1 External governance

The main socio-economic governance structure impacting the initiative is the European Common Agriculture Policy (CAP), which sets the framework for the European agricultural market. There are allusions to the CAP in several documents, but the exact impact on Gela does not become clear from the documents alone. It will have to be further analysed in the following research steps.

3.6.2 Internal governance

The Gela initiative rests on a relatively informal agreement between the farmer and the consumers, laid down in the memorandum of understanding each participant signs when

¹⁸ Gela info-mail, 18 August 2011.

¹⁹ Gemeinsam landwirtschaften!, Project description developed in 2010.

joining the group in a one-year subscription. The project has not created any sort of formal organisation and the agreement is not legally binding. The group governs itself by electing two consumer representatives who –together with the farm owner– form a steering group. Their duties include:

- Invitation to the annual assembly;
- Decisions about organisational changes in the harvest distribution system;
- Collection of new participant registrations;
- Decision on the mechanism for distributing the annual costs across participants;
- Budget control (at least quarter annually);
- Control of timely participant payments, including reminders.²⁰

All other participants have to attend the annual assembly or send a representative with power of attorney. At the assembly, the farm presents the annual account of the last year and the projected budget for the coming year. Subsequently, the participants hand-in their bids, i.e. how much they are willing to contribute financially over the coming year. The contribution is expected to be based on the level of consumption (depending on family size and eating habits) and financial capacity. It is thus not considered as a direct payment for the harvest share, but rather represents a fair contribution taking social considerations into account. To facilitate the process, an average amount is announced beforehand as a guide for the bidding. At the first annual assembly in November 2010, the total of all bids was below the projected annual budget. After more discussion, several participants increased their bid and the budget sum was reached.²¹

3.7 Summary

The document analysis provided a head start for answering the WP research questions. To begin with, it laid the grounds for defining Gela as a niche aiming to establish *alternative* and more *sustainable* food production and consumption practices. This was evident in Gela's memorandum of understanding, which defines the project's vision.

²⁰ Gela-Ochsenherz: Vereinbarung "gemeinsam landwirtschaften Ochsenherz (gela-Ochsenherz).

²¹ Minutes of the first annual assembly of "gemeinsam landwirtschaften" Ochsenherz, Vienna 10 November 2010.

Furthermore, in relation to the first research question, the document analysis highlighted some possible drivers and barriers for the creation of the niche (see Chapter 3.4.1 and 3.4.2). These need to be further explored and validated in the next empirical steps of this project. We identified three particular gaps which we would like to explore:

- *Barriers in the inner context* – in general, the documents did not provide much information about internal barriers. This is understandable, since such barriers can relate to possible internal conflicts with the project and tend to be left out of formal documents.
- *Drivers and barriers relating to agricultural policies and institutions in Austria* - it is unclear if the project makes any use of subsidies and public services which are set for supporting such innovative agro-food networks. Moreover, the impact of the European Common Agriculture Policy on the project is unclear.
- *Drivers and barriers of either participants in the outer circles or of potential consumers who did not join the project for some reason.*

Finally, the document analysis generated initial results with regard to the second research question, by giving insights into the diffusion process which lead to the creation of Gela. Since Gela is a rather recent project (about 1.5 year in operation), it might be too early to assess its diffusion – either by duplication or by enlargement. However, some initial insights into the challenges of such diffusion were mentioned. The next empirical steps could help us answer some of the remaining questions on the diffusion process, such as:

- How did the diffusion process begin? How did farmers learn about CSAs and what triggered their aspiration to create one?
- What are the similarities and differences between Gela and its ancestor in Hamburg, and what are the reasons behind them?
- What would be the optimal size of Gela in the future? Why did they choose 200 consumers or 5-10 hectares of land, as a size limit?
- What can we learn from the inner context about the possibilities for duplicating Gela in other contexts? In other words, can we say something about the ‘type’ of consumers and producers who would be motivated to create/participate in such a project?

4 Case study n° 3: Wolfhagen 100% REC

4.1 Methodology

The document analysis contributes to answer the WP3 research questions. Focussing on the case study Wolfhagen, documents which could give information about the city's path to a 100% REC were selected. There were three key sources for such documents: internet, Wolfhagen's city council archive, and the Stadtwerke Wolfhagen (municipal services).

Also, the following websites have been searched for documents of interest:

- <http://www.windpark-wolfhagen.de/>
- <http://www.stadtwerke-wolfhagen.de>
- <http://www.wolfhagen.de>
- <http://www.klimaoffensivewolfhagen.de/>

The city of Wolfhagen made available transcripts of city council meetings' minutes and information leaflets which have been incorporated into the analysis.

The different kinds of documents which have been found can be classified in the following four categories: minutes of proceeding (city council and committees), articles in the communal gazette about the city's energy transition process (communal counsellors), magazine articles ('ÖkoTest' and 'Frankfurter Rundschau'), and information leaflets (Stadtwerke Wolfhagen, Project partners 'Wolfhagen 100%').

These documents differ in their target audience and informational content:

- The minutes of proceedings contain brief information about resolutions or ongoing processes. They do not offer background information or shed light on political debates, but they offer information about steps the city council makes to reach the 100% aim. These minutes serve the purpose of recording resolutions; they are not directed to a specific public.
- The articles in the communal gazette (council members' series about the energy concept Wolfhagen, in the original: Kommunalvertreter-Serie zum Energiekonzept Wolfhagen) are part of the public relations campaign for convincing citizens of Wolfhagen to support the 100% REC aim. These articles are written by a cross-party alliance of nearly all political parties in the city parliament (SPD, CDU, Wolfhagener Liste/FDP), except the council members of the green party. This indicates a current

conflict regarding the local energy politics, and will be explained more detailed in chapter 1.2. The articles refer to different aspects of the renewable energy policy, such as local increase of value, nature conservation etc. A more detailed explanation about the contents of these documents can be found in chapter 1.2.

- The article in the magazine Ökotest reports the quarrel between municipal services and energy companies, and highlights Wolfhagen as a good example for a community which achieves its renewable energy politics against the impedance of one of Germany's biggest energy company Eon.
- The article in the daily newspaper 'Frankfurter Rundschau' on the occasion of Wolfhagen's award for being one of the top five energy efficiency communities in Germany, gives brief information about upcoming projects for fulfilling the 100% REC aim.
- Two information leaflets were also included in the document analysis: one project flyer for the upcoming inter- and transdisciplinary project Wolfhagen 100% REC, and an flyer from the Stadtwerke Wolfhagen with information about the benefits of wind power.

The following table lists all documents which have been included in the analysis.

Table 6: Documents Case Study Wolfhagen

Kind of document	Date	Author(s)	Short description of the content	p.	Source
City council minutes of proceedings	21.8.2008	NN	Resolution about the redemption of the district heating grid		town hall archive
			Expression of interest in Bioenergy-Science-Park-Project		
			Information about the start of construction works of a solar roof (on a former barracks building which has been rebuilt to a professional school)		
City council minutes of proceedings	29.01.2009	NN	Announcement of the meeting of the control board wind power ('Steuerungsgruppe Windkraft')		town hall archive
			Announcement of the cities participation in the second phase of the federal competition 'Energy Efficiency City'		
City council minutes of proceedings	25.2.2009	NN	Site plan wind power		town hall archive

City council minutes of proceedings	26.2.2009	NN	Resolution about the city's participation as a member of the project consortium within the Energy Efficiency City Project; Resolution about the involvement of the city councils committees		town hall archive
Municipal finance committee minutes of proceeding	22.4.2010	NN	Resolution about the generation of electricity through the municipal utilities (wind power)		town hall archive
City council minutes of proceedings	24.2.2011	NN	Debate and resolution about the foundation of an energy cooperative Resolution about the preparation of a concept		town hall archive
Magazine article	Jan. 2011	Gabi Haas	Article in the magazine Ökotest: 'Stadtwerke gegen Stromkonzerne' [Municipal utilities versus energy companies]	7	special print for the municipal services Wolfhagen (Stadtwerke Wolfhagen)
Article in the communal gazette*	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article: 'Active nature protection through wind power'	2	online
Article in the communal gazette*	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article: 'Leaving children a livable country. Regional planning supports citizen-owned wind park'	2	online
Article in the communal gazette*	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article 'Integration, no splitting off!' Article about the conflict between proponents and opponents of the citizen-owned wind park project	2	online
Article in the communal gazette*	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article: 'For the energy transition in Wolfhagen'	3	online
Article in the communal gazette*	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article 'Wolfhagen's model commendable on federal level'	1	online

Article in the communal gazette *	undated	Group article of the council members from the parties CDU, SPD, Wolfhagener Liste/FDP	Article 'New dimension of independence and services of general interests'	1 online
Newspaper article, Frankfurter Rundschau	17.10.2010	NN	Article 'Wolfhagen wants its own energy'	¼ p. www.fr-online.de
Information leaflet	Undated	Project partners 'Wolfhagen 100% RE' (City of Wolfhagen; Municipal services, Fraunhofer Institute, Center for ecologically sensitive building, deEnet e.V., Energy 2000 e.V.)	'Wolfhagen 100% RE. Development of a sustainable energy supply for the city of Wolfhagen.' Project flyer	1 achieved from the Stadtwerke Wolfhagen
Information leaflet	Undated	Stadtwerke Wolfhagen Municipal services	'Future'. Information flyer about 100% renewable energy and its benefit for the community	2 achieved from the Stadtwerke Wolfhagen

* Council member series about the energy concept Wolfhagen (Kommunalvertreter-Serie zum Energiekonzept Wolfhagen)

Content Analysis Wolfhagen

This chapter presents the results of the document analysis with special regard to the following questions:

- Which general information is given regarding the overall aim Wolfhagen 100% REC?
- Which arguments and reasons are given to justify or to explain the motivations behind this aim?
- What kind of information about the process and its development can be found? Which information is given regarding future steps / developments?
- Which actors turn up in the documents? Do the documents contain information about involved / not involved actor or supporters and opponents?

4.1.1 Overall aim of the project

The city of Wolfhagen aims to cover, by 2015, its entire communal energy need (households, commercial and industrial business) with locally generated renewable power plants. Together with the positive effects on the communal climate footprint, positive effects on the local economy and an increase in local value should also be accomplished. All projects and measures taken to fulfill this aim need to be put into practice with the involvement of the

public. Therefore, it is not surprising that a variety of public relation material could be found in this case study.

In general, there has been no indication of any kind of public resistance against the general aim. Nevertheless, the documents do make reference to two kinds of conflict. First, the conflict between the city and the energy supplier, Eon, about the remunicipalisation of the local power grid, which ended in 2006; and second, the ongoing conflict about the building of power plants in a forest near Wolfhagen (Rödenser Berg).

4.1.2 Actors and motivations

The following parties have been identified as key stakeholders within the process: city councillors, Wolfhagen's mayor, the manager of the municipal services, Klimaoffensive Wolfhagen, University of Kassel, and Fraunhofer Institute (both as scientific project partners in RE projects). In the context of the building of the wind park, the local protest group (against wind power plants in forest: Bürgerinitiative (BI) Wolfhagener Land) is mentioned.

Arguments, justifications and motivations

The reasons behind the goal to become a 100% REC are varied from global climate change and the need for climate protection, to an increase of local value by communal energy production and power supply, procuring benefits on an individual level (i.e. sustainable investment funds for the prospective citizen-owned wind park (which should deliver two-thirds of the local energy requirements in the future).

4.1.3 Process description and timeline

The analysed documents do not reveal any information about the origins of the idea of Wolfhagen becoming a 100% REC community, or how and by whom it was first proposed. This issue should be further investigated in the following empirical steps.

In 2005, the power grid's licensing agreement between Wolfhagen and the energy company Eon expired. Usually, such contracts are entered for about twenty years and after this period they will be renewed as a matter of routine. But in the case of Wolfhagen, the city decided to hand over the right of use to the municipality services. It was the first time in Germany that a community denied to continue the power grid contract with Eon and after years of quarrel about the value of the wirings; Wolfhagen succeeded in taking over their local power grids by an out-of-court-settlement with Eon. Locally owned power grids are one essential aspect for

local self-sufficient renewable energy politics because it enables or at least facilitates the feeding of the produced power into the grid.

The next big step towards the 100% REC aim took place in 2008 when the municipality services started to deliver exclusively 100% renewable energy to their customers. Currently, the energy requirements are covered by hydro power which is bought in Austria.

By 2015 the whole energy requirements should be covered by energy locally produced from wind power, biomass and photovoltaic. Most of the energy should be produced by a citizen's owned wind park. The location of the planned wind park has been motive to severe conflicts in Wolfhagen. The majority of political actors support the project, but a local protest group opposes against the location with nature conservation arguments. This conflict is still unsolved, though a lot of efforts have been made, e.g. by a mediation process. Even though this argument is quite complex, it has little influence on the whole process because it is restricted to a location conflict. The opponents do not neglect the principle aim of a becoming a 100%REC community.

In October 2010, the Federal Ministry of Education and Research awarded Wolfhagen as one of the top five German towns in energy efficiency (Energy Efficient City).

Currently a scientific – practitioners project concerning the city's sustainable energy supply is being developed, financed by the Federal Ministry of Education and Research. Project Members are the City of Wolfhagen, Stadtwerke Wolfhagen GmbH, Fraunhofer-Institute for Building Physics, deENet e.V. and ENERGIE 2000 e.V. The main issues this project addresses are: energy saving, energetic redevelopment, smart metering and consumer information, potential assessment e-mobility. Beside renewable energy production, the reduction of energy requirements has been discerned as an important aspect for reaching the 100% REC aim.

4.1.4 Future steps

The document analysis offers information about the general process and its development in Wolfhagen. Still, there are a few unanswered questions which will be investigated in the upcoming network analysis and the interviews. The most significant open questions for the case study in Wolfhagen are the following:

- When, why and how did the community choose the 100% REC aim?
- Who were the initial key actors?
- Were there more actors involved than the ones which occur in the documents?

4.2 Discussion of Outcomes

The general aim of WP 3 is to analyze the drivers and barriers in both inner and outer contexts for the creation of niches of alternative (sustainable) consumption and production practices. Regarding the case study Wolfhagen, the city’s aim to become a 100% REC can be seen as a development towards more sustainable energy production and consumption practices. This case study focuses on analyzing the reasons why the process started in the city of Wolfhagen, and tries to reveal the particular drivers which have made this development successful so far. Additionally, potential barriers which could hinder the process are also investigated. In relation to the InContext focus on inner and outer contexts, the findings of the document analysis are summarized the table below:

Table 7: Drivers and barriers in Wolfhagen case study

	DRIVERS	BARRIERS
Outer context	<ul style="list-style-type: none"> • Legislation (EEG: renewable energy act) • Funding of renewable energies and projects • Local development requirements • Demographic change • Climate change responsibility, safeguarding of the future 	<ul style="list-style-type: none"> • Electricity company (Eon), • Local protest against wind power
Inner context		<ul style="list-style-type: none"> • <i>(Could not be revealed by document analysis)</i>

The document analysis identified some of the inner and outer context drivers and barriers, but it does not show the whole picture. As mentioned in the beginning, the document analysis is one empirical step for analysing the case study but it is not sufficient as the sole method.

As other regions, Wolfhagen has to face the impacts of demographic change, which includes a decrease in population about 20% by 2050. To be able to afford public services and to keep the attractiveness a liveable town, local development is an important aspect. Wolfhagen is quite successful using its position feature of a frontrunner community in renewable energies for fundraising (new projects) and also for attracting investors and innovative industries the energy sector.

The renewable energy act (Erneuerbares Energien Gesetz, EEG) is mentioned to be one driver for renewable energy production in Wolfhagen. Another legal driver can be seen in the

court ruling concerning the remunicipalisation of the power grids which also occurs in some documents.

The barriers in the outer context refer to a largely completed conflict (Eon) and to a sub-conflict (local protest group against the location of the wind park). These conflicts are described in detail in chapter 1.2.

The available documents do not offer much information about inner-context factors. The terms, 'climate change responsibility' and 'safeguarding of the future' do not appear in the documents literally but present the results of an interpretation of passages in the documents. Inner context barriers could not be revealed by the document analysis. It is probable that more barriers and drivers will be found during the next empirical steps.

The question if Wolfhagen is aiming towards a dissemination of its idea(s) or not could not finally be answered through the document analysis. The documents focus strongly on the regional benefits through renewable energy production. There are no indicators of an active dissemination strategy, but some documents do mention Wolfhagen as a good practice example and a frontrunner community. It stays uncertain if the local key actors see Wolfhagen as a frontrunner community, and if they wish that other communities would follow the same path. In the following empirical steps, the interviews with key actors and a network analysis could shed light on this aspect.

The question of the present findings being case-specific or if they are transferable to other regions cannot be answered yet. Beside Wolfhagen, other communities in Germany and Europe are aiming to become a 100% REC. Further statements about the transferability of results will be feasible after completing the empirical research in Wolfhagen.

In the case of Wolfhagen the public actors are closely involved within the process. The 100% REC aim is part of a vision of the future for the city's development which is shared by vast majority of politicians from all local parties. Therefore, the case of Wolfhagen describes more a progressive and alternative way of regional development than an alternative consumption or production practice within a community.

4.3 Governance (Sub-questions)

The document analysis did not uncover entirely the way in which Wolfhagen's development towards a 100% REC is governed. The analysed documents show a dominance of public actors, but this might also result from the types of documents analysed, or the kind of information that is generally put into writing. The document analysis showed that written

material is often deficient; therefore it did not reveal much information about the starting point of the process. The next empirical steps should shed light on these unexplained aspects.

5 Case Study n° 3: ‘Thursday Veggie Day’, from Ghent to Brussels

“Community-led approaches aid the process of people changing their everyday practices together in a supportive environment, empowering others to do the same and increasing the visibility of the impacts of behaviours.” (Hielscher, Seyfang & Smith, 2010: 10)

5.1 Methodology

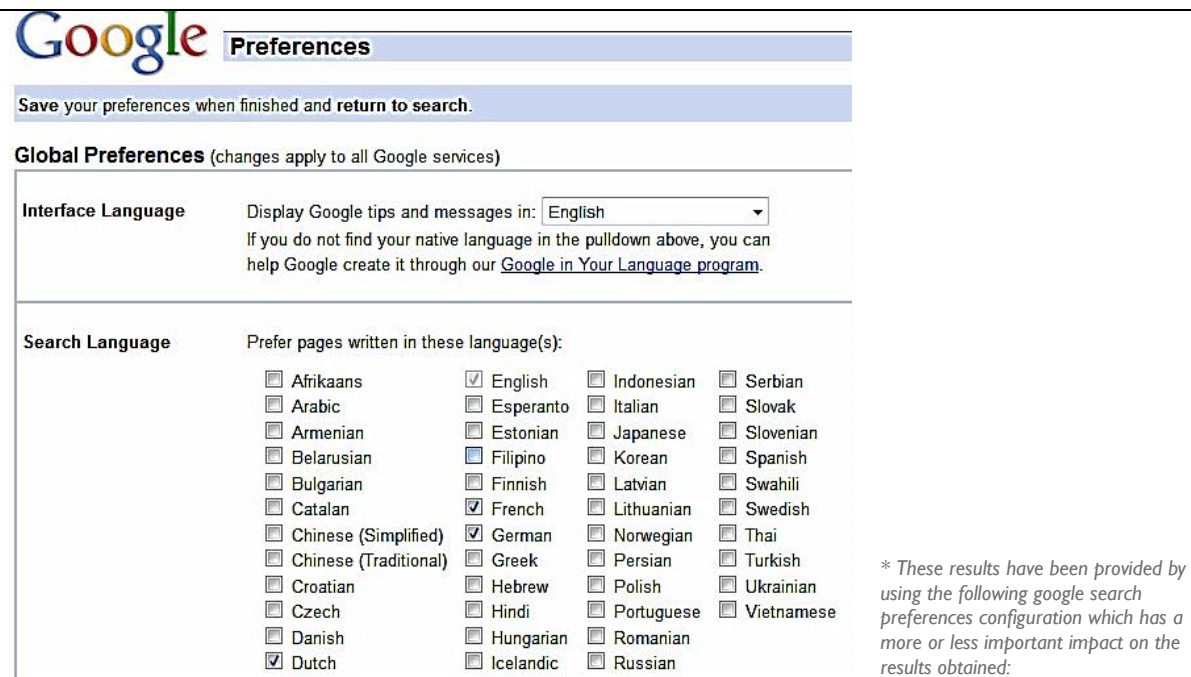
Specific aspects of the document collection for the ‘Thursday Veggie Day’ (TVD) case study

The internet is obviously the main source of information to document this preliminary analysis of the Thursday Veggie Day (TVD) case, as the TVD is receiving a wide media coverage since the beginning of the campaign. Consequently it has been rather difficult to limit the documentary sources to define a relevant corpus for our analysis.

Indeed, a very simple test on Google realized on the 11th of August 2011 gives us an overview of the extent of the ‘phenomena’:

Table 8: Google test about Thursday Veggie Day

GOOGLE QUERIES*	RESULTS
‘Donderdag Veggiedag’	70,100
‘Jeudi Veggie’	10,600
‘Thursday Veggie Day’	9,230
‘Donnerstag Veggietag’	4,890
‘Thursday Veggie Day’	4,800
‘Jeudi Végétarien’	1,510
‘Veggie Donnerstag’	1,290



The screenshot shows the Google Preferences page. At the top, the Google logo is followed by the word "Preferences" in a blue bar. Below this, a light blue bar contains the text "Save your preferences when finished and return to search." The main section is titled "Global Preferences (changes apply to all Google services)". Under "Interface Language", there is a dropdown menu set to "English" and a note: "If you do not find your native language in the pulldown above, you can help Google create it through our [Google in Your Language program](#)." The "Search Language" section is titled "Prefer pages written in these language(s):" and contains a grid of checkboxes for various languages. The checked languages are Dutch, English, German, and French. A note on the right states: "* These results have been provided by using the following google search preferences configuration which has a more or less important impact on the results obtained:"

Prefer pages written in these language(s):			
<input type="checkbox"/> Afrikaans	<input checked="" type="checkbox"/> English	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Serbian
<input type="checkbox"/> Arabic	<input type="checkbox"/> Esperanto	<input type="checkbox"/> Italian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Armenian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Belarusian	<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Spanish
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Finnish	<input type="checkbox"/> Latvian	<input type="checkbox"/> Swahili
<input type="checkbox"/> Catalan	<input checked="" type="checkbox"/> French	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Swedish
<input type="checkbox"/> Chinese (Simplified)	<input checked="" type="checkbox"/> German	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Thai
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> Greek	<input type="checkbox"/> Persian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Croatian	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Polish	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Czech	<input type="checkbox"/> Hindi	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Danish	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Romanian	
<input checked="" type="checkbox"/> Dutch	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Russian	

Table above shows clearly the widespread use of labelling that refers to TVD, here in four languages that make sense for our study, i.e. Dutch²², French, German and English. Of course, there are no very detailed conclusions to draw from such table. Nevertheless, it tends to confirm that the internet is a relevant source of information for this case study. Indeed, documents available on the Internet are of various sorts, from press articles, flyers, institutional policy, organization and companies support, events, NGO’s support, to the description of the campaigns explicitly devoted to the ‘veggie day’.

Consequently, we adopted two strategies for this document analysis:

- The first strategy consists in mapping the network related to the TVD on the basis of the internet co-linkages. As a result of the huge media coverage on the internet, mapping the interlinkages that tie the different sites proved to be rather fruitful. The list of internet URLs is provided in annex 2 and the results are displayed and analyzed *infra* (cf. 1.2.1. Issue Mapping).
- The second strategy is to make a drastic selection among the many documentary sources available, which required a realistic treatment for these sources (for instance,

²² The present document analysis doesn’t exactly give Flemish documentation the importance it deserves, but it still gives an overview on Dutch literature, so that it is a bit undermined because of linguistic skills (when really necessary, this aspect will be managed by team through by getting some help from skilled people).

we didn't listen/watch audio and video resources and gave a cursory glance at some press releases).

Consequently, it rapidly seemed necessary to focus on internet sites that are directly related to the TVD, i.e.:

- www.donderdagweggedag.be;
- www.veggievoorcheffs.be;
- <http://jeudiveggie.be>;
- <http://www.gent.be>;
- www.evavzw.be;
- <http://www.planete-vie.org>;
- www.vegetarisme.be;

The corpus for the document analysis is completed by a set of documents characterized by their original and relevant content; it is composed by various types of documents:

- For the press and media releases, we considered: *in situ* journalistic inquiries or first-hand reports and several interviews given by the main actors involved in the project, especially in Ghent and Brussels.
- Another part of the corpus is composed of campaign materials (brochures, booklets, flyers, discourses, letters, illustrations, and so on).
- Annual assessment of the TVD made by the municipality after the first and second years of existence of the campaign; these documents develop in detail the institutional involvement of the city of Ghent.
- Official discourses, especially from politicians and officials involved in the project.
- While retracing the main steps of the TVD project, we quickly realized the determining impetus given TVD by the IPCC Chairman Rajendra K. PACHAURI. This intervention highlighting the relevance of the TVD initiative in terms of environmental impacts (through scientific arguments, facts and equivalence calculations) legitimated TVD. Consequently, we added to our corpus a set of scientific papers or reports mentioned by the actors. We also included some contributions, opinion articles or papers written by EVA members, and especially by its founder and director Tobias LEENAERT.

This collection of documents is listed below and a more detailed version is available in annexe 1.

Table 9: Documents Case Study ‘Thursday Veggie Day’

KIND OF DOCUMENT	TITLE	DATE	AUTHOR(S)	SOURCE	N°
Blog article	‘Interview with Belgian Vegetarian Leader’	8 September 2008	NN	IVU Online News	
	‘Day of the lentil burghers: Ghent goes veggie to lose weight and save planet’	14 May 2009	Traynor Ian	The Guardian	
	‘Thursday news quiz: the news from... Ghent’	14 May 2009	Kennedy Maey	The Guardian	
Press article	‘Gent declares every Thursday ‘Veggie day’’	14 May 2009	NN	The Telegraph	
	‘No meat? That must be murder’	15 May 2009	Renton Alex	The Times	
	‘My advice for occasional vegetarians’	15 May 2009	Bamford Emma	The Independent	
	‘Can vegetarians save the world?’	16 May 2009	Stuart Tristram	The Guardian	
	‘Vegetarian for a day’	17 May 2009	DIAB Khaled	The Guardian	
	‘Jede Woche ein Veggie-Tag’	22 May 2009	NN	Hamburger Morgenpost	
	‘Where’s the Beef? Ghent Goes Vegetarian’	27 May 2009	Harrrell Ehen	Time magazine	
	‘Fleischlos in Flandern’	29 July 2009	Müller Tobias	Der Freitag	
	‘Mit soja und Tofu gegen Klimawandel’	24 December 2009	Haase Nina	Deutsche Welle	
	‘Bremen propagiert ‘Veggiday’’	28 January 2010	Wolschner Klaus	TAZ.de	
Specialized Magazine	‘Veggie Days are Sprouting up all over’	December 2009	VegSA	Food for Thought. Vege & Vegan Soc. Newsletter	Issue 4/09

	'Un jour sans viande!'	February 2010	LAMOTTE Philippe	Équilibre	p. 18-19
	'Le jeudi est un jour végétarien à Hasselt et Gand'	January-March 2010	NN	Organic Pro	p. 26-28
Press article	'Que sont devenus les anciens lauréats?'	21 May 2010	L. Van Ruymbeke	Le Vif	
	'A tale of two veggie-friendly cities'	1 December 2010	Bhansali Mehta Karishma	Flanders Today	
Blog article	'Your Vegan and Vegetarian Stories'	NN	NN	Dulwich Vegan & Vegetarian soc.	
	'Ook in Brussel is donderdag voortaan veggiedag'	26 May 2011	Loa	Nieuwsblad	
Internet Press	'Bruxelles se laisse convaincre par les jeudi végétariens'	26 May 2011	PIRARD Olivier	lalibre.be	
	'Manger moins de viande pour une ville durable'	27 May 2011	Q.J.	lalibre.be	
Spec. mag	'Le Jeudi, On Mange Vegetarian'	8 June 2011		Food In Action	
Campaign Materials/	Veggieplan Gent-Engels	6 April 2010	EVA + City of Ghent	Dedicated websites	2. p
	Veggieplan Brussel/Bruxelles /	26 April 2011	EVA + Brussels + Brussels environment	EVA + City of Brussels	2 p.
Campaign material, Information booklet	'1 year Thursday Veggie Day: for the Ghent citizens'	12 May 2010	City of Ghent & EVA	http://www.gent.be	2 p.
	'Thursday Veggie Day in Ghent – detailed info'	March 2010	City of Ghent (+ EVA?)		12 p.
	'Thursday Veggie Day in Ghent – detailed info'	April 2011	City of Ghent (+ EVA?)		10 p.
Brochure	'Jeudi Jour Veggie'	March 2010	EVA + City of Ghent	www.vegetarisme.be	5 p.
Public letter / Press release	'McCartney and Pachauri ask policy makers for weekly veggie days'	1 December 2009	P. Mc Cartney, R. Pachauri +	Letter to Mayors, policy makers, EU	2 p.

			T. Leenaert	Parliament	
Public speech	Discourse for launching the Thursday Veggie Day	26 May 2011	Huytebroeck Evelyne	Brussels	
Conf powerpoint	'Less Meat, Less Heat: Impacts of livestock on climate change'	Saturday 30 August 2008	Pachauri R.K.	Conference given at Ghent Univ.	19 slides
	Less Meat, Less Heat: Sustainability and our Steak'	30 August 2008	Leenaert Tobias	Conference given at Ghent University	78 slides
Article in specialized magazine	'Nobelprijswinnaar Pachauri pleit voor matiging van de vleesconsumptie'	September/October 2008	Lavrijsen Jeroen, Leenaert Tobias	Tijdschrift voor Voeding en Diëtiëk	34, n° 5: 6-8
opinion paper	'Thematic Section: 'The ethical merits of vegetarianism promotion''	September 2009	Leenaert Tobias	EurSafe News Vol. 11, n° 3	p. 1-4
Paper	'Mmmm! Making Meat Moderation Mainstream and Marketable: The Case for a Weekly Vegetarian Day'	6 May 2010	Leenaert Tobias	IBBT	8 p.
EU Parlt Conf. report	'Lowering consumption of animal products Not why, but how'	3 February, 2011	Leenaert Tobias	Future Farms and Food in Europe	p. 96-102
UN- Report	Livestock's Long Shadow – Environmental Issues and Options	2006	FAO	LEAD	416 p
Scien. Pap.	Food, livestock production, energy, climate change, and health	13 September 2007	McMichael, Uauy, Powles...	Lancet	370 p

Issue mapping

Because of the huge media coverage and the numerous documents publicly available, we propose to map the TVD issue by using issue crawler, putting different set of internet linkages, which are listed in annex 1, to represent: 1. The global issue of TVD (see Figure 1 above); 2. The media coverage of the Thursday Veggie Day (Figure 2)²³.

²³ It has to be underlined that we exclude most of the linkages dealing with the "Meatless Monday" issue, in order to avoid confusing the two initiatives – whatever their similarities could be.

Such maps can barely be described in details. Nevertheless, both maps emphasize the high connectedness of the TVD project. Therefore, they indicate that the TVD initiative engaged in an intense networking activity. These networking activities combined with media coverage contribute to shape the issue related to the niche creation and its potential paths of diffusion. It can also be noticed that sites devoted to social networking, like facebook and Twitter, occupy a central place in the internet ties deployed around the initiative.

In the figure 1, we can notice that the echo chamber of the TVD is still composed mostly by vegan/vegetarian organizations and other entities against animal suffering; it does not that much extend to environmental organizations. The main linkage nodes and, consequently, the TVD networks are basically rooted in vegan/vegetarian activism.

Figure 2 focuses on the media coverage and underlines the predominance of Anglo-Saxon media coverage, especially from the UK (amongst others, like newsBBC, The Guardian, The Independent). More generally, it shows that the TVD initiative is largely publicized by various medias, from the most institutionalized and traditional ones to the blogosphere, thus displaying press articles, videos, images, pictures and recordings which contribute to rise awareness of meat/vegetarian issues.

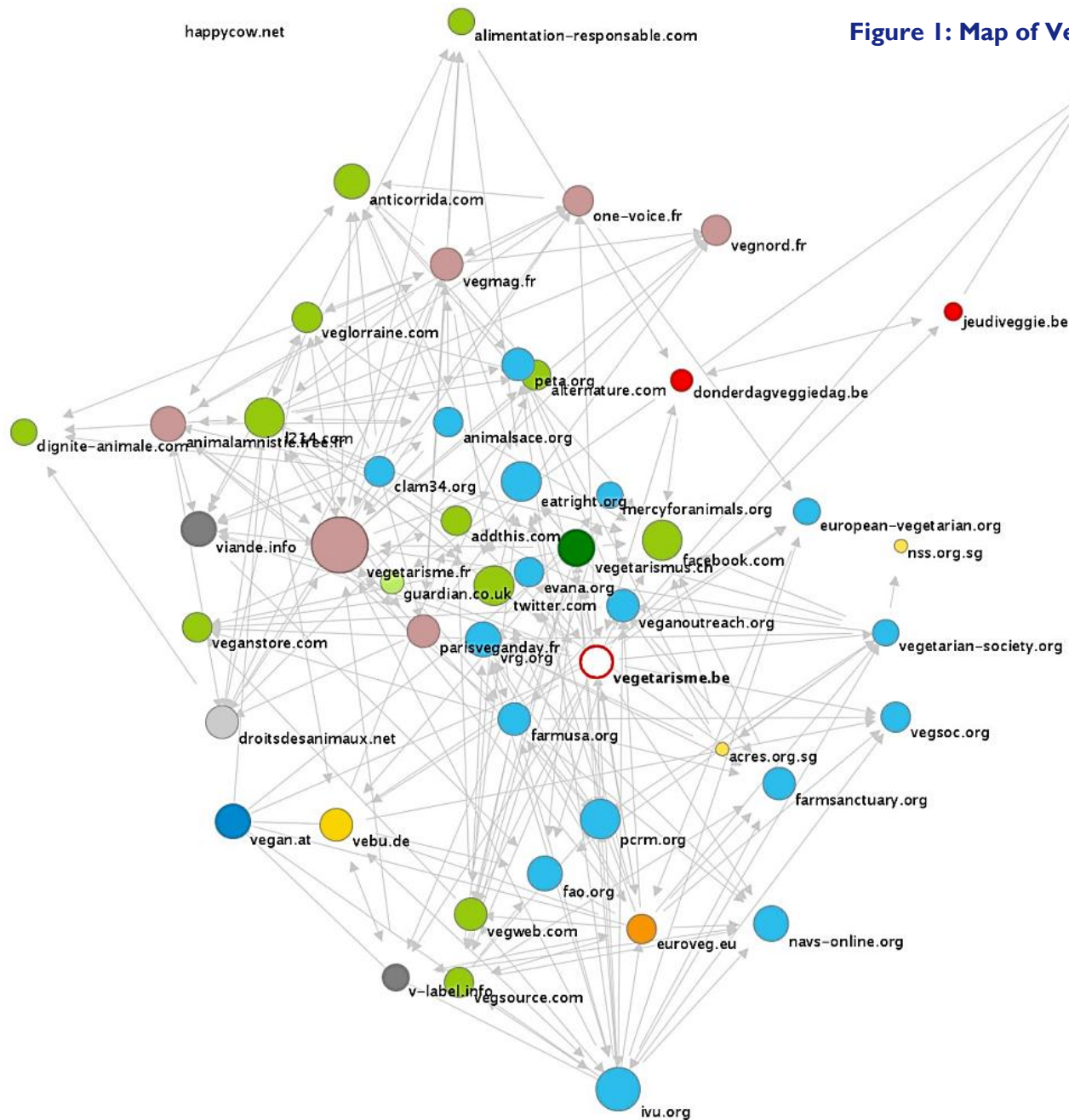


Figure 1: Map of Veggie Thursday Issue (main linkages)

veggie thursday 3

Co-link Map Details:

Author: Ariane Debourdeau
 Email: chaosmoz@gmail.com
 Crawl start: 16 Aug 2011 - 08:37
 Crawl end: 16 Aug 2011 - 12:38
 Privilege starting points: on
 Co-link Analysis Mode: page
 Iterations: 2
 Crawl Depth: 2
 Node count: 50

Map generated from Issuercrawler.net by the Govcom.org Foundation, Amsterdam.

Legend:

(.org.sg) (.com) (.be) (.fr) (.org) (.net) (.eu) (.co.uk)
 (.info) (.de) (.at) (.ch)

Statistics:

vegetarisme.be

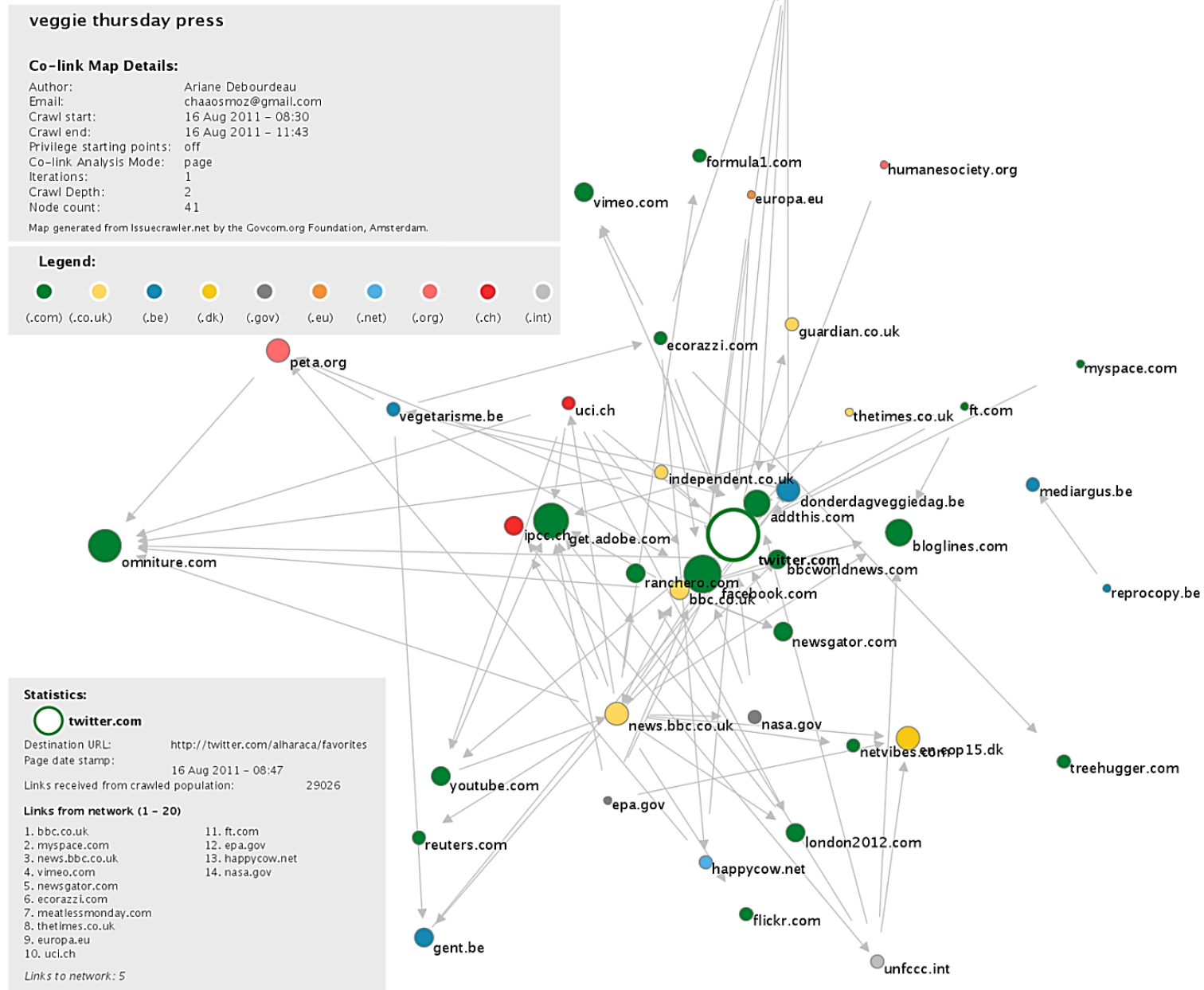
Destination URL: <http://www.vegetarisme.be/>
 Page date stamp: 16 Aug 2011 - 09:35
 Links received from crawled population: 1409

Links from network (1 - 20)

1. evana.org
2. donderdagveggiedag.be
3. euroveg.eu
4. ivu.org
5. jeudivегgie.be
6. l214.com

Links to network: 24

Figure 2: Map of Veggie Thursday Issue: media focus



Critical analysis of the material

The documents of the corpus mostly speak of TVD in glowing terms. Indeed, we found few critiques, or at least sceptical documents or reports of any sort. Of course, this aspect is not problematic in itself; yet it implies to pay attention to the possible failures and/or limits of the TVD. Emerging critiques – whether political, economic, etc. –, and scientific controversies will also be scrutinized in further investigations, and be put into trial in the fieldwork as much as possible.

Another aspect is the prevalence of a few key actors, and especially of EVA's founder and director T. Leenaert and, to a less extent, Deputy-Mayor T. Balthazar. Therefore, it seems important to analyse the 'storytelling' related to TVD, i.e. for instance the ex-post reconstruction of the courses of actions, of their interpretations by the various actors and also potential problematic points which have been deliberately silenced by the little number of spokespersons. It implies also to question the actual role played by this storytelling and its contribution to the success and exemplarity of the project.

5.2 Content Analysis

5.2.1 Overall aim of the project

The overall aim of the project – or, in other words, the core social innovation – is to promote a reduction of meat consumption, which is considered as more sustainable. Indeed, meat production has a critical environmental impact and this statement requires reducing the meat intakes within meals.

Therefore, the project launched by npo EVA consists in establishing a weekly 'veggie day' at the local level (ie the city of Ghent) and to extend progressively the initiative to other cities in Belgium (particularly in Brussels since recently) and abroad.

Actually, the TVD project is reported worldwide (in the medias) as an exemplary initiative and a successful social experiment that should be imitated. Indeed, TVD has rapidly been seen as successful by activists, officials and media. According to EVA's members, official support of the city council and municipality services contributed largely to enhance the TVD and to concretize institutional and citizen commitments.

The diffusion of TVD niche could thus initiate pathway toward more sustainable food practices through the reduction of meat consumption. As such, this initiative offers an interesting case for analysing the diffusion of alternative (more) sustainable practices.

Does it aim at creating alternative consumption or production practices and of what sort?

As emphasized by the word ‘alternative’ in EVA acronym, a vegetarian/vegan diet still does not correspond to a mainstream practice. Indeed TVD proposes to adopt progressively vegetarian/vegan diet as an alternative and more sustainable (according to scientific analyses) food practice.

Vegetarian/vegan diet cannot in itself be considered as an innovative or new alternative practice. In a way, it is a matter of labelling: ‘adopting a vegetarian/vegan diet’ is not equivalent to ‘reducing meat consumption’. Consequently, we assume that the proposal ‘eating less meat/reducing meat consumption’ represents a sociotechnical innovation toward more sustainable food practices.

Moreover, TVD represents a potential breakthrough in food practice, as it attempts to bring veggie meal into the mainstream. So the TVD stands for a first step in a long-term process toward a sustainable reduction of meat consumption.

Thus, TVD can be considered as a ‘non-technical’ niche²⁴ or, in other words, as an attempt to modify significantly the existing sociotechnical regime that is framing the food production and consumption practices. Therefore, this niche proposes a *re-framing* of food practices. To do so, the TVD initiative is based on a few core principles: the non-compulsory character of the TVD (i.e. a voluntary engagement to adopt a vegetarian lifestyle one day a week), which is combined by an institutionalization process that has been made possible by co-operation / partnership with public government. Indeed, the involvement of the municipality proved (and still proves) to be a very powerful leverage that differentiates the Ghent initiative from any former quite similar projects.

²⁴ Indeed, this case study echoes the niche-based approaches as defined Seyfang and Smith: “Niche-based approaches explore problem-framing (eg. mobility, food, energy services) and search for solutions – in contrast to technology demonstration projects that begin with “technical solutions” to highly framed problems. Niche practices that resonate with widespread public concern sometimes catch on, get copied, become adopted and spread.” (Seyfang & Smith, 2007: 589). Moreover, the Veggie Tuesday tends to create a niche which is specifically not grounded on a technical innovation and/or disruption but on a rather distributed sociotechnical change.

TVD deploys also some action models which are typical of niche creation²⁵: an important networking activity, a scientific basis grounding the arguments in favour of the alternative practice, and a learning process through cooking courses, recipes, massive information but also events, incentives, contracts of commitment. TVD is a campaign in the whole sense of the term, which means a way of making things public and durable...

Making vegetarian food “mainstream and marketable” – to quote EVA founder and director T. LEENAERT – is undoubtedly part of a niche creation process, which is all the more interesting since it initiates a worldwide diffusion process

5.2.2 Actors and motivations

Remark: For scientific and practical reasons, we made the choice to focus our study on TVD in the cities of Ghent and Brussels. Consequently, the list of concerned actors deals mainly with the key actors that we identified in both cities.

EVA: Ethical Vegetarian Alternative (Director: Tobias Leenaert), Belgium’s biggest vegetarian non-profit organisation (npo), grounded in 2000 and the only vegetarian npo that is funded by Flemish government (since about 2003). EVA is composed of 9 permanent members, a director (T. Leenaert) and a board of director. See EVA West-Vlaanderen: www.evavzw.be

CITY OF GHENT

CITY COUNCIL:

- Tom Balthazar, Labour party, Deputy-Mayor for the Environment and Social Affairs
- Rudy Coddens, Deputy-Mayor for Education and Training.
- The Health Service: Leen Van Zele – Health Serve City of Ghent

²⁵ Existing case studies on niches (for a review, cf. Schot and Geels, 2008) globally suggest that niche approach calls for investigations particularly oriented towards: a) **expectations**, which play an important role in the success or failure of niche building, of which robustness depends on its share by many actors, whereas its specificity and high quality are substantiated by ongoing projects; b) **social networks** are also of high importance, and all the more that membership is broad and deep (i.e. based on plural perspective and substantial resource committed by members); and c) **learning processes**, and especially in regard with alternative cognitive frames and different ways of valuing and supporting the niche (Hoogma et al, 2001). According to Geels (2002) and Raven (2006), these three processes (a, b, c) exert a crucial influence on the capacity of the niche to influence wider institutional changes (Geels, 2002; Raven, 2006).

- The Environmental Service: Maaïke Breugelmans
- Milieudienst: Maryse Millet

RESTAURANT & CHEFS IN GHENT (For other restaurants, see Ghent Veggieplan): Philippe van den Bulck: He is a well-known vegetarian chef, one of Flanders's top chefs and food writers. In April 2009, he served up a veggie gastronomic tour de force at the town hall, which result was to persuade the Lib-Lab coalition running the city to back the idea of a TVD.

OTHER PARTNERS (amongst many others):

- ALPROSOYA : www.alprosoya.com/.
- GMF (Gents Milieu Front), Contact : Koningin, Maria Hendrikaplein
- JNM (Jeugdbond voor Natuur en Milieu)

BRUSSELS

OFFICIALS: Evelyne HUYTEBROECK, member of the Ecolo party, Minister of the Government of the Brussels-Capital Region, responsible for the Environment, Energy, Water Policy, Urban Renovation, Fire-fighting, Emergency Medical Assistance and Housing. See her website: <http://evelyne.huytebroeck.be/>

Bruno DE LILLE, State Secretary. On May 26, 2011, Evelyne HUYTEBROECK and Bruno DE LILLE presented to the press the campaign Thursday Veggieday, and especially during the press conference at the VUB, the bilingual vegetarian city map of Brussels and the Thursday Veggieday Guide. Internet site : <http://www.brunodelille.be>

EVA: Annemarie IJKEMA, project manager of the 'Thursday Veggie Day' in Brussels

PLANETE-VIE: Planète-vie (a name that could be translated into something like 'planet-life') is a non-profit organization committed in environmental issues and oriented towards lifestyles and behaviour necessary change towards more sustainability. Planète-vie is a sort of hub collecting observations, ideas, information, on purpose of encouraging innovative and collective thoughts and creating action plans to improve the relationship between human kind and the living world. So its involvement in TVD initiative seems relevant. Yet, its effective role in the Brussels TVD requires further research to become clearer. <http://www.planete-vie.org>.

OTHER PARTNERS:

- VUB – Rebecca Lefevere, coordinator
- Mobistar – Patricia Verdoodt, Press relations manager
- MIVB / STIB – An Van Hamme
- BNP PARIBAS Fortis – Magda Hellinckx
- Kamilou – Sara Lou Vertongen
- Institut Redouté Peiffer – Marc Den Blinden, Coordinator
- Le Mess – Marie-Pascale Van Hamme
- Chalet Robinson – Marie-Pascale Van Hamme
- Leefmilieu Brussel/ Bruxelles Environnement – Julie Hairson

Arguments, reasons and motivations

The TVD campaign material displays the main reasons for adopting a vegetarian diet, at least one day a week (quotations):

- 1) It's healthy,
- 2) It's good for our planet (and climate),
- 3) It's good for the animals,
- 4) It's good for people in the south,
- 5) and (most of the times) it's very tasty.

The impact of meat production and consumption on environment and health are the main justifications and arguments emphasized by the public campaign City council instigated largely this position, and especially the ranking of the issues at stake. Furthermore, the key officials involved in the TVD consider that this campaign brings a positive image of the city, and therefore reputational benefits in terms of tourism, etc.

World hunger and animal suffering are also important but 'secondary' reasons – if we refer to the official public campaign and related discourses²⁶; yet, both might be given a greater importance by some other actors, especially EVA members.

²⁶ See "Thursday Veggie Day in Ghent – detailed information" issues from 2010 and 2011.

Taste is the last (but not least) key argument mobilized and this argument differs noticeably from the previous ones. In a way, taste goes along with health aspects; yet the argument of the taste is also meant to recuse a common negative opinion about vegetarian meals, which are presumed to have unpleasant or nasty taste and prevent people to engage in the TVD initiative. This taste argument is also accompanied by a range of information materials, from the 'veggie map' to vegetarian recipes or cooking tips to inform the citizens. So the next step should consist in having a better understanding of the actor's motivations and justifications that result in a citizen commitment in this weekly vegetarian practice. As it is rather impossible to lead a large inquiry into the population of Ghent, this aspect will be deepened mostly through interviews with EVA's activists.

Another striking aspect is the involvement of scientific arguments to justify and legitimate the project. TVD initiative is indeed presented as the necessary result of well-established scientific facts – enunciated by Rajendra PACHAURI during the Conference he gave in Ghent on August 2008 (cf. two significant slides extract from PACHAURI'S presentation on Figure 7, annex 3). Scientific arguments lay at the very heart of the TVD project and they are frequently re-asserted through campaign materials, flyers or position papers. Among scientific arguments, it is for now possible to identify key themes that deal respectively with:

- *Environmental arguments*: the large impact of livestock's production and consumption, and especially of cattle breeding and meat consumption on the environment. According to the frequently quoted FAO study (2006) food production and consumption rank on the top 3 of the causes of each environmental problems such as global warming (18% of global GHG emissions, more than transportations which represent 'only' 14%); deforestation, overfertilization, water problems and loss of biodiversity.
- *Health arguments*: cholesterol level and consequently risks on heart and vascular diseases, some cancers, diabetes and overweight. (Reference study: *The Lancet*, 2007.)
- *'Meaningful' equivalences and calculations*: Equivalences and calculations contribute to rise people awareness of meat impacts, especially by drawing comparison with transport sector: "If all 243.000 inhabitants of Ghent participate in TVD, they reach the same effect as when 19.000 cars are taken off the road."

So the scientific proofs play a great role in the TVD campaign, and especially in its officialization and institutionalization. Indeed it contributed to city council decision (via T. Balthazar) to commit in such initiative. Consequently, it is necessary to deepen this analysis

and especially to inquire into the possible controversial aspects or denial of these scientific bases.

5.2.3 Process description and timeline

2000: Creation of EVA, a non-profit organisation that is granted a structural support and substantial fundings from Flemish government (since 2003). Late 2001, EVA counted about 1000 members (3000 now).

2000-2008: In 2008 (IVU Interview), As examples illustrating EVA's accomplishments since its creation Tobias LEENAERT mentions the organisation of a scientific congress with the Belgian Society of Dieteticians²⁷, the association's "unique and spacious information centre with a nice kitchen for cooking demos, a literary and a room for lectures", and the fact that EVA received a grant from the Ministry of Health to teach food service professionals (Food and Health Award for the Best Project 2008).

August 30th 2008: npo EVA organises at the University of Ghent, in collaboration with WWF Belgium and Grenpeace Belgium, a conference entitled 'Less Meat, Less Heat', in which the IPCC Chairman R. PACHAURI intervenes as keynote speaker. This conference attracted a large audience (about 600 people), including many municipality officials and deputy-mayor Tom Balthazar, who declared that this conference convinced him of the importance to commit with such initiative.

April 2009: Philippe VAN DEN BULCK, a well-known vegetarian chef (who is one of Flanders's top chefs and food writers serves up a veggie gastronomic tour de force at the town hall. This taste experience achieved to persuade The Lib-Lab coalition running the city to back the idea.

April 16th, 2009: Board of Mayor and Deputy-Mayor decide to support the TVD campaign in the city of Ghent.

May 8th 2009: Local councillor for Education Rudy CODDENS announces that city schools will also join the TVD campaign in October.

May 13th, 2009: Thursday officially declared as a 'Veggie Day' by the Deputy-Mayor in charge of Environment and Social Affairs Tom BALTHAZAR during a public event in the Groetenmarkt (kick-off event launching the campaign).

²⁷ <http://www.ivu.org/news/online/2008-09.html>; <http://www.euroveg.eu/lang/en/news/magazine/pdf/2003-4.pdf>.

June 2009: EVA organizes the Veggielympics in Leuven (Louvain)

July 2009: EVA members hold a Veggieburger stand for 10 days during the Ghent festival

October 1st, 2009: Cities of Hasselt and Mechelen launch their TVD.

October 1st, 2009: 35 city schools representing 11.000 children join TVD, by proposing a vegetarian meal as 'default' menu each Thursday. About 95% of the parents gave their consent to the initiative, and most of the children adopt the vegetarian diet on Thursday (93%).

December 3rd, 2009: Public letter to Mayor and European Parliament (accompanied by a conference) addressed by both Paul MCCARTNEY and Rajendra PACHAURI to ask policy makers for weekly 'veggie days'.

2010: Diffusion of the TVD worldwide, especially in: Bremen (Germany, January 2010); San Francisco (USA, April 2010); Eupen (Belgium, May 2010); Washington DC (USA, June 2010); Zagreb (Croatia, June 2010); Cap Town (South Africa, July 2010); Sao Paolo (Brasil, Octobre 2010); Gloggnitz (Austria, Octobre 2010)...

May 26th, 2011: TVD campaign launched in Brussels.

5.2.4 Future steps

In the EVA members view, the TVD is considered as a first step which should foster:

- On the one hand, an extended diffusion of both the TVD and the more sustainable vegetarian/vegan food practices;
- On the other hand, provide the impulse for an institutional support at a larger scale, for instance from Belgian federal government.

For now, EVA members' strategy to achieve such purpose remains unclear; it should be clarified with the coming empirical inquiry and the realization of interviews with the actors.

Officials and institutions, especially in Ghent, consider TVD initiative as a contribution to the positive image and the reputation of the city. Indeed, Ghent is now seen as the site of an exemplary social experiment and belongs to the pioneer sustainable cities. This results also in reputational profits, for instance to develop tourism, etc. Therefore, both public authorities and EVA intend to increase the participation in the initiative, which also deepens these reputational factors.

The comparison with the beginning of similar TVD initiative in Brussels, and particularly on purpose of understanding the way it is translated from one site to another, shall highlight the possible future steps – or the potential limits of the initiative.

5.3 Background to the niche development

5.3.1 Overview of the niche development in other contexts

It is well-known – and frequently evoked – that in the Roman Catholic Church, it was forbidden to eat meat (defined as the flesh of any warm-blooded animal) on Friday as a penance to commemorate Christ's death. After the Second Vatican Council, the mandatory Friday abstinence from meat was limited to Lent, although some traditionalist Catholics still maintain the abstinence year-round²⁸.

Even now, the Friday without meat remains part of many western countries culture, even less and less followed for religious reasons. So that no matter the decrease of the related religious practices, the idea/rule of a meatless day is rooted in ancestral norms and religious practices, which contributes to the social acceptability of initiatives like the TVD.

Furthermore, history of food practices has been recurrently punctuated by events which called for a reduction of meat consumption. In the late 18th Century, two consecutive bad harvests in Europe created shortages and, consequently, there was a huge public clamour for the wealthy to cut down on their meat consumption in order to leave more grain for the poor.

Similarly, during World War I (cf. Figure 8; annex 4), the U.S. Food and Drug Administration (FDA) urged families to reduce consumption of key staples to help the war effort: indeed, conserving food was thought to support U.S. troops and to feed populations in Europe where food production and distribution had been disrupted by war.

Therefore, to encourage voluntary rationing, the FDA created the slogan 'Food Will Win the War' and coined the terms 'Meatless monday' and 'Wheatless Wednesday' to remind Americans to reduce intake of these products. The FDA provided a various materials in addition to advertising, including recipe books and menus found in magazines, newspapers and pamphlets sponsored by government. The campaign returned with the onset of World

²⁸ Similarly, even after the Reformation Elizabeth I upheld the Lenten fast, insisting that while there was no religious basis for fasting, there were sound utilitarian motives: to –protect the country's livestock from over-exploitation and to promote the fishing industry.

War II, calling upon women on the home front to play a role in supporting the war effort. (cf. Figure 9, annex 4)

Campaigns devoted to reduction of meat production and consumption only re-emerged recently – after a period characterized basically by the rather marginal commitment of activists denouncing animal suffering).

During the second half of 20th Century, vegetarian/vegan issue took the form of symbolic institutionalized event: the World Vegetarian Day is observed annually on 1st October and is established by the North American Vegetarian Society in 1977 and its purpose is "to promote the joy, compassion and life-enhancing possibilities of vegetarianism²⁹" and to bring awareness to the ethical, environmental, health and humanitarian benefits of a vegetarian lifestyle. Similarly, world Vegan Day is an annual event celebrated worldwide on 1st November world since its establishment in 1994 by Louise Wallis, then President & Chair of The Vegan Society UK.

From these 'veggie days' annual events came up the idea of set up a weekly veggie day, that could have even more than a symbolic impact. In 2003, a non-profit initiative called 'Meatless Monday' launched by the Johns Hopkins School of Public Health Center for a Livable Future in Baltimore (with 28 other public health schools), and it begins to run a local outreach program encouraging Americans to make healthier decisions at the start of every week, i.e. when people settle back into their weekly routine and are incited to replace unhealthy habits that prevailed over the weekend by positive choices³⁰.

Actually, the breakthrough came from the new issues associated with sustainability and particularly with climate change, which has become a major issue during the last decade and led to question the livestock impacts on the environment. In April 2009, 'Meatless Monday' launched an informational video noting the effects of meat consumption on climate change. All the required conditions are then satisfied to enable a step forward: the institutionalization of a weekly veggie day through the co-operation of activist associations and public authorities. This is this new possibility that the Ghent TVD initiative concretizes, impulsing 'imitative rays' (Tarde) across the world.

²⁹ <http://www.navs-online.org/>

³⁰ This program obtained significant results, as it has been demonstrated by a 2009 trial published in the American Journal of Preventative Medicine which provided individuals with weekly health prompts and encouragement. Approximately two thirds of participants responded with improvements in their overall health, eating habits and physical activity levels.

5.3.2 First screening of the policies and legislations in the relevant policy field/s

Developed western countries and cultures do not have currently any real legislation or legal framing explicitly aimed at reducing meat (over)production and (over)consumption.

Similarly, existing sustainable policies remain very shy and do not address this issue. Historically, only extreme situations like famines or wars, i.e. context of scarcity, have legitimated campaigns for reducing meat consumption as a patriotic act. Consequently, current public policy does not impose effective constraint and just enunciates 'recommendations' or 'advices' referring to the positions of public health authorities. Operational regulations of meat production and consumption are quite all oriented toward health and hygiene matters (the BSE crisis during the 1990's exemplifies this aspect very clearly). They can also be justified by economic considerations of agricultural policy for instance to restrain importations and protect inside meat markets.

The economic weight of meat production sector thus contributes to impede radical policy measures to decrease meat production and consumption. Many actors involved in the TVD point out this matter of fact and underline insistently the necessary non-compulsory character of the TVD and the prominent role of incentives, information and good practices in introducing a progressive change in food practices.

At best, a promotion of vegetarian/vegan diet can emerge from mid-term 'generic' policy: in Flanders TVD is seen as compliant with general environment and health objectives expressed several documents:

- Environmental Policy Plan 2008-2013 (under construction): Environmental sound product use, Action 3: Stimulate the inhabitants of a city to consume in an environmental-friendly way (among which: Promotion of sustainable nourishment with particular attention to biological agriculture, local and seasonal products, vegetarianism, etc.)
- Health Policy Note 2008-2013: Action 2: Health stimulation on municipal and personnel level (among which: promotion of healthy nourishment)
- Animal Policy Note 2008-2013: Action 21: Promotion of a vegetarian day³¹.

³¹ City of Ghent, *Thursday Veggie Day in Ghent – Detailed information*, March 2010, p. 3.

If they do not lead to strong public policy regulations, the successive recommendations and advices, whether expressed by international, European or national institutions, may contribute to inscribe the meat consumption issue on the political agenda. Indeed, the growing consensus on the environment and health impacts of meaty diets makes progressively people become aware of the necessity to reduce meat consumption. For example, periodic UN report asserts that a global shift towards a vegan diet is vital to save the world from hunger, fuel poverty and the worst impacts of climate change and, furthermore, that the growing world population (predicted 9.1 billion people by 2050) must not adopt the unsustainable western tastes for diets rich in meat and dairy products. As a recent report from the United Nations Environment Programme's (UNEP) international panel of sustainable resource management says:

"Impacts from agriculture are expected to increase substantially due to population growth increasing consumption of animal products. Unlike fossil fuels, it is difficult to look for alternatives: people have to eat. A substantial reduction of impacts would only be possible with a substantial worldwide diet change, away from animal products³²."

It is too early to draw definitive conclusions about the outer context impact on the niche. Yet, we can already underline that the public policies and regulations do not exert a critical influence on the creation and development of sustainable niches like the TVD. Policies do not impose strong constraints that would set-up a rigid framework for alternative food practices. However, public authorities are still reluctant to cause damages to meat production sector and, consequently, they do not initiate the structural changes that are necessary to mitigate the environmental impacts of this sector. And, at the same time, the possible changes in food practices depend on incentives established by public policies and institutions.

5.4 Discussion of Outcomes

To give a synthetic view of the drivers and barriers which appears at this step of the research, they are presented in the following table. Indeed, it did not seem us very relevant to provide a very detailed analysis for now, but to delineate some of the main aspects which will be investigated during the fieldwork inquiry.

The table on next page synthesizes the main drivers and barriers of both inner and outer context which were identifiable in the corpus. Therefore, it is a first survey of the factors that

³² UNEP, Assessing the Impacts of Consumption and Production: Priority Products and Materials, UNEP, 2010: 82

http://www.unep.org/resourcepanel/documents/pdf/PriorityProductsAndMaterials_Report_Full.pdf

proved determinant in a specific context or configuration (for more developments regarding the notion of configuration, see *infra*).

Moreover, some variables, whether from inner or outer context, appear as sorts of obligatory points of passage to make this TVD possible. One of the most important factors is obviously the official/ institutional support, which plays a major role in the launching and institutionalization of the initiative. Indeed, the commitment of (local) public and political authorities is considered by both EVA members and Ghent municipality representatives as the necessary catalyst that conditions the possible existence of an effective TVD. In the next steps of this research, this assertion from the concerned actors shall be put into trial and the related hypothesis empirically tested.

Table 10: Drivers and barriers in both inert and outer contexts

		DRIVERS	BARRIERS
OUTER CONTEXT		<ul style="list-style-type: none"> EVA's funding & structural support from Flemish government, also made possible by its mainstream approach, credibility and professionalism Official engagement of the city council (of Ghent) in the TVD experiment, especially by setting once a week vegetarian meal as 'default' menu in public institutions' catering (schools, hospital, public services, enterprises, etc.) Partnership extending the network of engaged actors Education and impact of children on their parents' views 	<ul style="list-style-type: none"> For most similar projects: difficulty to get support from local governments et their effective commitment to officialise such a weekly veggie day More generally, Governments are still reluctant to interfere (private matter + economic interests) Farmers Union opponents, from the local to the European level Long-term historical and cultural food legacy and the related forms of sociability + Specific value commonly attributed to meat, associated to wealth
		<ul style="list-style-type: none"> Information campaign, yearly public event, and veggie hap-pening contribute to the diffusion of the initiative Cookings tips, recipes and chef involvement, meant to contribute to mainstream vegetarian meal & cooking practices 	<ul style="list-style-type: none"> Less meat = a hard, negative message; + large lack of knowledge both theoretically and practically
INNER CONTEXT		<ul style="list-style-type: none"> Non-compulsory initiative: people still have the choice / Individual Choice Cooking challenge, collective learning, appetite for new taste and food products discovery Progressive creation of a new normality, particularly efficient among children (as 95% of them adopt the TVD in the canteen?) 	<ul style="list-style-type: none"> For activists: stressful and sometimes hard to deal with people Some people feel such initiative as a 'sermon' and develop contrariness towards such collective initiative Lose of taste, and of particular savour of life... Absence of skills in such cooking practices and no time or energy to learn new ways of cooking
		<ul style="list-style-type: none"> Citizens are encouraged and motivated to sign an engagement declaration: positive commitment, e.g. incentives Openness and tolerance of EVA's activists: talk about vegetarian food (rather than about vegetarianism), "so that people don't feel an all or nothing situation" 	<ul style="list-style-type: none"> Still can be seen as a quite indecent behaviour towards starving African or Asian populations For Citizens: most of them have very severe prejudice and fixed opinions against vegetarianism and vegetarians (and a certain number despise vegetarians) => Less meat = a hard, negative message, which is easily interpreted as 'no meat'

5.5 Study current and past diffusions

Though the TVD is configured as a public campaign, it can be considered as niche (as it is by the actors themselves) and, more precisely, as a non-technological niche.

The relative ‘success’ of Ghent TVD initiative seems to result from a specific ‘configuration that works’, i.e. that is made possible by a particular arrangement or configuration of:

- Actors (npo EVA, city councillors like T. BALTHAZAR, city services, HORECA, vegetarian chefs and restaurants, among and other partners),
- Events (R. PACHAURI’S conference on ‘Less Meat =, less Heat),
- Scientific issues and publications (FAO, 2006;The Lancet, 2007),
- Health concerns (diabetes, vascular diseases, obesity, etc.),
- Public policies influenced by transition theories (cf. *Environmental Outlook 2030 – Flanders Environment Report*, 2009),
- Ghent cultural specificity (especially in regard with the 13 vegetarian restaurants, the highest rate per inhabitant in Europe, before launching the initiative)
- Worldwide media coverage, etc.

Indeed, this specific configuration largely contributed to the emergence of the Ghent TVD as a true non-technical niche, by officialising and institutionalizing reduction of meat production and consumption as an acknowledged (because scientifically ‘proved’) innovation.

At the same time, this configuration is also takes part in the many attempts to disseminate and translate this successful experiment in other sites in Belgium and abroad. Within this configuration the governance issues (from public policies to self-governance) are of high importance to understand the variables / core-factors that need to be adapted to another site’s configuration, and how this translation can succeed or fail.

What has been, is, or could be the influence of the case study on such niche development, diffusion and/or possible extension?

Four aspects seem us particularly relevant for our study:

- Firstly, the TVD initiative in Ghent will be investigated as ‘initial niche’, and thus confronted to its ability to continue its extension among the population and to become a durable process – thus impacting the practices and, possibly, the regime.

- Secondly, this case offers many examples of attempts to transfer or imitate the Ghent TVD in several different locations, and in various countries. Of course, it will not be possible in this research to investigate the numerous deployments of the niche. However, it shall provide us some interesting highlights on the relevant (or irrelevant) ways to translate a successful initiative to another site, considering its own constraints (drivers, barriers) in both inner and outer contexts.
- Thirdly, the objective of a scale enlargement of the TVD – up to federal level for instance – will be of high interest for us in order to question the various scales of action and their possible interactions, extensions and limits. At the same time, it could provide an extraordinary case for a better understanding of the linkages that ties the levels of actions of a niche and its capacity to interact with other niches (and particularly slow food or community supported agriculture movements) as well as its potential (or even effective) impact the related sociotechnical regime.
- Fourthly, the high degree of reflexivity involved within the project could also provide interesting insight on the impact of theoretical and practical framework designed by social sciences, especially on the concrete implementation of transition management and/or governance.

5.6 Governance (Sub-questions)

5.6.1 External governance

As previously mentioned, public actors – here especially local government of Ghent – lay at the very heart of the project and they give the TVD its effectiveness and specificity in comparison with similar initiatives.

Therefore, public authorities and npo EVA developed a rather original ‘business model’ or ‘niche model’, based on the strong co-operation between public actors and activists. More generally, the idea of partnership between public and private sectors (or even public-private-citizen partnership, cf. *infra*) aims to extend progressively the number and the depth of concerned actors’ engagement.

Strikingly, npo EVA has been fully integrated in the Ghent municipality sustainable management, and considered apparently as a partner for developing TVD in the ‘right way’. Two aspects mentioned in the City of Ghent documentation about the project evoke directly this official this co-operation:

- Decision of the Board of Mayor and Deputy-Mayors ‘Thursday Veggie Day’ - September 2009.
- A service assignment has been given to npo EVA.

Moreover the project is now integrated in the Flanders mid-term policy plans. Ghent municipality publishes an annual assessment of the situation and results of the TVD; and assessment from March 2010 underlines that the TVD echoes to various policy programmes:

- Environmental Policy Plan 2008-2013 (under construction): “Environmental sound product use, Action 3: Stimulate the inhabitants of a city to consume in an environmental-friendly way (among which: Promotion of sustainable nourishment with particular attention to biological agriculture, local and seasonal products, vegetarianism, etc.).”
- Health Policy Note 2008-2013: “Action 2: Health stimulation on municipal and personnel level (among which: promotion of healthy nourishment).”
- Animal Policy Note 2008-2013: Action 21: “Promotion of a vegetarian day.”

It is for now premature to suggest any conclusion on the real integration of TVD projects in in the public policy devices, and especially for the long-term. Yet, this aspect calls for further empirical investigations.

However, the document from 2009 entitled ‘Environment outlook 2030: Flanders in transition?’ testify the TVD embeddedness in the general framework of sustainable public policies³³. Indeed, this long-term strategic agenda for Flanders claims for a transition approach and the corresponding forms of governance. For Flanders policy-makers, TVD belongs to a well-identified type of governance “that invests in broad, transparent networks by public and private partners, in which policy is developed by thinking, doing and learning together. The government can initiate those networks but the initiative may also come from others. Furthermore, the government does not necessarily have the lead over it. It is a partner, alongside the other actors but one that gives a direction, creates conditions, makes connections and opens up opportunities. Leadership is consequently expected from the

³³ VAN STEERTEGEM Marleen (dir.), *Environmental Outlook 2030: Flanders Environment Report*, Presented on 11 December 2009 to Joke SHAUVLIEGE, Flemish Minister for the Environment, Nature and Culture, 2009.

government both as regards content and process³⁴.” This report addressed to the Flemish Minister for the Environment, Nature and Culture, sketches the transition governance and the conditions of its effectiveness which are: the development of partnerships – like here between EVA, the city council, municipality services and some private partners –, to elaborate visions of society, the set-up of participatory processes, learning processes and practical experiments.

In this view, governments are required to initiate and take part in practical experiments and niches development – regardless of the type of actors or collectives (officials, activists, NGO’s, citizens, etc.) who raised the idea of this niche. As a result, TVD initiative is conceived by public authorities as an exemplary social experiment that enacts a certain governance of sustainability. Indeed, the project proposed by EVA and co-elaborated with City council is progressively elevated to a role model of ‘sustainable non-technological niche³⁵’ impulsed by a npo to challenge mainstream food sociotechnical regime³⁶.

Moreover, the ‘transition governance’ tends to become a theoretical and practical framework that makes the concerned actors (here the government and public authorities) consider progressively TVD initiative as a ‘niche’ creation process. So this ‘reflexive governance’ seems to be progressively incorporated by the actors-themselves, and the consequences of this framing on the niche governance and evolution path should be part of the coming investigations.

5.6.2 Internal governance

The questions of ‘external’ and internal or self-governance³⁷ are the two sides of the same coin. According to the discourses held by the various concerned actors (EVA and Ghent’s city council), the TVD niche governs itself through the co-operation between activists and public authorities, completed by a larger partnership. For now, several aspects remain unclear and require further empirical research; however, it is possible here to put forward some general trends characterizing the conception of niche self-governance.

³⁴ *Ibid.*, p. 356.

³⁵ *Ibid.*, p. 361.

³⁶ *Ibid.*, p. 362.

³⁷ Or, in other words, the question “how do these niches govern themselves?”

Noticeable is also the core role played by EVA's members, who represent the 'node' of the project: they develop the necessary information, consider the way to progressively modify habits, mindsets and practices, they elaborate the devices to let individuals a complete choice and to arouse their engagement in the project, and they feed the learning process and lead a quasi-permanent campaign punctuated by main events and hap-pening. As the 'Environment Outlook 2030' summarizes well the two complementary sides of the TVD campaign, that consists: on the one hand, in "preventing the consumer from losing interest thanks to a proposal for minor behavioural changes (one day a week)"; and on the other hand, in the strong intuition "that a specific day as the vegetarian day, sticks better in people's minds."

It is also noticeable that EVA's members feel highly concerned by the assessments of the initiative and the diverse forms of extension they propose. So they go beyond a common 'niche' perspective by claiming for a process of mainstreaming alternative sustainable food practices (See image on the right, extracted from T. LEENAERT'S presentation during Ghent conference, 2008/08/30). And here once again, reflexive action towards diffusion of alternative sustainable practice will require further empirical investigations.



5.6.3 Interplay between external and internal governance

For now – at least in Ghent–, internal and external governance appear as two intertwined strands of governance that look in the same direction. Indeed, this collaboration between a very active, tolerant and professional vegetarian NGO and the city government made the project possible and contributed to its success. Their respective strategies to stimulate engagements of many actors in TVD (through information and diffusion of material, events organisation, learning by experience, funding and quick and wide spread of the veggie day within the many local government restaurants) rapidly proved to be stunningly successful and was soon considered as a very example of 'good practice' illustrating possible results of transition governance.

Yet, the involved actors are aware that some tensions might emerge. For instance, some activists fear possible situations such as an official proposal to radicalise the initiative by making it compulsory. So the TVD strategy remains fragile and still depends on the arrangement of actors involved. It is quite easy to imagine that a change in the municipal

majority party could break down the project or that an important disagreement between officials and npos could change the very nature of TVD.

How do the different actors grasp the core-idea of niche and the related possible diffusion paths toward more sustainable food practices? Answering this critical question requires to scrutinize both the inner and outer context of the key actors, the statements and judgements these actors make reflexively on their (individual and collective) actions and the values they associate with the niche dissemination or, in other words, with mainstreaming the vegetarian food practices.

5.7 Summary

As a provisory conclusion of the document analysis, TVD initiative provides a very interesting and particular case of niche creation and development, as it associates activists and policy-makers and makes them co-operate and institutionalize the alternative more sustainable practices promoted by the niche.

For now, the process and evolution of the TVD alternative still requires deeper analysis to characterize in details the configuration at work in the success of the TVD. Some empirical comparison elements shall also be collected to inquire into the translation of a niche from one configuration to another. Then, we shall address the potential impact of the TVD on the sociotechnical regime or, in other word, how the innovation that consists in reducing meat consumption can impact the patterns of food production and consumption towards more sustainability.

6 Case Study n° 4: ‘Emissions-Zero’ (EZ) Cooperative in Belgium

“Trust lubricates cooperation and cooperation builds trust”³⁸.”

6.1 Methodology

The documents collected come from various sources:

- Firstly, information sent on request by the cooperative. These documents explain the functioning of public subscription and how to become a cooperator (4 pages synthesis), describe the cooperative’s objectives and means (12 pages), and provide a (short) press release (6 pages).
- Secondly, newsletters sent by email and available on Jean-François MITSCH’S blog (J.F. Mitsch is one of the founder and core actor of ‘Emissions-Zéro’ (EZ) cooperative. For now, we did not examine in the very details the whole set of newsletters, which will be done in the coming months.
- Thirdly, substantial information is available on the internet: videos, interviews, press articles, etc. These resources have been collected mostly on the following internet sites:
 - <http://www.emissions-zero.be/>
 - <http://www.vents-houyet.be/>
 - <http://www.enercoop.be>
 - <http://www.eolienne-des-enfants.net/>
 - <http://eolienne-academie-du-vent.blogspot.com/>
 - <http://eoliennes-wallonie.energies-dyle.be/>
 - <http://www.lesmoulinsduhautpays.be/>
 - <http://blog.mitsch.be>

³⁸ PUTNAM R.D., Making Democracy work: Civic Tradition in Modern Italy, Princeton: Princeton University Press, 1993: 171.

- <http://bernard-delville.blogspot.com/>
- Fourthly, information about the ‘Walloon Reference Framework for Wind Power’: this reference framework is currently under a revision process by Walloon public authorities. The revision process is all the more interesting since it is a matter of debates and controversies, in which Emission-Zero cooperative and npo Vents d’Houyet are highly involved. We account here for the current stat of the framework, which is still ‘in the making’. Therefore, it is for now very difficult to draw any definitive conclusion of it.

The following table lists the set of documents that we considered relevant for a documentary analysis. For a more detailed list with summaries of each document, see Annex 5.

Table 11: Documents collected for analysing the ‘Emissions-zero’ (EZ) cooperative

KIND OF DOCUMENT	TITLE	DATE	AUTHOR(S)	SOURCE	n° p.
Documents manifestation of interest	‘La cooperative Emissions-Zero: ses objectifs et ses moyens’	Version 11 th March 2011	Emissions-Zero	emailed	12 p.
	‘Eoliennes citoyennes – Souscription publique’	2007-2011	Emissions-Zero J.-F. MITSCH	emailed	4 p.
	Press release	2009-2011	Emissions-Zero, Npo Vents d’Houyet, npo APERe	emailed	6 p.
Public information	Invitation to the ordinary general assembly of Emission-Zero cooperative, 2011.03.27	March 2011	Emission-Zero cooperative	http://www.emissions-zero.be/les-cooperateurs/ag-dimanche-27-mars-2011-14h	14 p
Press release	‘Vent qui pleure et Vent qui rit!’	25 March 2011	B. DELVILLE & J.-F. MITSCH for REScoop.be federation	http://213.246.214.199/maxinet/communique-25-3-11-rescoop.pdf	3 p.
	‘Prêt pour l’éolien de demain : partage des revenus et courant en direct, du producteur au consommateur’	2 September 2011	REScoop.be		3 p.
Magazine Article	‘Comme le vent et nos paysages, le potentiel éolien est un bien commun!’	December 2009	J.-F. MITSCH	Valériane (revue)	81: 50
	‘Emissions-Zéro et Vents d’Houyet : le courant en circuit court’	21 September 2009	Dominique PARIZEL	Valériane (revue)	77: 52
Report	Productions locales : l’initiative citoyenne monte en puissance (1)	May 2011	B. DELVILLE, S. SWITTEN, A.- M. HALLET, M. DOLMANS, I. PONCELET, R.	Renou-velle	N°
	Énergies citoyennes : l’avis des pionniers (2)			(APERe Webmag)	34

			DUGAILLEZ, T. LAUREYS, J.- F. MITSCH, V. HUENS	
Conférence	'L'éolien, l'affaire de tous les citoyens'	Sunday, 1 May 2011 (available 2011.08.07)	J.-F. MITSCH	Valériane Bruxelles- Brussel Show
Press article	'Que vous les aimiez ou pas, les éoliennes peuvent vous rapporter'	Saturday, 25 September 2010	Géry EYKERMEN	http://www.lavenir.net/article/
	'Les Wallons 'concernés' aiment les éoliennes - RESCOOP leur en propose 500 !'	22 October 2010	Alain GEERTS	Iewonline : http://www.iewonline.be/
Press article	'Le vent pour tous'	23 October 2010	Grégoire COMHAIRE	Lalibre http://www.lalibre.be/ 2 p.
Conférence	'Éoliennes, les enjeux en Wallonie et à Bruxelles'	Saturday 27 November 2010	J.-F. MITSCH	Namur Énergie et Habitat ; http://www.emissions-zero.be/ 60 s.
Press articles	'Les éoliennes se font citoyennes'	Tuesday, 18 january 2011	G. MARECHAL, E. RIZZA, S. URIEUX	Le Soir.be
	'Pas mûr' le projet éolien citoyen à Havelange ?	10 July 2011		http://www.vents-houyet.be/2011/
	Le gouvernement wallon s'accorde sur un nouveau cadre éolien	Thursday, 25 August 2011	Belga (PVO)	http://www.skynet.be
Press article	L'éolien wallon en panne de concurrence	23 october 2011	Vincent GEORIS	Lecho.be

Book	'Premier portrait : Bernard Delville, Houyet : Ingénieur, inventeur et promoteur de la première éolienne des enfants'	2008	Christos DOULKERIDIS, Caroline CHAPEAUX	<i>Des Belges ont commencé à sauver la planète</i> , ETOPIA ed.	6 p.
Officials, governments	Cadre de référence pour l'implantation des éoliennes en Région Wallonne	18 July 2002	Government of Wallonia	http://www.apere.org/	43 p.
Official notice	Avis A. 1030 concernant l'avant-projet d'arrêté modificatif de l'arrêté du gouvernement Wallon du 30/11/2006 relatif à la promotion de l'électricité produite au moyen de sources d'énergie renouvelable ou de cogénération, visant la fixation des quotas de certificats verts à partir du 01/01/2013	28 March 2011	Conseil économique et social de la Région wallonne (CESRW)	http://www.cesrw.be/uploads/fichiers_avis/1030_1.pdf	9 p.
Npo report	'Initiatives citoyennes, l'économie sociale de demain?'	2010	Marie-Caroline Collard SAW-B asbl	http://www.emissions-zero.be/Etude2010_Web.pdf	

6.2 Content Analysis

Because of the policies, economic regulations, and socio-technical constraints that are framing the possible alternative collective practices in the energy domain, a special attention is given to renewable energy and especially wind power public policies and their evolutions. Documentary inquiry into these issues highlights how and why wind power cooperatives represent alternative and more sustainable practices for both energy production and consumption.

6.2.1 Overall aim of the project

What is a cooperative? “A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically-controlled³⁹. This form of society is a member based enterprise, the financial surplus of which serves to meet needs or to achieve specific objectives. Indeed, like any other enterprises, cooperatives must be economically successful, although their objective is to meet the economic and social needs of their members and/or of the general interest⁴⁰.”

The ‘recipe’ proposed by wind power cooperatives and particularly by Emission-zero is rather simple. It consists in producing electricity locally and, consequently, in materializing/concretizing power supply chain to consumers. Indeed, wind turbines and farms contribute to make electricity production more ‘visible’ and concrete. It become all the more concrete since citizens can own shares in the wind power cooperative operating the turbine(s). And beyond, power supply chain becomes also more ‘graspable’ when a cooperative supplies green electricity at cheaper rates than big power companies. The final result expected is to enable the residents to reappropriate the power production and consumption over their living territory.

Consequently, such decentralization of power supply requires solidarity between the different production areas and, inseparably, the largest possible commitment of the citizens from the very beginning of the project to its concretization.

³⁹ Statement on the cooperative identity adopted in 1995 during the Congress of the International Cooperative Alliance in Manchester and included in ILO Recommendation 193 on the promotion of cooperatives.

⁴⁰ Art. 1 Rules of the European Cooperative Society.

The overall aim of the project is thus to propose an alternative and more sustainable way of producing and consuming energy at the local level. And as a socially aware alternative, wind cooperatives suppose citizens' involvement in the project, which increases their awareness of sustainability issues associated with renewables. Wind cooperatives contribute to more sustainable energy production because it rises the percentage of renewable energy in energy supply, enhances social acceptability of wind farms and citizen participation, ensures returns for producers/consumers, etc. Furthermore, EZ cooperative has an extended approach of the role of cooperatives in energy supply: EZ (and npo Vents d'Houyet as well) considers that the cooperative model enables 'short supply chain' (comparable to slow food or CSA), as electricity is produced locally from RES and supplied locally at an interesting price for co-operators.

This alternative, local and more sustainable cooperative model is also seen as a way of overcoming the inhabitants' reluctance towards wind farms. Indeed, a socially aware cooperative associates citizens to the project since its beginning and makes them profit from dividends of the shares they own. More generally, this model represents as a way of empowering the citizen toward both a reappropriation of the resources within their territory. More generally, this model represents as a way of empowering the citizen toward a reappropriation of the resources within their territory and more sustainable energy uses.

Does it aim at creating alternative consumption or production practice(s) and of what sort?

Emission-Zero cooperative – hardly separable from npo Vents d'Houyet – aims to promote alternative (more) sustainable practices for energy production and consumption, which consist in:

- A local and socially aware reappropriation of renewable energy sources and;
- A greener and more direct power supply chain that benefits to all concerned actors.

Moreover, cooperative models for energy production and consumption are considered as a (more) sustainable alternative to over-exploitation of the territory by private power companies, of which business model results in speculation on landownership and private (or capitalist) appropriation of a local common good: wind resource. Consequently, Emissions-Zero cooperative supports a real alternative and more sustainable model for energy production and consumption, in which inhabitants and citizens are empowered to launch, develop and

operate local wind projects. Thus they are meant to become the third part of new type of association: public-private-citizens partnerships.

The long-term objective to reach consists then for Emissions-Zero in setting up about 500 new wind turbines in Wallonia (cf. Annex 8, table 19), of which socially aware local cooperatives should be part as much as possible. This pleads also for the necessity for public authorities to support and develop these alternative business models for green energy production and consumption. Such process requires another Reference Framework that supports renewable energy cooperatives (cf. *infra*), whether owned by citizens, municipalities or by public-private-citizen partnerships.

6.2.2 Actors and motivations

EMISSIONS-ZERO COOPERATIVE & NPO VENT D'HOUYET

- ▶ **Board of directors:** composed of 7 persons, and 3 delegated administrators:
 - ▶ Jean-François MITSCH (JFM), Relationships with the cooperators;
 - ▶ Philippe DELFORGE (PhD), management/operation of the installations;
 - ▶ Bernard DELVILLE (Bedel), projects Development (and also founder of both the npo Vents d'Houyet and the children's windturbine); he is also President of REScoop.be.
 - ▶ Paul CASTIN, Project Engineer of the cooperative, email: paul.cas.n@gmail.com
- ▶ **Accountant:** Gesco Office: Accountant: Jean DESSET, Beauraing
- ▶ **Cooperators/Members** (714 cooperators late 2009; 978 cooperators late 2010; and currently: 1200 citizen cooperators for a cooperative capital of 2 millions €, distributed in 7.800 shares, ie. 6½ shares per cooperator) & **Annual General Assembly**

NETWORK OF COOPERATIVES

- ▶ RESCOOP (associates Enercoop, clef, Beauvent, Courant d'air, Citipar), ICA, AllertSaSouffle
- ▶ ENERCOOP
- ▶ Clef
- ▶ Beauvent
- ▶ Courant d'air
- ▶ Citipar
- ▶ ICA
- ▶ AllertSaSouffle

MUNICIPALITIES INVOLVED

- ▶ Houyet (3 wind turbines)
 - ▶ Dour - Carlo Di Antonio, Mayor (CDH)
 - ▶ Quievrain - Salvatore Miraglia, deputy burgomaster (Écolo)
 - ▶ Mesnil St Blaise
 - ▶ Tournai-Antoing-Brunehaut (2 wind turbines inaugurated on 25th March 2011)
- (Dour-Quievrain: 2 wind turbines inaugurated on 17th January 2011)

Wallonia Region wind mediator: Bruno CLAESSENS (from Apere), wind mediator (facilitator) for Wallonia Region

OPPONENTS (targets of the critiques addressed by the npo and cooperative)

- ▶ ELECTRABEL (amongst others)
- ▶ Promoters and constructors
- ▶ Association 'Vent de Raison', of which members consider that the Wallonia is already saturated by windturbines

Arguments and reasons mobilized by the concerned actors

Arguments that legitimate such 'alternative' way of producing and consuming electricity are quite well explained by J.-F. Mitsch in an interview he gave (quotation):

“Such a system enables to solve easily a current major contradiction. Indeed, the interest of a project funder is to return on his investments as quick as possible, through high prices of power supply. On the contrary, consumer interest is actually to get power for a modest sum. Consequently equity is only possible when the consumer is simultaneously the investor and only a power producer owned by local consumers can make it possible! It is really what *Nature & Progrès* calls a short circuit of distribution. And what is worth for food supply is worth for electricity: only a short supply chain can guarantee a fair price at all the levels. Because there are direct relationships between the investment and the end product.”

Beyond this enlightening synthesis of arguments in favour of wind cooperative, the justifications and reasons invoked are varying according to the types of actors:

- For EZ cooperative and npo Vents d'Houyet, cooperatives represents a sort of extension of the npo, which preserves its activist orientation and enables at the same time concrete actions (like wind turbines implementation) and their counterparts, i.e. economic activities and profits.
- For citizens: participation / engagement towards more responsible and sustainable electricity production and consumption conveys a positive social image; socially aware investments encourage citizens to own shares for both ethical and financial reasons (dividends).

- For inhabitants / residents (who live nearby the wind turbines): local involvement towards a more responsible and sustainable management of power supply and consumption, development of local and direct relationships, empowerment and re-appropriation of their territory.

6.2.3 Process description

1973: First cooperative created by Bernard DELVILLE and others, who realized the first studies of the wind resource in Belgium. Npo Vents d’Houyet is somehow the inheritor of this original association.

2002: Creation of npo Vents d’Houyet initiated by Bernard DELVILLE. Its explicit purpose is first to encourage citizen appropriation of renewable energies by providing them relevant information, especially for children.

2003: Creation of a ‘learning structure’, ‘L’Académie du Vent’ (ie ‘The Wind Academy’), to diffuse information and educate people about renewable energy, cooperative model and energy efficiency.

2004: A 600 kW wind turbine is installed and operated in Tchérettes, funded by the ‘Objectif 2’ programme (from EU and Wallonia Region); actually this first wind turbine launched the programme ‘VENT’ at Houyet.

2006: Creation of the cooperative ‘Allons en Vent’ (*‘Il wind* –implicitly evoking children) which initiates the ‘Children’s wind turbine’ located in ‘Grand Sart’, a 800 kW wind turbine of which owners are 800 children. These 800 children were granted 2000 shares (to the value of 100€ each) thanks to a public subscription. The objective is to make children and teenagers aware about environmental problems and to stimulate an emblematic operation in the adults view.

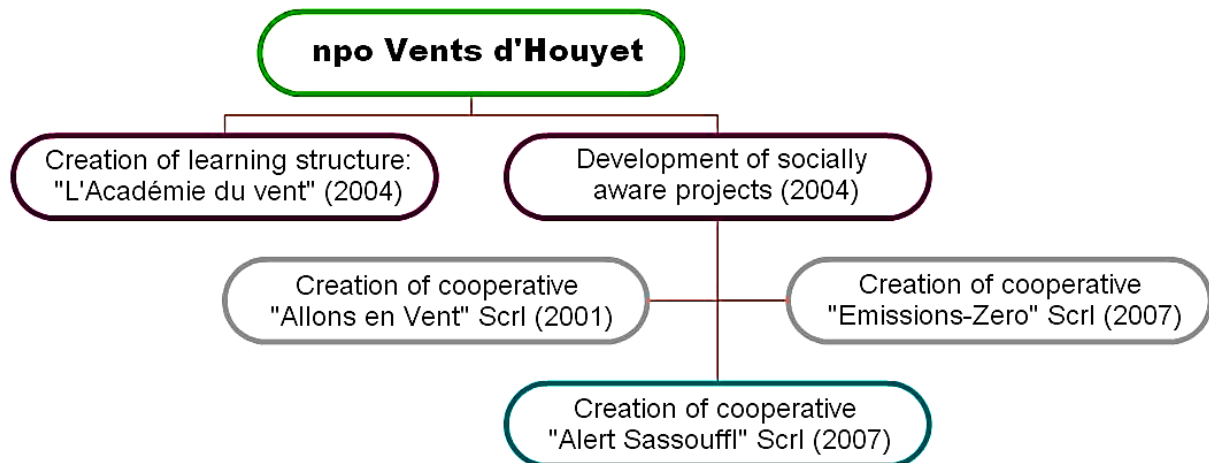
April 2007: The exemplary success of the ‘Children’s wind turbine’ results in the creation of the cooperative ‘Emissions-Zero’ by npo ‘Vents d’Houyet’.

October 2007: Official assent of the cooperative ‘Emissions zero’.

2007-2009: Collected capital amounts to 1.042.350 €.

Late 2010: Collected capital amounts to 1,5 million € / 978 cooperators (1000 cooperators and 10 000 affiliated members are currently claimed by the cooperative) / 4 functioning wind turbines.

2011: 7 functioning wind turbines.



6.2.4 Future steps

The future steps of cooperative development remain rather unclear, or even uncertain. It seems that emission-zero intends to grow and spread the citizen wind cooperative model. To do so, it has to become profitable enough to attract new co-operators and we still have very few insights on this matter of facts – which requires therefore more inquiry.

At the same time, the cooperative claims or claimed that its next objective is to become a power supplier. Here once again, it is rather difficult to get more detailed information and consequently, future steps will constitute one of the main foci of the coming empirical research.

6.3 Background to the niche development

Though energy domain, and especially renewable energy, is constrained by many sociotechnical issues, regulations and rules, the framing of citizens' participation in wind cooperatives remains relatively loose.

Whilst many wind farms projects have to face inhabitants' protests, this cooperative alternative approach increases the social acceptance of wind turbines and facilitates their implementation. Due to its ability to overcome local reluctance, the cooperative alternative represents increasingly both a transition tool and an ecological economic model and exerts a growing influence on renewable policy. As the expert pioneers underline, "some projects like wind farms are still fought locally by noisy minorities, but the overall picture is positive and will not stop over."

To provide a better understanding of this evolution process, we will first describe the general framework drawn by the policies and legislations (6.4.1), then we will consider the alternative brought by cooperatives such as Emission-Zero (6.4.3. & 6.4.4.) and evoke the niche developments in other contexts to put EZ case into perspective (6.4.2).

6.3.1 Overview of the niche development in other contexts

At the end of the 19th Century, about 40 energy cooperatives were created in isolated regions from the Alps, mostly in Italy but also in France, because these areas could hardly be connected to the grid. Nowadays most of these cooperatives still exist and produce 100% renewable energy supplying “more than 110 villages in 60 municipalities, with 51.000 users (20.000 of which are members) for a total of 300.000 citizens.⁴¹” Moreover, these cooperatives produce about 300 MWh per year and supply power at rates which are “30% cheaper than the national average. They are now working on the creation of a consortium to sell energy produced in excess on the market and to enable communities to share electricity in case of need⁴².”

Yet, such examples have been exceptional for a long time: renewable energy cooperatives created by alpine pioneers were little imitated and the cooperative model did not proliferate until the 1970's. Nowadays, energy cooperatives are widespread in the whole European region and beyond – in the USA, in Canada, China, Australia, etc. An overview of these different countries (see annex 8: “Wind cooperative experiences in several european countries”) “reveals a wide variety of ownership models and structures ruling energy cooperatives⁴³”. Indeed, cooperatives may be producers' and/or consumers' cooperatives but also cooperatives that are more or less directly involved in the energy production process like, for instance, the incremental creation of private companies for energy production by agricultural cooperatives. Furthermore, energy cooperatives involve various types of actors: citizens and/or residents, municipalities and other local authorities, private companies, etc. Therefore, they are more or less based on the alternative and activist commitment that characterized the 1970's – i.e. ‘grassroots activists⁴⁴’. Or cooperatives may be grounded on a

⁴¹ Cooperatives Europe, “Position Paper: Towards a New Energy Strategy for Europe 2011-2020”, Brussels, 2nd July 2010: 4.

⁴² *Ibid.*

⁴³ Huber S., Horbaty R., (dir.), *Results of IEA Wind Task 28 on Social Acceptance of Wind Energy – State of Art Report*, IEA Wind Task 28 Technical Report, 2010: 47.

⁴⁴ Hielscher S., Seyfang G., Smith A., “Community Innovation for Sustainable Energy”, *op. cit.*, p. 7.

more contemporary scheme of public-private-citizen partnership – for instance accompanied by an obligatory rate of citizen share owning... or not.

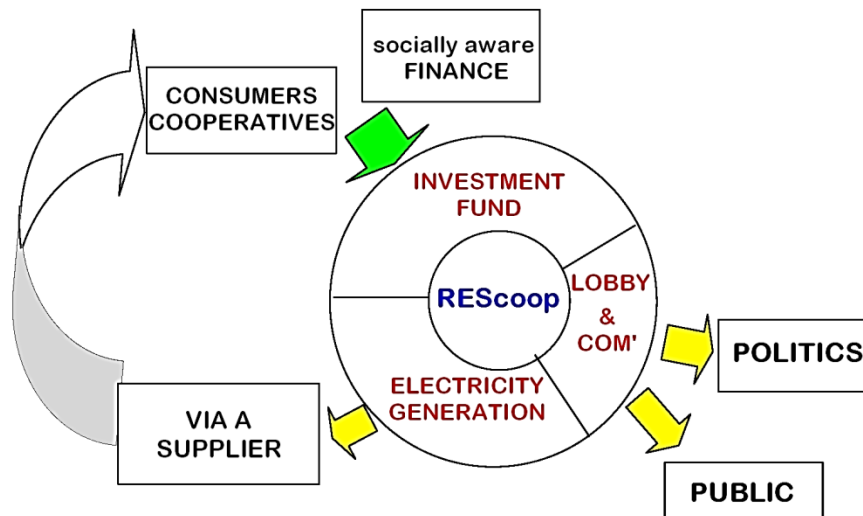
Nevertheless, there is no homogeneous cooperative development in Europe. The respective history of each country, taking on national characteristics, frames strongly the cooperative philosophy. Therefore, existing wind power cooperatives have experienced heterogeneous paths for development (cf. annex 8).

Several networks associating energy cooperatives are currently emerging, with the creation of federations at both the national (REScoop in Belgium) and European level (REScoop Europe, launched in 2011 by the Belgian federation of renewable energy cooperatives). Such organizations are still very recent and, consequently, it is for now rather difficult to assess their action and impact. Also noticeable is the fact that these federations take part in the larger cooperative movements like Cooperatives Europe and the International Cooperative Association – which played a great role in establishing the general principles and rules that shall govern any cooperative.

Another noticeable aspect is the core role played by the npo Vents d'Houyet and the EZ cooperative in Belgian wind cooperatives' landscape (see annex 9). Indeed, EZ cooperative is at the same time:

- An activist cooperative engaged in the governmental renewable policy and in the public debate dealing with wind power at both national and local level;
- An 'expert' cooperative that provides advices and technical, financial or pragmatic support to various projects.
- A 'professional' cooperative characterized by its long-running experience and which initiates and/or takes part in different projects (currently 4 projects: Tchesteole (Neufchâteau), Nossemoulin (Gembloux), Brab'éole (Walhain), Chaumont (Atoutvent), Ferréole (Ferrières).

Figure 3: REScoop's role according to M. DELVILLE (Vents d'Houyet & EZ)



The cooperative's importance is obviously reinforced by the role it plays in the REScoop federation that has been created in 2010 by several members: *Ecopower, EZ, Clef, Beauvent, Allons en vent scrl, Courant d'air, Citipar, Vents-houyet* and *Luceole*. Currently, the federation is still composed of 8 cooperatives (with official agreement), 15 local socially aware / citizen non-profit organizations. REScoop.be represents more than 40.000 cooperators in the whole country, 100.000.000 € invest-ment – including 2/3 from equity capital, more than 50 MW controlled by the citizens and distributed between biomass installations and more than 20 wind turbines. According to Michel DELVILLE, the federation's goal is to reach 30% of energy production managed by house-holds in 2020⁴⁵. His view on the role of the renewable energy cooperatives federation is summarized in the figure on the right.

A (short) comparison with similar niches in other countries shows the determinant influence on wind power cooperatives development that results from the favourable framework established by public policy. Moreover, Danish and German examples suggest that such evolution hangs on diverse factors and especially on the concerned actors' capability to promote and, more, to enact such a cooperative model.

In Belgium, beyond the two 'dominant' cooperatives – *Ecopower*, and *Emission-Zero / Vent d'Houyet* -, the emergence of a dozen of renewable energy cooperatives is also a powerful vector for diffusing the cooperative model, and all the more since these cooperative actors are

⁴⁵ Report and documents from the Public Briefing Session that took place on the 14th October
Compte rendu et documents de la réunion d'information publique du 14 octobre

coordinated within a federation that is capable to influence both public authorities and public opinion. Thus REScoop federation is progressively becoming the main spokesperson of the renewable energy cooperative model, which becomes more visible and potentially mainstream.

6.3.2 First screening of the policies and legislations in the relevant policy field/s

In Belgium, wind power plays a major role in the development of renewable energy sources and the number of both wind turbines and wind farms has grown exponentially during the last decade (see figures in annex 10 retracing the evolution between 1998 and 2010 and development of wind cooperatives).

Yet, in parallel with this high growth rate, mid-2010, among the 170 wind turbines installed in Wallonia, only 6 were owned by citizen cooperatives⁴⁶. As the figure 8 (annex 10) representing the installed and authorized capacity per type of owners shows, the citizen cooperatives take a rather little part in the total installed capacity that is largely dominated by the promoters.

This statement calls for further inquiry into the regulation of wind power sector and requires paying attention to the social status attributed to citizens' and municipalities' participation in the development of this sector. Indeed, most of the rules for participation are displayed in a *Reference framework* ('Cadre de reference' or CRD) for wind power implementation in Wallonia that has been published for the first time in 2000-2002. This reference framework is currently under a revision process and its coming version should be more in favour of citizens and communal participation in wind power development, through partnerships and cooperatives.

The Reference Framework for implementing wind turbines, approved in 2002 by Walloon government but deprived from any law enforcement, provides several statements dedicated to citizen participation in wind turbines:

⁴⁶ COLLARD Marie-Caroline (ed.), Initiatives citoyennes, l'économie sociale de demain ?, SAW-B asbl Study, 2010 : 82.

Box: Reference Framework approved by Walloon government in 2002

Citizen Participation: Municipalities and their inhabitants are the first to perceive the presence of wind turbines. They can reap the interesting benefits of the wind turbines in terms of image and attractiveness, in terms of revenue (cadastral income and the rights of way for land use for the cables-laying), or in terms of citizen participation in projects for clean energy production (opening of the capital to the commune or to citizens). The latter aspect may be an element of the success or failure a project may experience, as people might sometimes have the feeling that *their* landscape, a public good, is sacrificed to general or private interests in which they do not recognize themselves. It has to be noticed that, abroad, some project promoters include the owners of the lands located within a given radius in the dynamics of their project, including those whose plot does not comprise foundations for wind turbines. This allows all the owners to feel attached to the project and avoid the frustration of land owners whose plots are adjacent to the wind turbine land without bringing any advantage. (p. 28-29)

Since July 2009, the revision of the Reference Framework from 2002 has begun and successive consultations of all the concerned actors have been conducted during spring 2010. Walloon government discussed this issue several times in that period and finally announced on the 25th August 2011 its decision to establish a wind power development trajectory in precise figures and the set-up of both a transitory and a permanent regime⁴⁷. The transitory regime is meant to guarantee the continuity of wind power sociotechnical regime and to prepare the passage from one regime to another. The permanent regime shall come from the learning process induced by the transitory regime. This coming permanent regime is of particular interest for our case study as it should enforce a decretal framework for wind power – as requested by two members of Ecolo party that belong to Walloon government, Jean-Marc NOLLET, who is the current Minister for Sustainable Development and Civil Service in charge of Energy, Housing and Research and Philippe HENRY, the Minister for Environment, Town and Country Planning and Mobility.

⁴⁷ For a summary of the walloon government decision of the 25th August 2011, cf. the report made by officials to the “Association of Representatives and local Presidents” (AMPL) from Centrist and Humanist Pary: THONET Fabienne, LOMBART Xavier, PERIN Mathieu Perin, *Cadre de référence éolien (CDR) et outils connexes*, Réunion AMPL, Namur, 26 september 2011, available at <http://217.64.243.205/extranet-new/docs/cadre-eolien.pdf>.

The current revision of the reference framework for wind power development in Wallonia is still ‘in the making’, yet this process already initiated the set-up of policy principles, tools and devices that impact directly our case study. Indeed the revision process consisted in consultations, reports and proposals highly and sometimes harshly discussed (and disputed) by the concerned actors (from private sector, npo and cooperatives municipalities and other public authorities). The main actors of EZ case study are intensively committed in supporting the two Ecolo ministers proposal. Moreover, REScoop – the Belgian federation of cooperatives for renewable energy – praises explicitly the Walloon government in a press release from September 2011:

“The Federation is pleased that the Walloon authorities engage in a significant and promising development of wind resources for the next decade. We, citizens-voters, congratulate the competence of the Office for Planning and Energy and we appreciate as a whole that the Walloon Government assumes its responsibilities on this issue⁴⁸ .

The regulations for wind power sector development foresee a law enforcement of the Reference Framework, a mapping of the wind resource in order to improve the general management of the sector, promotion of public-private partnerships and the collective participation (from citizen and local authorities) in wind projects – also as a guarantee of social acceptability. Supported by most of the renewable energy associations or cooperatives, this general direction also induced numbers of discussions and polemics, especially with ‘nimby’ associations (as qualified in the media coverage of the residents’ mobilizations who don’t agree to continue the installations of wind turbines) and some private promoters.

The future decree (to be published in 2013?) is meant to institute some core principles like the official approval of wind power, the regulation of the wind resource through a mapping and the delineation of plots and the establishment of corresponding attribution procedures. Thus, for our case study, one of the most important evolutions of the reference framework will consist in the procedures ruling the citizens’ and local authorities’ participation in the projects, and in the assessment of indemnities to be granted to the land owners or occupiers.

So the Reference framework for wind power development in Wallonia is now at a turning point. The direction chosen by the two Ecolo ministers should result in a larger participation of citizens, inhabitants and local authorities in wind projects. But this will depend on the effective policy devices and on an obligatory openness of the projects to third parties, etc. The current

⁴⁸ REScoop.be, « Prêt pour l’éolien de demain : partage des revenus et courant en direct, du producteur au consommateur », Press release, 2011/09/02,

<http://213.246.214.199/maxinet/Communiqu%C3%A9%20de%20Presse%2001092011.pdf>.

proposal made by the Ecolo ministers logically received the support of many associations and cooperatives, and particularly Rescoop, Ecopower & Emissions zero. Indeed, the future reference framework echoes the orientations claimed by wind power cooperatives in favour of the creation of concessions (similar to those for mining activities) as a model of development⁴⁹. If an obligatory rate of citizen's participation is established (a maximum of 20% of the shares is evoked by the wind power industrials federation, EDORA⁵⁰). If the future decree corresponds to this scheme, it will represent an important leverage for the development of renewable energy sources.

6.4 Discussion of Outcomes

As mentioned in the detailed list of documents, the Webmag 'Renouvelle' published by npo APERe provides in its issue 34 from May 2011 a very interesting inquiry, which displays the views of the main Belgian pioneers in collective / cooperative wind turbines. They were questioned about the drivers and barriers such alternative devices practices have to face and how they consider their evolutions. Consequently, the content of this article has largely inspired the following table, which presents the drivers and barriers for both inner and outer contexts.

⁴⁹ DELVILLE J.-M., MITSCH J.-F., « Vent qui pleure et Vent qui rit ! », Press Release, March 2011.

⁵⁰ EDORA, « Position EDORA – Toilettage du Cadre de référence pour l'implantation d'éoliennes en Région wallonne », p. 8,

http://www.edora.org/newsletters/docs/news_septembre2010/CDR_position_EDORA.pdf

Table 12: Drivers and barriers in both inner and outer contexts

		DRIVERS	BARRIERS
OUTER CONTEXT		<ul style="list-style-type: none"> • Outburst of energy prices • Increasing importance of climate change and GHG emission issues • Holding of local debates and reflections on energy production and consumption, and the related emergence of a collective awareness about it • The promises of the liberalization of energy markets didn't materialize in lower prices • Inequity projects for citizen participation in other decentralized power production initiatives proposed by private companies => Alternative solutions like cooperatives (+) • Importance of the local authorities support to associations or cooperatives in the achievement of their project 	<ul style="list-style-type: none"> • Inequity projects for citizen participation in decentralized power production proposed by private companies: suspicion / distrust /wariness about decentralized energy production projects (-) • Critical lack of information, including among the local councillors who are not aware of the financial benefits of such devices and of the available tools for managing such projects • The local actors' general views are too approximated and segmented, and not correlated with the territory • Citizen dimension remains problematic: certain association are lacking of transparency in their management = exposed to the critique of a propensity to get rich at other people's expense and not to work for the community (and all the more than existing regulations do not consider the sharing of profits that characterizes most of the cooperative projects) • Rather obscure judicial framework, in which local authorities often both judge and are being judged + risks supported by citizens

- *Economic attractiveness*: collectively affordable + markets regulations (through green certificates) = economic profitability of the citizen participation (through share dividends and rebates on their energy consumptions)
 - *'Small is beautiful'*: emphasis on local renewable energy sources, of which exploitation is made by small communities /collectives, with citizen structure / organization, and/or in association with local governments/public authorities
 - Citizen empowerment: citizens become aware that they can have initiatives, be thoughtfully active, get or recover the hand and re-appropriate their own resources (land, wind, sun, water...) without delegation to distant and powerful entities devoted to profit rather than collective welfare
 - Positive and now well-established image (more generally) => acceptability
- Ignorance of the issues: from total lack of knowledge about possibilities and potentialities for viable projects to scepticism about the feasibility of project presenting low and well-calculated risks
 - People are still suspicious of the project itself as well as of its promoter
 - Reluctance of local councillors who fear to be deprived of their prerogatives, who prefer to commit in more prestigious projects, and are still timorous regarding public-private partnerships associating the citizens

6.5 Study current and past diffusions

What has been, is, or could be the influence of the case study on such niche development, diffusion and/or possible extension?

Emission-Zero cooperative appears to be now a frontrunner wind cooperative in Wallonia, of which specificity lays in its high degree of activism.

As such, EZ cooperative already played an important role in the public debate about wind power development framework: EZ and Vents d'Houyet members (as leaders of a set of concerned cooperatives and npo) launched a public campaign and a petition against the private companies' propensity to speculate on lands and to appropriate a common good: wind resource. Therefore, they proposed an alternative and more sustainable model for wind power sector based on both a local public-private-citizen partnerships and a regime of concessions that is similar to the former mines concessions. The exploitation of these concessions should be managed through permits delivered by public authorities. More precisely, public authorities should publish invitations to tender for each site – according to a mapping that delineates the proper sites for wind turbines' implementation. Then, they should make a choice among the proposals for wind projects. Furthermore, establishing a minimum rate of shares owned by local citizens is currently considered by Walloon government and the evoked rate is of 20% of citizen participation.

As a result, Emission-Zero cooperative and npo Vents d'houyet already exerted a major influence on the public debate and on public authorities, and especially on the revision of the Wallon Reference Framework, by supporting the government proposal in favour of citizen participation in wind projects. At the same time, they also contributed to the organization and institutionalization of this influence through the creation of renewable energy cooperatives federations at both the Belgium level and the European level (REScoop.be and REScoop.eu, see above). These federations are committed in making renewables public policies to evolve in a more locally and socially aware direction.

As founder and member of REScoop federation (cf. *infra*), Emission-Zero doesn't propose a socially aware wind power model that presents main differences with existing wind power cooperatives described in the literature. Yet, its specificity consists in the long-running local engagement of its leaders and in its high degree of political activism, which are both impacting the configuration for niche diffusion.

Actually, the relative success of Emission-Zero relies more on the configuration of the niche than on its cooperative model in itself. The 30 years local anchorage of npo Vents d’Houyet plays a strong role in the success of EZ cooperative. Involvement of very well-known and reliable personalities (like B. DELVILLE) contributed largely to foster citizens’ trust. So the association and the cooperative have become true parts of the community’s all-day life and history, contributing in return to build confidence between residents and wind power activists. Trust and long-term involvement of npo Vents d’Houyet (and, then, of EZ cooperative) echoes the diffusion process based on the “models pioneered by community activists in the 1970’s” described by Hielscher, Seyfang and Smith (*op. cit.*, p. 7). This feature of EZ cooperative exemplifies the ‘soft energy path’ (Lovins, 1977) that results in (more) sustainable alternatives and new economic values. This could suggest that wind cooperatives have to be (or become) part of the community life to achieve projects such as citizen wind turbines.

Another specific aspect of the configuration relates to the political activism of the cooperative (and primarily by the npo Vents d’Houyet) and the associative networks EZ founders contributed to build and organize. EZ cooperative is indeed highly engaged in the public debate and policy-making, and it proves increasingly capable to express its voice and act upon the Reference framework under revision. Consequently, the activist cooperative has progressively become a sort of obligatory point of passage in Belgian wind power sector.

6.6 Governance

6.6.1 External governance

As already underlined in the part devoted to the policies and legislations, public policy and legal framework play a central role in the possible development of socially aware wind cooperatives.

The revision of the Walloon Reference Framework from 2001 represents a core issue, as it should enable a governance of the niche based on:

- A mapping of the wind resources, by delineating the ‘sites’ for which public authorities will make invitations to bid and, after examination, deliver permits to the chosen projects;
- A minimum rate of citizen share owning (20% is evoked by the minister and accepted by renewables professional federation, EDORA) should become obligatory in the new Reference Framework and in the Decree to be published in 2013;

- Indemnities paid by the promoters / developers to landowners and municipalities for land use (without benefiting an expropriation right).
- Dividends capped at 6% (it is already the case for all cooperatives)

If such framework is instituted, it should encourage a larger participation of citizens and public authorities in local wind turbines projects.

At the local level, municipalities and other local public authorities also exert a non-negligible role, and particularly through their involvement in the wind projects elaborated on their territory. Indeed, local officials can profitably take part in the project elaboration and realization and, as share owner, in the wind turbine operating. Such municipal participation can provide a very helpful financial resource to concretize also the project and make a decisive contribution to the economic feasibility and sustainability of the project. It also favours consensus among local concerned populations and contributes to overcome residents' reluctance. However, the current situation is still ambiguous because of the many municipalities that prevent the implementation of wind turbines by refusing permits or land use and this for various reasons (doubt about the profitability and economic performance of the project, fear of damages to the landscapes or of populations' discontent, etc.)

6.6.2 Internal governance

As engaged in the cooperative movement at federal and European levels, Emission-Zero endorses the International cooperatives principles that establish the most important rules that any cooperative organization has to respect. These 7 principles are summarized in the following table.

Table 13: The 7 Cooperative Principles

The 7 Cooperative Principles

- **Voluntary and Open Membership:** *Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.*
- **Democratic Member Control:** *Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions.*
- **Members' Economic Participation:** *Members contribute equitably to, and democratically*

control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative.

- **Autonomy and Independence:** *Co-operatives are autonomous, self-help organizations controlled by their members. If they enter to agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.*
- **Education, Training, and Information:** *Co-operatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their co-operatives.*
- **Cooperation among Cooperatives:** *Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.*
- **Concern for Community:** *Co-operatives work for the sustainable development of their communities through policies approved by their members.*

EZ cooperative subscribes to these principles, which lay at the very core of EZ organization. Furthermore, EZ is also a co-founder and member of the Belgian renewable energy cooperatives REScoop, which has also some impacts on the way the cooperative is governed. Indeed, all REScoop.be members have signed the so-called 'Shared Energy-Charter' (see annex 13) which completes the seven cooperatives principles and applies more specifically to renewable energy cooperatives. This charter enunciates the main aspects and goals attached to renewable energy cooperatives and claim for their contribution to more sustainable energy practices. Yet, all these principles shall be put on trial by further empirical analysis.

At the Belgian level, Zero Emissions has been granted an official assent in October 2007, which allows the cooperative to launch public subscriptions (since that time). As a result of this official acknowledgement two principles are guiding the cooperative functioning: 1) a cooperator equals one vote (during the yearly general assembly) and 2) the provision of dividends is capped at 6% (legal limit), but the cooperative may distribute benefits such as, for instance, electricity vouchers or products and services related to energy savings.

Organization and self-governance have also to do with the economic and financial aspects: here also "money is the sinews of war". A wind project is funded in accordance with the following general frame. A 2,3 MW wind turbine requires an average investment of

3.500.000 € (including permits, wind turbine, roads, cabling, grid connection, etc.), which is composed of:

- | | |
|---|-------------|
| • Shareholders' equity (Emission-Zero): | 700.000 € |
| • Wallonia Region subsidies (10%): | 350.000 € |
| • Bank loan: | 2.450.000 € |

(For more detail, cf. annex 12, figure 19: Investment and funding for a cooperative wind turbine)

The benefits generated by the electricity production are divided up in accordance with the decisions taken by the yearly general assembly, after the presentation of the results made by the cooperative's board of directors nominated by the general assembly). In parallel, all share owners have access to the cooperative's control mechanisms. A share costs currently about 260 € and after distribution of the dividends, the remaining benefits are used for cooperative typical uses such as investment in other projects, information, education, training, etc. A last noticeable point is that the cooperative considers that it has now a socially aware experience qualified as a 'good father's management' which is thought to guarantee the sustainability of the community wind turbines over time.

6.6.3 Interplay between external and internal governance

Interactions between self-governance and public actor's governance are of various types and take place at different levels.

Firstly, the public authorities intervene possibly at four stages of the projects and in different ways; to sum up:

- The municipality can take part in the wind project since its very beginning, for instance at the early stages of its elaboration; local officials can also impulse the idea of a wind project.
- After the project submission and acceptance, public authorities deliver permits to build and operate the wind turbines.
- Local authorities can take part in the funding of the wind project thanks to: 1) subsidies, which are granted by the Wallonia Region and amount 10% of the global cost of the project; 2) shares owned by public actors, including municipalities which territory has been chosen for the wind turbines set-up.

- Control of the management – like for any ‘normal’ company.

So the coordination between public authorities and cooperatives seems necessary to realize wind projects; actually, information available tends to confirm this statement, which has eventually to be confirmed by the empirical inquiry.

Secondly, as underlined previously, the cooperative influence on public institutions can consist in local action or activism and in contribution to policy-making as well. As a reminder, we can mention that cooperatives are actually highly committed in the revision of the Walloon Reference Framework for wind power. They develop also an activist action against the current private power companies’ abusive practices and profess a generalization of the socially aware cooperative model which empower all the citizen to take part in a more sustainable local energy production and consumption lifestyle. More generally, npo and cooperatives claim for a law enforcement of the citizen cooperatives as an alternative way of producing and consuming electricity which contributes to local sustainable development.

6.7 Summary

Emission-Zero cooperative and, inseparably, npo Vents d’Houyet proved here to be particularly interesting case to study according several main aspects:

- 1) Firstly, the long-term engagement of its members, which contributed to created confident relationship between cooperatives, local populations and public authorities; this trust is quite necessary to concretize cooperative wind power projects.
- 2) Secondly, the professionalization of the cooperative, which seems to intervene – as a support for the project elaboration, to provide information and convince the population and/or municipality officials, etc. in a growing number of wind projects initiated by other non-profit organizations, citizens associations or even municipalities. EZ and Vent d’Houyet get involved in the large majority of socially aware wind projects launched in Wallonia and are becoming progressively a sort of “obligatory point of passage”: indeed, as they are considered as credible, reliable and professional. This hypothesis needs to be confirmed by empirical inquiry and the cooperatives’ role in building ‘coherence’ – of both discourses and practices – within the socially aware wind sector should be understood in detail. This ‘coherence’ building process shall for instance be confronted to the diffusion and spreading of the wind power cooperative niche, in order to grasp its impact on the pathways toward diffusion of such alternative practice.

- 3) Thirdly, the expertise acquired by the cooperative over time on the behalf of the emergence of wind power cooperatives in Belgium. This expertise is to understand in a rather ‘positive way’, in the sense that it contributes to erect the cooperative as a viable and profitable ‘business’ model for renewable energy development. To do so, EZ and Vents d’Houyet are also engaged in a wide ‘learning process’, which consists in a broad information of the various types of publics, from children to local or federal officials.
- 4) Fourthly, the cooperative is involved in several networks that associate renewable energy cooperatives. For instance, Emission-Zero and Vents d’Houyet took part in the creation of at least two federations (REScoop.be and REScoop.eu) and this commitment contributed also to make them more visible and convincing. So the cooperatives’ activism represents one of its most remarkable characteristics and it is concretized in the organization of federations but also in the cooperative’s involvement in the public debate on renewables and renewable policy

Emission-Zero and Vents d’Houyet thus largely contributed to spread a certain conception of a socially aware development of wind power based on some core practical ideas such as:

- The ‘localism’ (somehow a think globally, act locally through short supply chains?)
- Wind is a ‘common good’,
- A legal regime of ‘wind concessions’ (adapted from that of mining concessions)
- ‘Public-private-citizen partnerships’, thought to provide a robust and adjusted business model.
- The necessary (and obligatory?) participation of citizens or, in other words, the necessity to empower the citizens in order to enable their participation in the local (or territorialized) energy production and consumption from renewable energy sources.

Furthermore, the cooperative intends to become a power supplier, as Ecopower does in Flanders; the path for concretization of this goal calls for further research in the coming months.

For now, it is also possible to draw the following hypothesis: The diffusion (by actors such as cooperatives) of alternative, local and sustainable energy practices, dealing with both production and consumption depends on several complementary types of actions constituting a 'repertoire of contention' or 'of collective action' (Tilly)⁵¹. Therefore it can be dealt as an attempt to diffuse an alternative model or pathway and, consequently, to 'spread' the niche constituted by wind cooperatives. We shall now consider the possible 'strategies' deployed by the actors – i.e. firstly the leaders of Emission-Zero and Vents d'Houyet: their motivations, justifications and conceptions of such a niche diffusion and the conditions of its efficient concretization.

⁵¹ "A population's repertoire of collective action generally includes only a handful of alternatives. It generally changes slowly, seems obvious and natural to the people involved. It resembles an elementary language: familiar as the day to its users, for all its possible quaintness or incomprehensibility to an outsider. How, then, does such a repertoire come into being? How does it change? The answer surely includes at least these elements: 1. the standards of rights and justice prevailing in the population; 2. the daily routines of the population; 3. the population's internal organization; 4. its accumulated experience with prior collective action; 5. the pattern of repression in the world to which the population belongs.", in TILLY Ch., (1978), *From Mobilization to Revolution*, New York: Random Rouse, p. 156.

7 ANNEXES

7.1 Annex I: Documents collected for analysing the ‘Emissions-zero cooperative’

Table 14: Documents collected for analysing the ‘Emissions-zero cooperative’

KIND OF DOCUMENT	TITLE	DATE	AUTHOR(S)	SOURCE	N°	SHORT DESCRIPTION OF THE CONTENT
Blog article	‘Interview with Belgian Vegetarian Leader’	Monday, 8 September 2008	NN	IVU News	Online	<ul style="list-style-type: none"> • Personal trajectory as a vegetarian/vegan activist • EVA’s accomplishments, informational and communication activism, networking. • EVA’s posture: mainstream, professional, positive and trustworthy
Press article	‘Day of the lentil burghers: Ghent goes veggie to lose weight and save planet’	Thursday, 14 May 2009	Traynor Ian	The Guardian	104	<ul style="list-style-type: none"> • Report on Ghent event: official launching of ‘Donderdag Veggiedag’, a ‘radical experiment’ • Ghent burghers as “pioneers in the fight against obesity, global warming, cruelty to animals and against myth” surrounding meat-free eating. • Official commitment of the city council • Initiative’s aims, and description of the global initiative and project functioning. • A city fitting to a certain fashionable zeitgeist
	‘Thursday news quiz: the news from... Ghent’	Thursday, 14 May 2009	Kennedy Maey	The Guardian		<ul style="list-style-type: none"> • Quiz about the launching of Thursday Veggie Day in Ghent, which evokes the meat production and consumption impact on the environment, the role played by vegetarian Flemish chef Philippe VAN DEN BULCK and Ghent general history as well (thus inscribing the Thursday Veggie Day within this long-term history?)

'Gent declares every Thursday 'Veggie day'
 Thursday, 14 May 2009
 NN
 The Telegraph

- Official launch of Thursday Veggie Day
- Interview and quotations of Tom BALTHAZAR, city councillor who is involved in the project and made the municipality's commitment possible.
- First veggie day event and the related animations & informations
- UN-report on which are based the initiative and 'scientific' justifications.
- EVA's quotation regarding the diffusion of the initiative

'No meat? That must be murder'
 Friday, 15 May 2009
 Renton Alex
 The Times

- "Well, vegetarian dishes can be delicious but, please, spare me the sermon." Melting feelings towards vegetarian/vegan: cooking challenge, easy to deceive them, tedious discussions, "no interesting reason for becoming a vegetarian" → rather provocative, at least at the beginning
- Not receptive to the arguments claiming for veggie day: more efficient to have one less child; feeding the planet isn't convincing either considering the rate of malnutrition among children in Southern India, a vegetarian country.
- *Lapsarianism* — giving up being vegetarian: more interesting topic. (...) My wife was a vegetarian for nine years (...) and her story about why she tore up her membership card is the best I know. She was working in northern Kenya during the drought of 1992, distributing aid food. After a month, a Samburu elder announced a meal to say thank you to the visitors. Before she could intervene, he had killed one of the tribe's few remaining goats. "*They skinned it and boiled it for a long time. It was disgusting and very humbling and I had to eat it — how could I explain to the guy that I had to refuse his incredible generosity because I had ethical problems with eating meat?*"
- Since the founding of the Vegetarian Society in Britain in 1847, the 'movement' has been characterised by sanctimony and humourless virtuousness
- In other cultures vegetarianism is more a matter of taste and pleasure.

'My advice for occasional vegetarians'

Friday,
15 May
2009

Bamford Emma

The Independent

- Description of Ghent Thursday Veggie Day and arguments that ground it
- Caution "So many restaurants think that "meat-free" means "cheese-full"
- Meat-free dishes: tasty (or not that much), healthy (to what extent)?
- Conclusion: obvious environment, health and palate benefits
- "For decades, environmental arguments against eating meat have been largely the preserve of vegetarian websites and magazines."
- "The rapidity with which this situation has changed is astonishing"
- Importance of UN-FAO 2006 study = breakthrough
- Vegetarianism exists since a long time, but has never appeared to be winning the argument.
- Yet a more pragmatic alternative to total abstinence now seems to be emerging

'Can vegetarians save the world?'

Saturday
16 May
2009

Stuart Tristram

The Guardian

- Ghent Thursday Veggie Day: not the first institutional backing for such a move (ex from UK or Germany)
- Novelty? vs. (in fact) reinstatement of fasting laws of the Catholic church which e.g. banned meat and wine on Fridays. + Late 18th Century: reduce meat consumption to leave more grain for the poor => similar crisis moment currently?
- Limits and ambivalences of environmental impact scientific assessment => complexity of vegetarian argument.
- Symmetrically, simple message which is understandable and doable.
- Whatever the arguments about north/south countries relationships and equality, still further reductions would be necessary because global meat production is already at unsustainable levels.
- "Beginning as Ghent has done, with one meat-free day a week, is a

				<p>historically-proven idea palatably re-fashioned for the age of eco-consciousness.”</p>
'Vegetarian for a day'	Sunday, 17 May 2009	DIAB Khaled	The Guardian	<ul style="list-style-type: none"> • Description of Thursday Veggie Day as a kind of pioneering and creative initiative, which scientific justifications regarding health and environment. • Author personal experience of diet change (towards more vegetarian one) and the related benefits (for health and carbon footprint). • City general path of change and ethical aspects which are associated with it (restaurant dishes offer, tourism, etc.). • Remaining recalcitrance and scepticism from some people (indecent behaviour towards starving African or Asian populations)
'Jede Woche ein Veggie-Tag'	Friday, 22 May 2009	NN	Hamburger Morgenpost	<ul style="list-style-type: none"> • Various reactions in Hamburg following the launching of the Thursday Veggie Day in Ghent, and arguments regarding climate change and health issues. • Impact of the conference given by PACHAURI on August 2008 in Ghent.
'Where's the Beef? Ghent Goes Vegetarian'	Wednesday, 27 May 2009	Harrell Ehen	Time magazine	<ul style="list-style-type: none"> • Main arguments (from city councillor BALTHAZAR & EVA's members): non-compulsory, easily achievable, motivating thanks to information, ethical decision regarding environment and human health issues. • For vegetarianism: reshape meat consumption from an animal rights issue into an environmental and public health one. • Similar evolutions in different locations (USA, Germany, etc.) • Remaining self-contradictory behaviours: vegan diet and cigarette or

'Fleischlos in Flandern' Wednesday, 29 July 2009 Müller Tobias Der Freitag

alcohol consumption e.g.

- Info, historical antecedents, enlightened citizen's choice
- Thursday Veggie Day Initiative description and extension to schools and local gastronomy.
- Combination of climate mitigation, ethical treatment of animals and healthier food: Ghent as a pioneer city.
- Highly neglected domain of practice (compared to energy consumption or transportation)
- Extension of the initiative to a larger scale / higher level and need to assume its role of exemplar project, all the more that the corresponding issues are currently raised as very problems.
- 'City marketing' (T. LEENAERT): tourism, sponsors like Alprosoya and mainstream food supply (in supermarkets e.g.): from picturesque Gent to sustainable city...
- Ghent initiative as exemplar phenomena (and of unexpected success).
- Portrait of T. LEENAERT, and description of the conference he organised with PACHAURI, and of its high impact on the listener, especially T. BALHAZAR. How then Thursday Veggie Day came into being.

'Über den Tellerrand hinaus' Thursday, 10 December 2009 HAMM Magdalena Die Zeit

- VT Arrangement for catering (school, among other public institutions): vegetarian meal by default once a week (on Thursday) and alternative vegetarian meal available the rest of the time.
- City government official support and importance devoted to the campaign, i.e. information and events.
- High attractiveness of the initiative, reported worldwide, and attempts to reproduce it.
- Summary of the many and complex environmental impacts and their anticipated future evolutions (FAO, 2006)
- Individuals responsibility and own choice, as proved by the many

'Mit soja und Tofu
gegen Klimawandel' Thursday,
24 December 2009 Haase Nina Deutsche
Welle

'Bremen
'Veggiday"' propagiert Thursday,
28 January 2010 Wolschner Klaus TAZ.de

inefficient forms of action (advices, recommendations, etc.) => avoid eco-dictatorship (or such feeling)

- Other alternatives which are currently explored and tend to go in the same direction: CO₂-emissions labelling on products, sustainable protein production from plants, seaweed or insects.
- Yet, the most powerful argument can still be health, according to some medical publications (The Lancet, 2007)
- October, Ghent: Thursday Veggie Day instituted in 34 public school canteens
- Children food education: fostering their taste for vegetable, new meat consumption thoughts and habits, and the conditions of their extension to family practices.
- 90% of parents support the initiative taken in Ghent canteens
- Meat (over)consumption as routinized practice, of which change across time is a crucial social question
- Awareness also implies information, dishes ideas, recipes, to enlarge people's skills in cooking easily taste vegetarian meals.
- Pathways towards wider sustainable everyday life practices?
- Initiative launched in Bremen, Germany / Ghent as example to follow
- Environmental and health impacts: equivalences calculations (550.000 inhabitants getting rid of meat 52 days per year = CO₂-emissions of 40.000 cars during one year).
- Remaining barrier: to convince councillor in charge of finances/economy of city marketing

'Veggie Days are December Sprouting up all over' 2009	VegSA	Food for Thought. Vegetarian & Vegan Society Newsletter Issue 4/09	<ul style="list-style-type: none"> • EVA's campaign for Thursday Veggie Day in Ghent, which makes it a pioneer • Experiment followed by many Belgian cities, all of them introducing some specificity in the global project (as translated in cities like Hasselt, Mechelen, Antwerp, e.g.) • Thursday Veggie Day initiative in Ghent, launched in May 2008, and which results in October 2009 in the participation of the 11.000 children in 35 city schools, with 95% of the parents agreement upon the vegetarian meal 'by default' in the canteen on Thursday. • Evocation (and description) of the related flyer, which represents the 'Little Red Riding Hood' enjoying the Thursday while the wolf is eating a vegetarian meal.
'Un jour sans viande !' February 2010	LAMOTTE Philippe	Équilibre p. 18-19	<ul style="list-style-type: none"> • Involvement of catering schools, hotel management schools as well as renown Chefs • EVA's philosophy, in which vegetarian food is based on pleasure and discovery of new tastes, and not seen as a long hard road. • Interview of T. LEENAERT (plus a box with a dedicated portrait), who proves rather optimistic • Efficient lobbying and widespread throughout the world; + PACHAURI & MCCARTNEY invited to call for reduction of meat consumption at the EU Parliament 6 days before Copenhagen summit.
'Le jeudi est un jour végétarien à Hasselt et Gand' January-March 2010	NN	Organic Pro p. 26-28	<ul style="list-style-type: none"> • Interviews with people coming from different locations: <ul style="list-style-type: none"> • from GHENT: T. LEENAERT, Maaïke BREUGELMANS (Ghent local official in charge of the Environment); • from HASSELT: Toon HERMANS (Hasselt deputy-Burgomaster in charge of Health), Iete HEYTENS (from Seitan Maya factory), Peter VAN BRUSSEL (Chef, restaurant De Preuverie), Frank SEURS (Chef, of restaurant Maison Blanche), Rik VENKEN (Chef, restaurant De Levensboom) • GHENT: Ghent project trajectory and central role of Gent municipality

Press article

'Que sont devenus les anciens lauréats ?' Friday, 21 May 2010 Van Ruymbeke Laurence Le Vif

'A tale of two veggie-friendly cities' Wednesday 1 December 2010 Bhansali Karishma Mehta Flanders Today

council involvement in the success of the initiative; worldwide interest, especially of journalists and NGOs, in Ghent exemplar project

- Radical change in local services, contributing to institutionalizing Thursday Veggie Day (e.g. municipality catering proposes alternative vegetarian meal each day, chosen by 1/3 of the local officials, and by default on Thursday, chosen by half of them)
- In the 35 city schools, vegetarian meal proposed by default and adopted by 95% of the children.
- Local HORECA involvement, to be improved...
- HASSELT: contrary to Ghent, the focus is the HORECA and home food consumption, and the emphasis is put on health aspects.
- Growing demand for vegetarian food alternatives.
- 500 citizens already engaged.
- Growing interest in veggie food and vegetarian taste experience (in restaurant)

- Presentation of the evolution of the winners of the 'Grand Prix de la Fondation pour les générations futures' (Foundation for the Future Generations Great Award) in 2009: EVA co-winner and description of the consequences of this award (recruitments, projects concretization, etc.)

- The city identity and its consequences on the food on your plate (avant-gardist Antwerpen & eco-friendly Ghent – this issue)

- Interview with T. LEENAERT, explaining results of Thursday Veggie Day at Ghent (5.000 city staff and 95% of children at the 35 city schools) + project of opening a vegetarian cooking academy

- **Opponents: Farmers Union of Belgium** "sees the campaign as a threat" (...) "It distributed meat samples during city council meetings in Hasselt and Leuven, when the campaign was being discussed there."

- Imitations of Ghent initiative across the world and justifications for the

						<p>project emerging in Ghent: highest rate of veggie restaurant per capita in Europe, 'healthy body & healthy planet', environmental degradations, health issues and ethical ones (animals treatment).</p> <ul style="list-style-type: none"> Surprising veggie food taste at restaurant – how to do it at home?
Blog article	'Your Vegan and Vegetarian Stories'	NN	NN		Dulwich Vegan and Vegetarian society	<ul style="list-style-type: none"> Many testimonies, of which several claim for a weekly veggie day
	'Ook in Brussel is Thursday, donderdag voortaan veggiedag'	26 May 2011	Loa		Nieuwsblad	<ul style="list-style-type: none"> Launching of the Thursday Veggie Day (Jeudi Vegggie) in Brussels during kick-off event at Vrije Universiteit Brussel (VUB). Official start of the campaign by the Brussels Minister for the Environment, Evelyne HUYTEBROECK, and the state secretary Bruno DE LILLE. Various partners, like WWF, Mobistar, Toyota Europa, BNP Paribas Fortis, MIVB, STIB, Exki-restaurants, etc.
Internet Press	'Bruxelles se laisse convaincre par les jeudi végétariens'	Thursday, 26 May 2011		PIRARD Olivier	lalibre.be	<ul style="list-style-type: none"> Similar content to the previous article Some precisions in regard with involvement of schools, university and enterprises.
	'Manger moins de viande pour une ville durable'	Friday, 27 May 2011		Q.J.	lalibre.be	<ul style="list-style-type: none"> Launching of the Thursday Veggie Day in Brussels at VUB; campaign coordinated by non-profit organisations EVA and PLANÈTE-VIE Interview of Annemarie IJKEMA, EVA member and Brussels Thursday Veggie Day Project Manager. Main arguments in favour of vegetarian food.
Specia-lized magazine	'Le Jeudi, On Mange Vegetarian'	Wednesday, 8 June 2011			Food In Action	<ul style="list-style-type: none"> Brussels Thursday Veggie Day initiative, report on the press conference of the 26th May; 2 main purposes : reduce environmental and health impacts of meat (overconsumption) Ghent's successful 'Thursday Veggie Day' initiative: followed by 20% of inhabitants of Ghent and 35 city schools.

Cam-paign Materials/ Veggie Plan						<ul style="list-style-type: none"> EVA's involvement and other institutions (VUB, STIB, Exki, etc.) Great potential for the Thursday Veggie Day in Brussels: according to a study led on March by research consultancy iVOX, 52% of Brussels inhabitants wish to reduce their meat consumption.
	Veggieplan Gent-Engels	Tuesday, 6 April 2010	EVA + City of Ghent	Dedicated websites	2 p.	<ul style="list-style-type: none"> Veggie map as tool for promoting vegetarian food, which mentions the veggie restaurants, those you are following the Thursday Veggie Day, etc.
Cam-paign material, Infor-mation booklet	Veggieplan Brussel/Bruxelles /	Tuesday, 26 April 2011	EVA + city of Brussels Brussels environment	+ EVA + City of Brussels	2 p.	<ul style="list-style-type: none"> Bilingual (Flemish/French). Directly inspired from the model of Ghent Veggieplan
	'1 year Thursday Veggie Day: for the Ghent citizens'	Wednes-day, 12 May 2010	City of Ghent & EVA	http://www.gent.be	2 p.	<ul style="list-style-type: none"> A lot of opportunities offered to Ghent citizens to participate in Thursday Veggie Day. Here, example of the second Veggie Hap-pening on Thursday, 6 May 2010 at the Groetenmarkt. During this event, people can receive instant information about meat substituting products, the origin, production and use of food products as well as vegetarian snack and recipes. Public presentation of veggie cookbooks by their authors. Incentives given to citizen to engage themselves to eat vegetarian one day a week by signing the engagement declaration Permanent available help and support on the City of Ghent website and that of EVA + Thursday Veggie Day (TVD) Newsletter + TVD facebook group to stay completely update. Positive contribution to health and environment. City of Ghent campaign in cooperation with npo EVA

						Items:
	'Thursday Veggie Day in Ghent – detailed information'	March 2010	City of Ghent (+ EVA?)		12 p.	<ol style="list-style-type: none"> 1. What is Thursday Veggie Day? 2. Impact of Thursday Veggie Day 3. Decision of the City of Ghent 4. Reactions on the initiative 5. Co-operation with npo EVA 6. Approach of the City of Ghent 7. Municipal services which are involved 8. Thursday Veggie Day for citizens 9. Thursday Veggie Day for the municipal personnel 10. Thursday Veggie Day for the horeca 11. Thursday Veggie Day in schools and day-care-centres 12. Thursday Veggie Day as a means of municipal promotion 13. Communication material 14. Websites 15. Contact data of the City of Ghent 16. Contact data of the npo EVA
	'Thursday Veggie Day in Ghent – detailed information'	April 2011	City of Ghent (+ EVA?)		10 p.	
Information brochure	'Jeudi Jour Veggie'	March 2010	EVA + City of Ghent	www.vegetarisme.be	5 p.	<ul style="list-style-type: none"> • Slogan: 'For a healthy body on a healthy planet' • Good reasons to participate: taste; body health; save the planet; world hunger; save animals (explained in detail)
Public letter / Press release	'McCartney and Pachauri ask policy makers for weekly veggie days'	Tuesday, 1 December 2009	P. Mc Cartney, R. Pachauri + T. Leenaert	Letter to Mayors, policy makers, EU Parliament	2 p.	<ul style="list-style-type: none"> • Authors point out the relationship between meat and climate change and suggest that governments develop initiatives to raise awareness about the issue among their citizens

Public speech	Discourse for launching the Thursday Veggie Day	Thursday, 26 May 2011	Huytebroeck Evelyne	Brussels	<ul style="list-style-type: none"> - Discourse for launching the Thursday Veggie Day in Brussels - Food practices impact on health, environment and purse. - 1/3 of the environmental impacts Brussels households is due to food and beverage habits; at a global scale, food sector is responsible for 1/3 of worldwide GHG emissions and of 60% of drinkable water consumption. →support more sustainable food practices as a political and societal purposes, which require new views, routines and habits in food supply, cooking and diet. - Necessity to adopt a more vegetarian diet, i.e. replace animal protein by vegetal proteins. Support to Thursday Veggie Day : message inviting to reduce meat consumption for health, environment and ethical reason, in favour of quality meat rather than quantity Why less meat? Because of the massive importations of meat which deprived local population, cattle breeding, high environmental footprint; health need are lower than average daily consumption in developed countries Personal choice, but which relies on available information, education, cooking habits, and food practices. → Role of new tastes discovery, recipes and cookbooks, canteens for children, restaurants, hospitals, enterprises catering → necessary modification of the food offer in such sites, which would impact positively public health and the environment and reduce food social fracture. - HORECA as a very important possible leverage to foster new modes of food consumption and collective learning
Confe-rence power-point presen-tation	'Less Meat, Less Heat: Impacts of livestock on climate change'	Saturday 30 August 2008	Pachauri R.K.	Conference given at Ghent University	<ul style="list-style-type: none"> - Conference entitled 'Less Meat, Less Heat', organized by WWF Belgium, Greenpeace Belgium & EVA - Central importance of lifestyle changes for climate mitigation; one of the potentially most beneficial would be to adopt a diet with less meat and more vegetarian meals. Current context: exponential increase of meat consumption worldwide, and particularly in developing countries which want to adopt an

				Conference given at Ghent University	at 78 slides	<p>occidental way of life.</p> <ul style="list-style-type: none"> - UN FAO 2006 report: livestock production is responsible for 18% of GHG emissions worldwide, that is, more than transportation sector. Moreover it contributes to water resources depletion, intensive land use and deforestation - The Lancet, 2007 study: effect of meat (over)consumption on human health: some cancers, heart and vascular diseases, diabetes, obesity. -- Conclusion: 2 important slides: 1) The need for change in consumption patterns; 2) Potential impacts of 'Thursday Veggie Day' (J LAVRIJSEN, 2008). - Presentation of EVA's accomplishments and action towards reduction of meat consumption, 2 main part: <ol style="list-style-type: none"> 1. The problem: high meat consumption: environmental crisis; food crisis; health crisis 2. Our solution, 'Donderdag Veggiedag': challenges, content, approach - For more detail, cf. LEENAERT'S text entitled: 'Making Meat Moderation Mainstream and Marketable: The Case for a Weekly Vegetarian Day'
	'Nobelprijswinnaar Pachauri pleit voor matiging van vleesconsumptie'	voor de September / October 2008	Lavrijsen Jeroen, Leenaert Tobias	Tijdschrift voor Voeding en Diëtik	Jaargang 34, n° 5, p. 6-8	<ul style="list-style-type: none"> - Report on Pachauri's Conference in Ghent on Saturday, 30 August 2008.
<p>Article in specialized magazine</p> <p>Article, opinion paper</p>	'Thematic Section: 'The ethical merits of vegetarianism promotion''	of September 2009	Leenaert Tobias	EurSafe News Vol. 11, n° 3	p. 1-4	<ul style="list-style-type: none"> - "Meat is under attack, on several fronts" - Celebrities involvement in campaigns to reduce meat consumption (McCartney, Moby, etc.) - Ghent: an social experiment in meat reduction, encouraging and for now rather successful - Arguments claiming for reducing meat production and consumption: Feeding 9 billion people in 2050; environmental cost, animal suffering; health; moral luxuries and moral requirements= collective consciousness.

Paper	'Mmmm! Making Meat Moderation Mainstream and Marketable: The Case for a Weekly Vegetarian Day'	Thursday, 6 May 2010	Leenaert Tobias	IBBT	8 p.	<ul style="list-style-type: none"> - Scientifically demonstrated necessity to change current lifestyles, and especially the production and consumption of meat considering its wide impacts and its unsustainability. Detailed argument. - Challenges to reduce meat consumption: less meat = a hard, negative message; government is reluctant to interfere (private matter + economic interests); animal products are omnipresent in our lives; alternatives aren't, yet; large lack of knowledge concerning the problem, both in theory and practice; 'less meat' is easily interpreted as 'no meat'; EVA: translating an important but difficult message to something fun and doable; Making Meat Moderation Mainstream & Marketable as path toward more sustainable food practices.
European Parliament Conference Report	'Lowering consumption of animal products Not why, but how'	Brussels, Thursday, 3 February 2011	Leenaert Tobias	Future Farms and Food in Europe	p. 96-102	<ul style="list-style-type: none"> - Synthesis of the meat consumption impacts - Highlight on the Thursday Veggie Day issues
UN- Report	Livestock's Long Shadow –Environmental Issues and Options	2006	FAO (Food & Agriculture Organisation)	Livestock, Environment and Development Initiative (LEAD)	416 p.	<ul style="list-style-type: none"> - Reference study, mentioned by Pauchauri (Leenaert, EVA & Thursday Veggie Day publications), which provides scientific arguments regarding impact of livestock on diverse environmental aspects. - Claims for a drastic reduction of meat / animal food production and consumption.
Scientific paper	Food, livestock production, energy, climate change, and health	Thursday, 13 September 2007	McMichael Anthony J., Powles John W., Butler Colin D., Uauy Ricardo	Lancet	Issue 370: 1253-1263	<ul style="list-style-type: none"> - Reference study, mentioned by Pauchauri (Leenaert, EVA & Thursday Veggie Day publications), which provides scientific arguments regarding impact of livestock (food, production and energy) on climate change and health issue.

7.2 Annex 2: References (url) used for Thursday Veggie Day mapping

Press & media reports

2011

- **Nationale Veggie BBQ-dag op 13 augustus,**
<http://www.vegetarisme.be/guestftp/Nationale%20Veggie%20BBQ-dag.pdf>
- **Lancering Donderdag Veggiedag in Brussel,**
<http://www.vegetarisme.be/guestftp/Uitnodiging%20persconferentie%20op%2026%20mei%202011.pdf>
- **Lancement de l'initiative Jeudi Veggie à Bruxelles,**
<http://www.vegetarisme.be/guestftp/Conf%C3%A9rence%20de%20presse.pdf>
- **Launch of the campaign Thursday Veggieday in Brussels,**
<http://www.vegetarisme.be/guestftp/Press%20Conference%20Thursday%20Veggieday.pdf>

2009

- **Veggieburgers zijn eco-vriendelijkste snack op de Feesten (22/7),**
<http://www.vegetarisme.be/download/pers/09-07-22%20-%20PB%20Veggieburgers%20zijn%20eco-vriendelijkste%20snack%20op%20de%20Feesten.doc>
- **Vlaamse vegetariërs is open discussie met Nederlandse vleessector (2/7),**
<http://www.vegetarisme.be/download/pers/09-07-02%20-%20PB%20Vlaamse%20vegetariers%20in%20open%20discussie%20met%20Nederlandse%20vleessector.doc>
- **Veggie organisatie EVA wint Grote Prijs voor Toekomstige Generaties (24/6),**
<http://www.vegetarisme.be/download/pers/09-06-24%20-%20PB%20veggie%20organisatie%20EVA%20wint%20Grote%20Prijs%20voor%20Toekomstige%20generaties.doc>
- **Moins de viande crucial pour les générations futures (24/6),** <http://www.vegetarisme.be/download/pers/09-06-25%20-%20PB%20moins%20de%20viande%20crucial%20pour%20les%20g%C3%A9n%C3%A9rations%20futures.doc>
- **Weekly meatless day official in Belgium (14/5),** <http://www.vegetarisme.be/download/pers/09-05-14%20-%20PB%20weekly%20meatless%20day%20official%20in%20belgium.doc>
- **Gand mange végétarien (12/5),** <http://www.vegetarisme.be/download/pers/09-05-14%20-%20PB%20weekly%20meatless%20day%20official%20in%20belgium.doc>
- **Aftrap officiële veggiedag in Gent (12/5),** <http://www.vegetarisme.be/download/pers/09-05-12%20-%20PB%20Aftrap%20officiële%20veggiedag%20in%20Gent.doc>
- **Vanaf morgen officiële veggiedag in Gent (12/5),**
http://www.vegetarisme.be/index.php?option=com_content&view=article&id=750
- **Gent roept donderdag uit tot veggiedag (5/5),** <http://www.vegetarisme.be/download/pers/09-05-05%20-%20PB%20Gent%20roept%20Donderdag%20uit%20tot%20Veggiedag.doc>
- **Mark Bittman geeft lezing te Gent (15/4),**
- **Gent roept donderdag uit tot veggiedag (15/4),** <http://www.vegetarisme.be/download/pers/09-04-15%20-%20PB%20Gent%20roept%20Donderdag%20uit%20tot%20Veggiedag.doc>
- **Belgische Fiona is meest sexy veggie van Europa (26/3),**
<http://www.vegetarisme.be/download/pers/09-03-26%20-%20PB%20Belgische%20Fiona%20is%20meest%20sexy%20veggie%20van%20Europa.doc>

- **Milleke melleke mol, melk eist zijn tol (4/3)**, <http://www.vegetarisme.be/download/pers/09-03-04%20-%20PB%20milleke%20melleke%20mol,%20melk%20eist%20zijn%20tol.doc>
- **Meat the Truth: Belgische première in De Roma (10/2)**, <http://www.vegetarisme.be/download/pers/09-02-10%20-%20PB2%20Meat%20the%20Truth.doc>
- **Less meat, less heat: Meat the Truth (29/1)**, <http://www.vegetarisme.be/download/pers/09-01-29%20-%20PB3%20less%20meat%20less%20heat.doc>

2008

- **Bekende vegetariërs op EVA's kerstlunch (17/12)**, <http://www.vegetarisme.be/download/pers/08-12-17%20-%20PB%20%28tweede%29%20BV%20kerstlunch%2008.doc>
- **Meer vegetarische frieten! (2/12)**, <http://www.vegetarisme.be/download/pers/08-11-17%20-%20PB%20Donderdag%20Veggiecampagne%20wint%20Award%20Voeding%20en%20Gezondheid.doc>
- **Donderdag Veggiecampagne wint Award Voeding en Gezondheid (17/11)**, <http://www.vegetarisme.be/download/pers/08-11-17%20-%20PB%20Donderdag%20Veggiecampagne%20wint%20Award%20Voeding%20en%20Gezondheid.doc>
- **Morgen: Wat is er mis met vis? (29/10)**, <http://www.vegetarisme.be/download/pers/08-10-29%20-%20PB%20Mis%20met%20vis%202.doc>
- **Wat is er mis met vis? (21/10)**, <http://www.vegetarisme.be/download/pers/08-10-21%20-%20PB%20Mis%20met%20vis.doc>
- **EVA lanceert Veggieplan Leuven (20/10)**, <http://www.vegetarisme.be/download/pers/08-10-20%20-%20PB%20veggieplan%20Leuven.doc>
- **Vlaams Parlement goes veggie op Wereldvoedseldag (14/10)**, <http://www.vegetarisme.be/download/pers/08-10-14%20-%20PB%20Vlaams%20Parlement%20goes%20veggie%20op%20wereldvoedseldag.doc>
- **Wereldvegetarismedag: nationaal (30/9)**, <http://www.vegetarisme.be/download/pers/08-09-30%20-%20PB%20wereldvegetarismedag%20nationaal.doc>
- **Wereldvegetarismedag: pinguïns en ijsberen in Leuven (30/9)**, <http://www.vegetarisme.be/download/pers/08-09-30%20-%20PB%20wereldvegetarismedag%20met%20ijsberen%20Leuven.doc>
- **Nobelprijswinnaar krijgt Nobelprei in Gent (29/8)**, <http://www.vegetarisme.be/download/pers/08-08-29%20-%20PB%20Nobelprijswinnaar%20krijgt%20Nobelprei%20in%20Gent.doc>
- **Nobelprei voor de Nobelprijswinnaar (29/8)**, <http://www.vegetarisme.be/download/pers/08-08-29%20-%20PB%20Nobelprei%20voor%20nobelprijswinnaar.doc>
- **Less meat, less heat (28/8)**, <http://www.vegetarisme.be/download/pers/08-08-28%20-%20PB%20less%20meat%20less%20heat.doc>
- **Less meat, less heat (21/8)**, <http://www.vegetarisme.be/download/pers/08-08-21%20-%20PB%20less%20meat%20less%20heat.doc>
- **Veggie aliens en een duurzame bruid op de Gentse Feesten (25/7)**, <http://www.vegetarisme.be/download/pers/08-07-25%20-%20PB%20veggie%20aliens%20en%20een%20duurzame%20bruid%20op%20de%20Gentse%20Feesten.doc>
- **Veganistische voedingswijze ook voor kinderen perfect mogelijk (9/6)**, <http://www.vegetarisme.be/download/pers/08-06-09%20-%20PB%20veganistische%20voedingswijze%20ook%20voor%20kinderen%20perfect%20mogelijk.doc>

- **Sporten op groenten en fruit (17/4)**, <http://www.vegetarisme.be/download/pers/08-04-17%20-%20PB%20sporten%20op%20groenten%20en%20fruit.doc>
- **West-Vlaanderen goes veggie! (9/4)**, <http://www.vegetarisme.be/download/pers/08-04-09%20-%20PB%20West-Vlaanderen%20goes%20veggie.doc>

Handige lijstjes, cijfers, grafieken,...

- Aantal dieren dat een Belg eet in zijn leven (1)
- Aantal dieren dat een Belg eet in zijn leven (2)
- Kiesdossier EVA: Vlaamse verkiezingen 2009
- Donderdag Veggiedag op de werkvloer
- CO2-besparing door vleesmatiging

Radio & Audio

- 1.2 MB  2011-08-13 Radio 2 OVL - **WeekendWekker - Nena over de nationale Veggie bbq dag**
- MB  2011-08-12 Q-music - **Clara is een veggie**
- 1.5 MB  2011-08-04 Radio 2 OVL - **Ochtendpost - Tobias over uitspraken Morrissey**
- 1.6 MB  2011-08-04 Radio 1 - **De Ochtend - Tobias over uitspraken Morrissey**
- 1.4 MB  2011-07-29 MNM - Avondshow - **Interview met Tobias nalv Morrissey op Lokerse Feesten**
- MB  2011-06-10 Nostalgie.be - **Le journal de la terre - donderdag veggiedag**
- 1.4 MB  2011-05-26 fmbrussel.be - **donderdag veggiedag in brussel**
- 3.1 MB  2011-05-24 StuBru - **Donderdag Veggiedag in Brussel**
- 5.0 MB  2011-05-24 StuBru - Donderdag Veggiedag in Brussel - Sam spreekt met een dietiste van het UZA
- 7.7 MB  2011-02-05 Radio1 - Interne Keuken - **moet er nog vlees zijn**
- 1.5 MB  2010-10-08 Radio2OVL - ochtendpost - **over eva's 10de verjaardag**
- 6.4 MB  2010-10-08 Radio1 - Peters en Pichal - **smaaktest vlees of geen vlees**
- 6.7 MB  2010-10-01 RTBF - Le dossier interactif - **Le vegetarisme**
- 5.9 MB  10-05-14 Radio2 - De Madammen - **Donderdag Veggiedag**
- 1023.1 kB  10-04-26 Studio Brussel - **De wereld van Sofie - Raw Food**
- MB  10-01-26 Radio 1 - Peeters & Pichal - **Hoe open zijn slachthuizen**
- MB  09-12-29 DW-World - **veggie day in schools**
- 638.6 kB  09-12-18 EURadio nantes - **La cuisine vegetarienne**
- 2.5 MB  09-12-17 Radio 1 - **Peters en Pichal - vlees en klimaat**
- 704.3 kB  09-12-08 **Grote Prijs Toekomstige generaties**
- 5.3 MB  09-06-11 Nederland NRW - **Earthbeat**
- 666.7 kB  09-06-08 **Us The World - Going Vegetarian in Ghent - Pakhuis interview**
- 971.9 kB  09-06-08 Urgent FM - **Donderdag veggiedag**
- MB  09-05-24 Canada Radio Canada - **La Semaine Verte Donderdag Veggiedag**
- 1.6 MB  09-05-14 StuBru - **Donderdag Veggiedag Gent**
- **918.3 kB**  09-05-14 Radio1 Feyten of Fillet - **Donderdag veggiedag**
- MB  09-05-14 Radio1 - Peters en Pichal - **Veggiedag en Kinderen en Vegetarisme**
- 1.7 MB  09-05-14 Radio 1 De Ochtend - **Donderdag Veggiedag Gent**

- 459.9 kB 09-05-13 **BBC World Words in the news - Belgian city goes veggie**
- 523.6 kB 09-05-12 **UK BBC World - Donderdag Veggiedag**
- 3.6 MB 09-05-05 Radio 1 - Mezzo - **Mark Bittman less-meatarian en schrijver**
- 3.9 MB 09-04-21 Radio2 -Inspecteur Decaluwe - **Melk**
- 8.8 MB 08-11-27 Radio 2 - De madammen - **Vraag het de Vlaming - Vlees**
- 682.7 kB 08-09-08 Stu Bru - De wereld van Sofie - **Eet geen vlees en red de aarde**
- MB 08-06-10 4FM - **Moet veganisme strikt KNT worden**
- 1002.3 kB 08-06-09 Feyten of Fillet - **Veganisme bij kinderen, is dat wel zo een goed idee**
- 228.8 kB 08-02-21 Stu Bru - **Ochtend Show - Steeds meer vegetariers**
- 11.0 MB 08-01-05 Klara - Trio - Voedselethiek en -ecologie - Luc Vankrunkelsven en Jeroen Lavrijssen
- MB 07-12-20 Radio 2 - Oost-Vlaanderen - **Middagpost - Veggies donderdag BV's**
- 779.9 kB 07-12-20 Radio 1 - De Ochtend - kB F **Kalkoenbevrijdingsfront**
- 1.3 MB 07-12-20 Donna - David in de ochtend! - **Kerstlunch Jef Vermassen**
- MB 07-12-17 Stu Bru - **Kalkoenbevrijdingsfront Lieven Scheire**
- 2.4 MB 07-10-17 Urgent - **veggilympics**
- 501.8 kB 07-10-06 Radio 1 - Dubbelcheck (Hautekiet) - **Hoeveel kippen**
- MB 07-10-01 Radio 1 - Feyten of Fillet - **Belgen eten te veel vlees (EVA)**
- 547.3 kB 07 Radio 1 - Wilde geruchten - **Donderdag Veggiedag**

TV & Video

- 21.0 MB 2011-08-12 TV-OOST - Studio TV OOST - **Tobias over Nationale Veggies BBQ dag**
- 4.6 MB 2011-08-12 AVS - Het nieuws - **Nationale Veggies BBQ dag**
- 746.8 kB 2011-08-01 VTM - De Stip - **dromen van donderveggiesdag**
- 7.7 MB 2011-07-20 EEN - 1000 Zonnen - **op stap met clara cleymans**
- 15.8 MB 2011-05-30 RTBF - **On nest pas des pigeons - jeudi veggies**
- 25.8 MB 2011-05-29 Stampmedia.be - **part-time vegetarisme**
- 20.6 MB 2011-05-11 TV Oost - Studio TV Oost - **Donderdag Veggiedag in St-Niklaas**
- 5.5 MB 2011-04-28 Zoom.in - **Maike Neuville leurt vegetarische worst**
- 5.7 MB 2011-04-22 AVS - Nieuws - **Veggiedag scoort**
- 4.0 MB 2011-04-21 VTM - Het Nieuws - **Vegetarisch eten is in**
- 34.6 MB 2011-03-24 Nederland - NCRV - Altijd Wat - **Vlees**
- 13.1 MB 2011-02-21 WTV - AllesGoed - **Donderdag Veggiedag**
- 5.7 MB 2010-12-31 Frankrijk - **ARTE - Journal - Journee Sans Viande**
- 5.2 MB 2010-12-16 AVS - Journaal - **EVA Kerstmenu**
- 8.2 MB 2010-09-30 VT4 - Vlaanderen Vandaag - **Donderdag Veggiedag**
- 770.2 kB 2010-09-28 VT4 - Vlaanderen Vandaag - **Nena brengt veggies stoverij naar Bart De Wever**
- 13.0 MB 2010-08-12 JimTV - Laid Back - **EVA te gast op Jim**
- 3.1 MB 10-05-06 VTM - Journaal - **1 jaar Donderdag VeggiesDag**
- 5.3 MB 10-05-06 AVS - Journaal - **1 jaar Donderdag VeggiesDag**
- 4.6 MB 10-03-22 Fr- **France 3 - JT - la belgique lance la journee sans viande**
- 33.1 MB 10-01-19 Duitsland - WDR - Quarks und co - **Donderdag veggiesdag en meer**
- 3.9 MB 09-12-10 **360 voor het klimaat** - NL
- 3.5 MB 09-12-10 **360 voor het klimaat** - FR
- 3.9 MB 09-12-10 **360 voor het klimaat** - EN

- 5.5 MB 🇩🇪 09-12-06 Duitsland - ARD - WieWisse - **Kopenhagen KlimaatConference Veggiedag**
- 5.2 MB 🇩🇪 09-11-19 Een RodeLoper - **Veggie Op Zn Turks**
- 3.9 MB 🇨🇭 09-11-15 Zwitserland - TSR - Journal - **Donderdag Veggiedag Gent**
- 4.1 MB 🇩🇪 09-10-07 ZDF - **Vegetarisch essen fuer den Klimaschutz**
- 2.7 MB 🇩🇪 09-10-01 Ketnet - Karrewiet - **dag van vegetarier**
- 12.7 MB 🇯🇵 09-07-30 Japan - NHK Todays world
- 3.7 MB 🇩🇪 09-07-08 Duitsland - DW World - **Donderdag veggiedag**
- 4.3 MB 🇫🇷 09-06-25 Frankrijk - France3 - **Donderdag Veggiedag**
- 3.0 MB 🇩🇪 09-06-24 Duitsland - WDR - **Bericht Brussel DV**
- 2.8 MB 🇩🇪 09-06-24 Duitsland - WDR - **Bericht Brussel DV**
- 3.0 MB 🇷🇺 09-06-11 Rusland - NTV - **Journaal DV**
- 1.3 MB 🇫🇷 09-06-10 Frankrijk - Kewego - **donderdag veggiedag**
- 1.9 MB 🇫🇷 09-06-05 **Pachauri video message**
- 3.2 kB 09-06-05 **Pachauri video message nederlandse ondertitels**
- MB 🇸🇮 09-05-16 Slovenie 24Ur - **Donderdag Veggiedag Gent**
- 1.5 MB 🇮🇹 09-05-16 Italie Repubblica - **Donderdag Veggiedag Gent**
- MB 🇷🇴 09-05-15 Roemenie Antena1 - **Donderdag veggiedag Gent**
- 5.2 MB 🇩🇪 09-05-14 De Morgen - nieuws - **Gentse veggiedag gaat de wereld rond**
- 1.6 MB 🇩🇪 09-05-13 Nederland NOS Journaal - **Donderdag Veggiedag Gent**
- 1.6 MB 🇧🇪 09-05-08 VTM - **ZOOM Donderdag Veggiedag in Gentse stadsscholen**
- **728.6 kB** 🇩🇪 09-05-08 Een het journaal - **Donderdag Veggiedag Gent**
- 3.4 MB 🇩🇪 09-05-04 AVS Visite - **Donderdag veggiedag**
- 5.8 MB 🇩🇪 09-03-27 Streekkrant Focus - **Fiona Dewaele wint wedstrijd meest sexy vegetarier van Eu**
- 18.4 MB 🇩🇪 09-02-15 Een - de zevende dag - Uitlaatgassen
- 10.2 MB 🇩🇪 09-02-12 VTM - ZOOM Jeugdnieuws - **Meat the Truth**
- 6.1 MB 🇩🇪 08-12-18 Een - De Rode Loper - Kerstlunch
- 5.8 MB 🇩🇪 08-12-18 CLINTtv - **BV Lunch**
- 12.8 MB 🇩🇪 08-10-29 Een - Volt - **Bart De Wever over quorn en tofu**
- 8.1 MB 🇧🇪 08-09-01 VTM - **Pachauri Less meat less heat**
- 8.2 MB 🇩🇪 08-06-12 ROB Vandaag - **Veganistisch dieet**
- 4.8 MB 🇧🇪 08-02-14 AVS Nieuws - **EVA's Bedrieg je Lief Valentijnsetentje**
- 9.2 MB 🇩🇪 07-12-21 Nieuwsblad - **Kerstkalkoenen in het verzet - kerstdiner**
- 5.1 MB 🇩🇪 07-10-21 AVS - **veggiolympics**
- 1.7 MB 🇧🇪 07-10-01 VRT nieuws - **Wereld vegetarisme dag**

EVA-publicaties

- EVA Magazine
- Donderdag Veggiedag
 - Donderdag veggiedaggids
 - Donderdag veggiedag flyer (ijsbeer)
 - Donderdag veggiedag poster (ijsbeer - voorlopig uitgeput)
 - Donderdag veggiedag poster (Roodkapje)
 - Donderdag veggiedag placemat
 - Donderdag veggiedag banners

- Advertentie in MO magazine
- Veggies stadsplannen
- Gidsen
 - Verleidelijk veggiegids
 - Donderdag Veggiedaggids
 - Veggies voor chefsgids
- Veggies lunchboxgids
- Veggies op kot
- Voedingsdriehoek
- Flyers
- Restaurantsticker

International Press

- **'Where's the beef? Ghent goes vegetarian'**, Time Magazine, <http://www.time.com/time/world/article/0,8599,1900958,00.html>
- **'Can a day without meat cut a city's carbon footprint?'** – Reuters, <http://www.reuters.com/article/gwmEnergy/idUS6709102920090514>
- **'Belgian city goes veggie'** - BBC Worlds, http://www.bbc.co.uk/worldservice/learningenglish/language/wordsinthenews/2009/05/090513_witn_veggie_city.shtml
- **'Belgian city goes meat-free'** – CNN, <http://edition.cnn.com/2009/WORLD/europe/05/14/belgium.ghent.veggie.day/index.html>
- **'Belgian city makes thursday veggie day'** - Reuters, <http://blogs.reuters.com/environment/2009/06/02/belgian-city-makes-thursday-veggie-day/>
- **'Going vegetarian in Ghent'** - The World, <http://www.theworld.org/node/26319>

Australia

- **'Belgian city goes green with veggie day'** - Sydney morning Herald, <http://news.smh.com.au/breaking-news-world/belgian-city-goes-green-with-veggie-day-20090514-b3gl.html>
- **'A meat-free revolution to help save the planet'** - The Age
- **'Meat Free Day in Ghent, Belgium'** - SBS Radio, <http://www20.sbs.com.au/podcasting/index.php?action=feeddetails&feedid=4&id=30426>

België - Belgique - Belgium

- La Dernière Heure – 'Donderdag Veggiedag'
- Nina – 'Donderdag Veggiedag'
- AVS – 'Donderdag Veggiedag' (2.10)
- De Standaard – 'Donderdag veggiedag op Gentse stadsscholen'
- De Standaard – Donderdag is 'veggiedag' in Gent
- De Streekkrant – 'Donderdag veggiedag gestart met grote happening'
- De Morgen – 'Nooit meer vlees op donderdag in Gentse scholen'
- De Morgen – 'Gentse veggiedag gaat wereld rond'
- Het Nieuwsblad – 'Donderdag Veggiedag in Gentse stadsscholen'
- Het Nieuwsblad – 'Nieuws De Gentenaar over veggiedag haalt BBC'

- Indymedia – ‘Donderdag is officiële veggiedag in Gent’
- Knack – ‘Veggiedag tegen klimaatopwarming’
- La Libre Belgique – ‘Jeudi végétarien à Gand’
- Radio 1: De ochtend – ‘Veggiedag in Gent’
- Radio 1: Feyten of Fillet – ‘Veggiedag in Gent’ (29.25)
- Radio 1: Peeters en Pichal – ‘Over kinderen en vegetarisme’
- RTBF – ‘A Gand on est végétarien tous les jeudis’
- Studio Brussel – ‘Veggiedag’
- Urgent FM – ‘Donderdag Veggiedag!’
- VILT (Vlaams Instituut Land- en Tuinbouw) – ‘Donderdag is voortaan veggiedag in Gent’

Brazil

- ‘Cidade belga planeja ter um ‘dia vegetariano’ por semana’ - Estadao
- ‘Cidade belga planeja ter um ‘dia vegetariano’ por semana’ - O Globo
- ‘Vegetarianos ganham cada vez mais adeptos em todo o mundo’ - Correio 24 horas
- ‘Cidade belga planeja ter um ‘dia vegetariano’ por semana’ - FunVerde

Canada

- ‘Belgique: la municipalité de Gand tente l'expérience d'une journée végétarienne par semaine’ - Matin (branchez-vous)
- ‘Jeudis végés’ - Radio Canada
- ‘Blame it on Beef’ - McCleans

Colombia

- ‘En Bélgica lanzan el ‘día sin carne’ - Terra Networks

Denmark

- ‘Belgisk by bliver vegetarisk’ - Landbrugs Avisen
- ‘Velbekomme: Hel by i Belgien bliver vegetarisk’ - Foodwire

Germany

- ‘Hauptstad der Vegetarier’ - MorgenWeb
- ‘Gent führt wöchentlichen Vegetariertag ein’ - AS Stiftung
- ‘Stadt Gent plant wöchentlichen vegetarischen Donnerstag’ - PresseText
- ‘Jede Woche ein Veggie-Tag?’ - Hamburger Morgenpost
- ‘Vegetarier’ - WDR (TV)
- ‘Donderdag Veggiedag’ - DW (TV)
- ‘Donnerstag’ - ZDF (TV)
- ‘Belgien: 240 000 Genter sollen aufs Kotelett verzichten’ - Evana
- ‘Fleischlos in Flandern’ - Der Freitag
- ‘Über den Tellerrand hinaus’ - Die Zeit
- ‘Mit Soja und Tofu gegen den Klimawandel’ - Deutsche Welle
- ‘Bremen propagiert ‘Veggiday’ – Die Tageszeitung

France

- ‘Belgique: une journée végétarienne’ - Top Santé
- ‘Jeudi végétarien à Gand’ - Yahoo France
- ‘Jeudi végétarien à Gand’ - Nouvel Obs

- 'La ville de Gand instaure un jour végétarien par semaine' - Métro France, <http://www.metrofrance.com/planete/la-ville-de-gand-instaure-un-jour-vegetarien-par-semaine/mieA%21xAY8TCKSJ6V4g/>
- 'Gand, corps malades du steak' – Libération, <http://www.liberation.fr/terre/0101568782-gand-corps-malades-du-steak>
- 'Des journées sans viande dans les cantines scolaires de la ville de gand' - Brest ouVert
- 'Le jeudi végétarien à Gand' - Kewego (TV)

India

- 'Thursdays are veggie days, Belgian town tells citizens' - InToday
- 'Thursday is 'veggie day', Belgian town tells citizens' - Top News

Italy

- 'Gand, città vegetariana - Al via il giorno "senza carne"' - La Repubblica
- 'Belgio: Gand promuove il giorno vegetariano' - Yahoo Italia
- 'Belgio: Gand città vegetariana, carne proibita ogni giovedì' - Blitz Quotidiano
- 'Belgio: A Gand Giovedì vegetariani, una volta a settimana non si mangia carne' - Adnkronos
- 'Gand, la prima città che rinuncia alle bistecche' - La Stampa
- 'Venerdì verde a tavola' - Reppublica
- 'Niente carne il giovedì: a Gand arriva il giorno vegetariano' - NewsFood

Mexico

- 'Lanza Bélgica 'un día sin carne"' - Sipse

The Netherlands

- 'Veggie day in Gent' - NOS (TV), http://www.youtube.com/watch?v=rOJ_MA0IGR4
- 'Earthbeat' - Radio Netherlands Worldwide (audio)

New- Zealand

- 'Belgian city goes green with veggie day' - Sky News online
- 'Belgian city goes green with veggie day' - AOL News

Norway

- 'Kjøttløse hver torsdag' - TV 2 Nyhetene (TV)
- 'Kjøttløse hver torsdag' - TV 2 Nyhetene
- 'Byen der biff er bannlyst' - Aftenposten

Peru

- 'Bélgica: un día sin carne para mejorar el medio ambiente' - CPN Radio

Poland

- 'Jeden dzień bez mięsa - obowiązkowo!' - TVN 24

Portugal

- 'Banir a carne um dia por semana para dar o exemplo' - DN Portugal
- 'Menos emissões passa por comer menos carne' - DN Portugal

Romania

- 'Ghent primul oras vegetarian din lume' - Antena
- 'Gent, ora?ul în care nu se consum? carne joia' - TVR
- 'O zi fara carne' - Antena 1 (TV)

Russia

- 'Vegetarian' - Pravda
- 'В Бельгии впервые в мире введут вегетарианский день недели' - Newizv
- 'В Бельгии начнут еженедельно проводить 'вегетарианские дни'' - Gazeta spb
- 'В бельгийском Генте стейк сегодня не предложат ни в одном ресторане'. - NTV

Slovenia

- 'Gent z jedilnika ?rtal meso' - Zurnal 24
- 'Ghent, vegetarijansko mesto' - Siol Svet
- 'Ob ?etrtkih brez mesae' - 24ur (TV)

Spain

- 'Bélgica: lanzan el 'día sin carne'' - El Armonista
- 'La ciudad Belga Gante, promueve el día vegetariano' - Salut i Força
- 'Un día sin carne ¿ te apuntas?' - El Correo Digital
- 'El Ayuntamiento de la ciudad belga de Gante ha decidido que un día a la semana sus habitantes se hagan vegetarianos, para cuidar la línea y de paso el planeta' - El Pais

Thailand

- 'Thursdays are veggie days, Belgian town tells citizens' - Thaindian News

Turkey

- 'Haftada bir gün vejeteryan oluyorlar' - Ihlas Son Dakika
- 'Bu ?ehir haftada bir gün VEJETARYEN olacak' - Nethaber
- 'Ghent'ta 'vejeteryan gün' planlar?' - Turkish News Agency
- 'Belçika'n?n Gent kentinde, haftada bir gün et yenmeyecek' - Net Gazete

United Kingdom

- 'Belgian city plans 'veggie' days' - BBC News, <http://news.bbc.co.uk/2/hi/europe/8046970.stm>
- 'Belgian city of Ghent to become first in world to go veggie... but only once a week' - Daily Mail Online
- 'Ghent goes green with veggie day' - Channel 4
- 'Ghent goes green with veggie day' - Daily Express
- 'Day of the lentil burgers: Ghent goes veggie to lose weight and save the planet' - The Guardian, <http://www.guardian.co.uk/environment/2009/may/13/ghent-belgium-vegetarian-day>
- 'Ghent declares every Thursday 'Veggie day'' - The Telegraph
- 'My advice for occasional vegetarians' - The Independent
- 'No meat? That must be murder!' - Times Online
- 'Can vegetarians save the world?' - The Guardian
- 'Vegetarian for a day' - The Guardian
- 'No meat? That must be murder' - The Times

United Arab Emirates

- 'Going green' - The National
- 'Belgian city goes veggie to save planet' - Gulf Times

United States

- 'Ghent goes green with veggie day' - AP News
- 'Belgian city first in world to go vegetarian at least once a week' - The Huffington Post
- 'Thursday is veggiedag in Ghent, Belgium' - Blog The Washington Post, http://voices.washingtonpost.com/mighty-appetite/2009/05/thursday_is_veggiedag_in_ghent.html

- 'Ghent goes green with veggie day' - Newser
- 'Ghent goes vegetarian' - New York Times: blog Bittman,
<http://bitten.blogs.nytimes.com/2009/05/15/ghent-goes-vegetarian/>
- 'Carrot for Ghent' - Vegetarian Times,
<http://www.vegetarisme.be/images/stories/perscoverage/Kranten%20en%20tijdschriften/09-08-xx%20-%20Vegetarian%20Times%20-%20carrot%20to%20EVA.pdf>

South-Africa

- 'Keep the carrots, ditch the sausage' - Cape Times
- 'Gent goes green instead of red' - The Star
- 'Veggie day 'to help the planet'' - News 24
- 'Belgian city to 'go veggie' one day a week' - 360

Sweden

- 'Vegetarisk torsdag ska minska växthusgaser' - Dages Nyheter
- 'Vegetariskt på menyn i belgiska Gent' - SVD
- 'Här är staden som blivit vegetarian' - SyHeter 24

Switzerland

- 'Die erste Vegetarier-Stadt des Westens' - BaslerZeitung
- 'Belgique: Gand, autoproclamée capitale végétarienne, où chaque jeudi est décrété' - tsr.ch
- 'Essen in Gent' - Saisonküche

Blogs & web sites

- 'Gent gaat vega' - NRC next
- 'Ghent' - Wikipedia
- Twitter
- 'Ghent goes green with veggie day' - PR Inside
- 'Ghent goes veggie once a week' - Food Navigator
- 'Zelfs CNN meldt Veggiedag' - Meat and Meal
- 'Ghent, Belgium promotes meatless Thursdays' - Vegan.com
- 'Meatless one day a week' - Vegan Soapbox
- 'Belgium's Weekly Veg Day' - Green Muze
- 'Belgian city plans 'veggie' days' - ScouseVeg
- 'Belgium goes easy on the meat' - Do the green thing
- 'Eat your greens - NOW!' - Sky News
- 'Gent erklärt sich sur Vegetarier-Stadt' - Greenpeace magazin
- 'The city of Ghent becomes vegetarian' - CCRE
- 'Belgian city announces weekly 'vegetarian day', Sister city Notts to follow?' - Peta Europe
- 'Ghent with it - go vegetarian for a week' - Planet Green
- 'Un jour végétarien pour tous' - bonnenouvelle.blog.lemonde.fr

AUDIO

- Episode 11 : Climate Change, Hunger and Meat Consumption
- Episode 12 : MDG #7 – Life without a Toilet

RESOURCES – Vegetarianism, Hunger & the Environment

The Guardian has run a series of articles on the subject, including:

- 'Ten Ways Vegetarianism Can Help Save the Planet'
- 'UN Says Eat Less Meat to Save the Environment'
- 'Paul McCartney Backs 'Meat Free Monday' to Cut Carbon Emissions'
- 'Can Vegetarians Save the World: A small town in Belgium has gone meat-free one day a week'
- 'Day of the Lentil Burghers: Ghent goes veggie to lose weight and save planet'

More about the UN Report linking meat consumption to man-made climate change:

- UN News Centre: 'Rearing Cattle Produces More Greenhouse Gases Than Driving Cars'
- ABC News: 'Global Warming Culprits . . . Cows and Cars'
- The Independent: 'Go Veggie to Fight Global Warming, says expert'

About the 'Meat Free Mondays' Campaign:

- Meat Free Mondays (website)
- 'Why Meat Free Mondays?' (video and text)
- 'Goodlife's Meat Free Mondays'

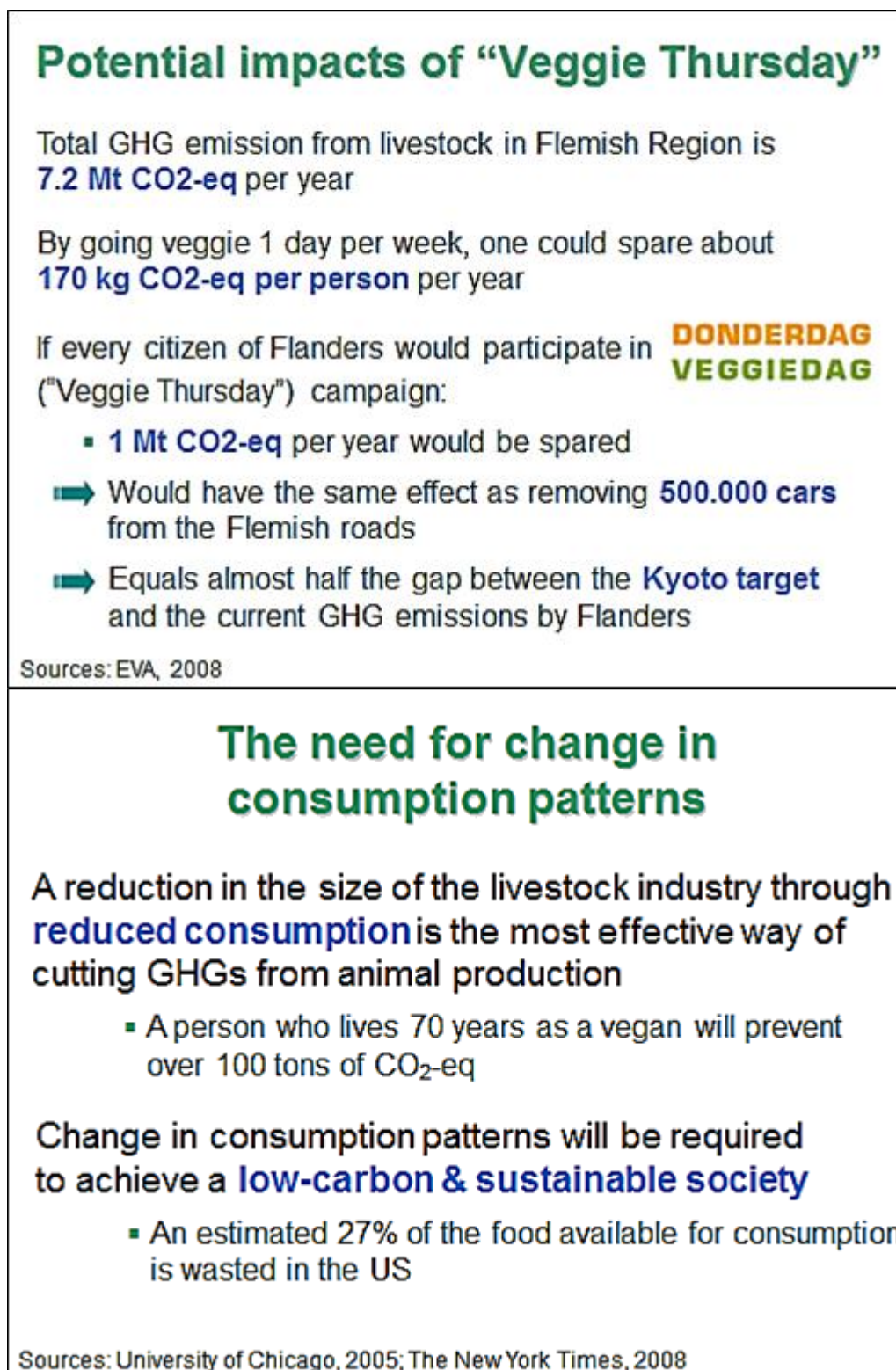
Complementary URL inputs on issue crawler

http://evelyne.huytebroeck.be/IMG/pdf/Dossier_de_presse_Veggie_Day.pdf
<ftp://ftp.fao.org/docrep/fao/010/a0701e/a0701e00.pdf> / <http://www.fao.org/docrep/010/a0701e/a0701e00.HTM>
http://www.jeudiveggie.be/nouvelles/bruxelles_lance_le_jeudi_veggie
<http://www.goodpaper.sg/veggie-thursday-is-born/>
<http://www.ecowalkthetalk.com/blog/2010/09/15/veggie-thursday-in-singapore/>
http://www.planete-vie.org/index.php?option=com_content&task=view&id=84&Itemid=68&lang=en
http://www.gent.be/docs/Departement%20Milieu,%20Groen%20en%20Gezondheid/Gezondheidsdienst/Veggie_dag/Thursday_Veggie_Day_in_Ghent_detailed_information.pdf
http://www.klimabuendnis.org/fileadmin/inhalte/dokumente/1_year_Thursday_Veggie_Day_for_the_Ghent_citizens.pdf
<http://www.veggiethursday.sg/>
<http://www.goodpaper.sg/join-me-on-a-veggie-adventure-today/>
<http://www.veggievision.tv/News/Exclusive-Interview-With-Veggie-Ghent-Founder.asp>
http://www.vegetarisme.be/index.php?option=com_content&view=article&id=767
http://www.vegetarisme.be/index.php?option=com_content&view=article&id=766
http://www.vegetarisme.be/index.php?option=com_content&view=article&id=790&Itemid=253
<http://tombalthazar.wordpress.com/>
<http://evelyne.huytebroeck.be/spip.php?article953&lang=nl>
<http://bonnenouvelle.blog.lemonde.fr/2009/09/10/un-jour-vegetarien-pour-tous/>
<http://www.liberation.fr/terre/0101568782-gand-corps-malades-du-steak>
<http://www.lalibre.be/culture/livres/article/637003/vous-ne-mangerez-plus-d-animaux.html>
<http://www.lalibre.be/debats/opinions/article/637098/doi-on-manger-moins-de-viande.html>
<http://www.taz.de/!47535/>
<http://www.arte.tv/fr/3622710,CmC=3621786.html>

<http://blog.france2.fr/bureau-bruxelles-france2/2009/06/10/le-jeudi-vegetarien-a-gand/>
<http://vimeo.com/evatv>
<http://www.britannica.com/blogs/2009/04/meats-not-green-this-earth-day-go-vegetarian-to-save-the-planet/>
<http://www.smh.com.au/environment/climate-change/meatfree-revolution-to-help-save-the-planet-20090522-bi4q.html>
<http://sitemap.dna.fr/articles/201001/29/repas-sans-viande-pour-le-bilan-carbone,strasbourg,000013362.php>
<http://www.vegetarismus.ch/heft/findex.htm>
<http://www.saison.ch/fr/magazine/voyager-manger/gand/>
<http://www.viande.info/jour-vegetarien>
<http://www.viande.info/fichiers/pdf/viande-propositions.pdf>
<https://veggienights.wordpress.com/2009/05/13/jeudi-vegetarien-a-gand-belgique/>
<http://www.evana.org/index.php?id=44669>
<http://www.evana.org/index.php?id=44455>
<http://www.unjoursansviande.fr/>
http://www.unjoursansviande.fr/index.php?option=com_docman&task=doc_download&gid=46&Itemid
<http://www.unjoursansviande.fr/documentation/exemples-de-realisation/a-gand-c-est-donderdag-veggiedag.html>
<http://www.atra.info/?indice=32&lingua=fra>
<http://www.vgterre.net/category/vegetarisme/>
<http://www.ciwf.org.uk/>
<http://www.meatlessmonday.com/history/>

7.3 Annex 3: R.K. Pachauri decisive catalyst for Thursday Veggie Day project – Conference hold at Ghent Uni., 2008.08.30

Figure 4: RK Pachauri, 'Less Meat, Less Heat', Conference at Ghent Univ., 30/08/2008



7.4 Annex 4: Meat consumption, an issue during WWI & 2


Figure 5: US Food Posters from World War I*



Source: Most of these pictures come from the internet site: <http://www.ourarchives.wikispaces.net/>

Figure 6: Office of Price Administration Poster, ca. 1943*

Sure-We'll "Share the Meat"



THERE'S no "Eating as Usual" anymore—until we win a war. That's why, among other foods now restricted, we must Share the Meat. If we share this fine protein food on the government's recommended basis—2½ pounds per week per person over 12 years old—there is enough for all.

After Them—You Come First
Ours are the best-fed fighting forces in the world and must be kept so at any sacrifice. Out of the bumper crop of 24 billion pounds of meat this year our fighters and their allies get 6½ billion pounds. This leaves 17½ billion pounds for the rest of us—which is enough . . . if we plan carefully.

QUIZ ON MEAT SHARING


Q. Where is Meat Sharing in effect?
A. Everywhere in the United States.

Q. Are children entitled to the same share as adults?
A. Not if they are under 12 years old. Children 6 to 12 are entitled to 1½ lbs. per week, under 6 to ½ lb.

Q. What meats are not restricted?
A. Liver sausage or liverwurst
Bacon squares
Crispkins
Pork feet
Tongue

Q. Does the 2½ pounds per week include meals eaten out as well as at home?
A. Yes. Meat eaten in hotels, restaurants, dining cars, and on a guest at someone else's table, is included in your sharing allowance—it is not extra.

Q. Does it apply to farmers who slaughter their own meat and those who maintain freezer lockers?
A. Yes—all are to share and share alike.



Q. Does it include meat fed to dogs and cats?
A. Yes. Anyone who feeds beef, veal, pork, lamb or mutton to pets should deduct it from his own allowance.

Q. Does the sharing allowance include the weight of the bone and gristle?
A. Yes. It is based on "bone in". A pound of rib roast of beef with the bone is on your sharing allowance exactly the same as the same weight of round steak.

Q. Can a host or hostess buy sufficient amounts of the restricted meats to feed a dinner party?
A. Yes. But each guest should deduct his or her portion from the weekly 2½ pound quota. In other words, for guests, the principle is the same as that in effect when they eat out at a restaurant.

The Good Nutrition of Meat

Stretch your share of meat over the week to insure a regular supply of the fine quality proteins, B vitamins and minerals which meat contains.

Learn more cuts of meat. Serve smaller portions. Plan leftovers carefully. Avoid waste in cooking and at the table. Make every pound count.

Remember, every ounce you go over your share, whether you're eating at home or dining out, takes that amount away from some other American.

If everyone is on the square, everyone will have his share.

Source: Most of these pictures come from the internet site: <http://www.ourarchives.wikispaces.net/>

7.5 Annex 5: Documents collected for analysing the ‘Emissions-zero cooperative’

Table 15: Documents collected for analysing the ‘Emissions-zero cooperative’

DOC TYPE	TITLE	DATE	AUTHOR(S)	SOURCE	N/ p.	SHORT DESCRIPTION OF THE CONTENT
Documents answering our manifestation of interest	‘La cooperative Emissions-Zero: ses objectifs et ses moyens’	Version 11 th March 2011	Emissions-Zero	Emailed	12 p.	<ul style="list-style-type: none"> • Issues, concepts and objectives • Description of the cooperative: ethic, local and solidarity issues • Reasons for investing in the cooperative • News regarding the cooperative • The cooperative as a green power supplier • Complementary information and annexes • Declaration regarding the identity of the cooperative, the 7 cooperative principles
	‘Eoliennes citoyennes – Souscription publique’	2007-2011	Emissions-Zero J.-F. MITSCH	Emailed	4 p.	<ul style="list-style-type: none"> • Synthesis of information about the public subscription • Summary of the ethic, local and solidarity issues • Subscription form
	Press release	2009-2011	Emissions-Zero, Npo Vents d’Houyet, npo APERe	Emailed	6 p.	<ul style="list-style-type: none"> • Press release announcing the launch of the first wind farm owned by citizens, through an alliance between two cooperatives: Emissions-Zero in Wallonia and Ecopower in Flander • Elements of Memorandum for wind power development (Vent d’Houyet) • Legal basis for citizen participation in wind power (npo APERe)
Public information	Invitation to the ordinary general assembly of Emission-Zero cooperative, Sunday 27 March 2011	March 2011	Emission-Zero cooperative	http://www.emissions-zero.be/les-cooperateurs/ag-dimanche-27-mars-2011-14h	14 p	<ol style="list-style-type: none"> 1. Extract from the cooperators book (1 page) 2. Management Report 2010 (2 pages) 3. Simplified balance sheet 2008 - 2009 - 2010 (3 pages) 4. Cooperative’s A5 color flyer for distribution to members contacts 5. Invitation to the inauguration of Tournai windturbines

Press release	'Vent qui pleure et Vent qui rit!'	25 March 2011	B. DELVILLE and J.-F. MITSCH for REScoop.be federation	http://213.246.214.199/maxinet/communiqu-25-3-11-rescoop.pdf	3 p.	<ul style="list-style-type: none"> REScoop.be Federation fully supports the Walloon government to implement the proposals of Ministers Nollet and Henry in the drafting of the future framework for wind power Press release dealing with the new reference framework replacing that from 2002
	'Prêt pour l'éolien de demain : partage des revenus et courant en direct, du producteur au consommateur'	2 September 2011	REScoop.be		3 p.	<ul style="list-style-type: none"> Underlines 3 'figures': citizen-voters, citizen-residents (or citizen-inhabitants), citizen-savers Claim for government to take into account the citizen participation in wind power production (and consumption) and to support this pathway toward renewable energy development by integrating criteria like landscape integration and local benefits.
Magazine Article	'Comme le vent et nos paysages, le potentiel éolien est un bien commun!'	December 2009	J.-F. MITSCH	Valériane (revue)	N° 81 p. 50	<ul style="list-style-type: none"> Abstract: At a time when the appetites are sharpened around the wind energy potential of our beautiful country, it is certainly worth remembering that wind is a common good. It is also worth remembering - when, clever diversionary tactic, a second extra-time of ten years is generously given to some nuclear power plants - that this potential is real and that power consumers would be very wrong to accept the sell-off of the related operating rights in favour of a particular operator.
	'Emissions-Zéro et Vents d'Houyet : le courant en circuit court'	21 September 2009	Dominique PARIZEL	Valériane (revue)	n° 77p. 52	<ul style="list-style-type: none"> Interview with Bernard Delville and Jean-François Mitsch. Description of the process which resulted in the creation of the npo Vents d'Houyet and the Emissions-zero cooperative Claim for a 'direct power supply circuit', comparable with existing food short or direct supply chains
Report	Productions locales : l'initiative citoyenne monte en puissance (1) Énergies citoyennes : l'avis des pionniers (2)	May 2011	DELVILLE, SWITTEN, HALLET, DOLMANS, PONCELET, DUGAILLEZ, LAUREYS, MITSCH, HUENS	Renou-velle (APERe Webmag)	N° 34	<ul style="list-style-type: none"> Report dealing with the current development of citizen participation in local renewable electricity production and the corresponding evolutions considering the general policy and market frameworks. Inquiry which collects the reflections of the 'pioneers' (or frontrunners) on the existing drivers and barriers towards diffusion of this alternative power production.
Conference	'L'éolien, l'affaire de tous les citoyens'	Sunday, 1 May 2011 (available since the 7 th August 2001)	J.-F. MITSCH	Valériane Bruxelles-Brussel Show		<ul style="list-style-type: none"> Summary (displayed on Valériane Show agenda, also available on the cooperative internet site) : The development of wind power as alternative energy source is a symbol of change in our society. Yet the citizen, whether consumer or resident, is unaware of the real economic issues that he leaves in the hands of a few private

Press article

				companies which are external to the local fabric and little concerned about the public interest: there are other ways! Taking into account all the issues, energy costs, CO2 reduction, economy and landscape change, the citizen is concerned first and foremost. By identifying the potential energy and the number of turbines to be installed on our territory, it will be possible to overcome the anarchy of the current development ...
'Que vous les aimiez ou pas, les éoliennes peuvent vous rapporter'	Satur-day, 25 September 2010	Géry EYKERMAN	http://www.lavenir.net/article/detail.aspx?articleid=39065842	<ul style="list-style-type: none"> • Deals with the profitability of wind turbines.
'Les Wallons 'concernés' aiment les éoliennes - RESCOOP leur en propose 500 !'	22 October 2010	Alain GEERTS	lewonline http://www.iewonline.be/spip.php?article3801	<ul style="list-style-type: none"> • Results of an opinion poll requested by EDORA and Walloon Government, which testify that Wallonian feel concerned with wind power issues. • Rescoop belgian federation proposal for a 'wind concession', comparable to the former mines concessions and an agreement on public-private partnership to guarantee a sustainable development of RES in Wallonia and to reach the threshold of 500 wind turbines in 2020 (equivalent to 2.250 GWh, whereas 170 have been settled in the 2000-2010 period) • Green power cooperatives, and especially Emissions-Zero and npo Vents d'Houyet (interviews of B. Delville and .J.-F. Mitsch) claim for a procurement contract mechanism for wind power. Indeed they denounce the current "dictatorship of private promoters" and argue that time has come for policy makers to change the rules of the game considering the fact that wind does not belong to anybody.
'Le vent pour tous'	23 October 2010	Grégoire COMHAIRE	Lalibre http://www.lalibre.be/archives/divers/article/618874/le-vent-pour-tous.html	<ul style="list-style-type: none"> • Wind power cooperatives and npo's consider also that the reference framework should be replaced by a decree, which then would have the force of the law. • Instead of private group diktats, public-private partnerships could thus become the norm.

Conference	<p>'Éoliennes, les enjeux en Wallonie et à Bruxelles'</p> <p>http://www.emissions-zero.be/actualites/eoliennes-les-enjeux-en-wallonie-et-a-bruxelles-conference</p>	<p>Saturday 27 November 2010</p>	<p>J.-F. MITSCH</p>	<p>Namur Energie et Habitat</p>	<p>60 s.</p>	<ul style="list-style-type: none"> • "So we open the discussion to the associations, municipal authorities, political groups and citizens to move forward: Only a global vision shared by all these stakeholders can support local decision making by providing economic control, social and environmental development. • Thus, the profits from the production of renewable and citizen wind turbines must be used first to make investments in energy saving and rational use. This process shall involve all local stakeholders and give them a voice. Then it will be possible to preserve our landscapes and to project more efficient potential / wind farm instead of letting the free market alone invade our countryside."
Press articles	<p>'Les éoliennes se font citoyennes'</p>	<p>Tuesday, 18 January 2011</p>	<p>Gisele MARECHAL, Ettore RIZZA, Sandra DURIEUX</p>	<p>Le Soir.be</p>		<ul style="list-style-type: none"> • Deals with the 3 new windmills installed in Dour et de Quiévrain, and especillay with the two of them which are owned by citizens and managed by Emission-zero cooperative. • Communities can also own shares • Ventis (company created in 2002): failure and success (17 wind turbines); Ventis also take part in the 2 citizen wind turbines in Dour Quiévrain • Project called 'Haveole' initiated in 2007 after a conference hold by Bernard Delville from npo Vents d'Houyet. • The pojects planned three wind turbines, which building and operating should be realized in a socially aware framework (citizen participation) • Although the project was supported by 500 people, the municipality council refused to deliver permits authorizing the use of communal lands (which were necessary to concretize the project). • Decision justified by their claimed "doubts" about the profitability of the project, the "expertise" and professionalism of npo Vents d'Houyet. The municipality council also feared damages caused to the landscape and therefore made an arbitrage in favour of photovoltaic rather than wind power. • The Walloon government agreed on a revised framework for the implementation of wind turbines. On this occasion, he has set an ambitious target for wind power: 4,500 GW/h by 2020. Late 2010, production level amounted to 689 GW/h. • The framework will evolve into a decree. The new device will be based on the mapping of the sites that offer the
	<p>'Pas mûr' le projet éolien citoyen à Havelange ?</p>	<p>10 July 2011</p>		<p>http://www.vents-houyet.be/2011/pdf/HaveoleTteBoiteJuillet10Light.pdf</p>		
	<p>Le gouvernement wallon s'accorde sur un nouveau cadre éolien</p>	<p>Thursday, 25 August 2011</p>	<p>Belga (PVO)</p>	<p>http://www.skynet.be/actu-sports/sports/football/detail_gouvernement-wallon-saccorde-sur-nouveau-cadre-</p>		

				eolien?id=799649		<p>greatest potential for production. A set of lots will be identified and invitations to tenders will be launched towards private developers. The market will then be awarded concomitantly with the permit. A reporting public utility will be established. If an owner is recalcitrant, the government may force him to accept wind turbines in return for compensation. However he will not lose his property, unlike the expropriation. By doing so the Ministers of Spatial Planning and Energy, Philip Henry and Jean-Marc Nollet, want to avoid the problems that currently arise: some sites are competing whilst some potential is not used, the owners do not want to hear about wind power or try to speculate, and so on.</p> <ul style="list-style-type: none"> • 35000 cooperators invested in wind power in Belgium • Reports many discourses held by J.-F. Mitsch and B. Delville from npo Vents d'Houyet. • Explains the proposals made by REScoop (Belgian federation of renewable energy cooperatives)
Press article	L'éolien wallon en panne de concurrence	23 october 2011	Vincent GEORIS	Lecho.be		
Book	'Premier portrait : Bernard Delville, Houyet : Ingénieur, inventeur et promoteur de la première éolienne des enfants'	2008	Christos DOULKERIDIS, Caroline CHAPEAUX	<i>Des Belges ont commencé à sauver la planète</i> , p. ETOPIA ed.	6	<ul style="list-style-type: none"> • Portrait of B. Delville available at : http://www.5step.com/e-dyle/Desbelgesontcommenceasauverlaplanete-BernardDelville.pdf • Description of Bernard Delville's trajectory (particularly in regard with its commitment in wind power)
COMPLEMENTARY DOCUMENTATION						
Officials, governments	Cadre de référence pour l'implantation des éoliennes en Région Wallonne	18 July 2002	Government of Wallonia	http://www.apere.org/docnum/recherche/view_docnum.php?doc_filename=doc36_Cadre%20implantation.pdf&num_doc=36	43 p.	<ul style="list-style-type: none"> • Reference Framework for the implementing wind turbines, approved by Wallonia government but deprived from any law enforcement • Deals with the main issues raised by wind turbines implementation, like the respective role of regions, municipalities, impacts assessment, zoning, landscape integration, use of the air space, and citizen participation (p. 28-29).
Official notice	Avis A. 1030 concernant l'avant-projet d'arrêté modificatif de l'arrêté du gouvernement Wallon du 30/11/2006 relatif à la promotion de l'électricité produite au moyen de sources d'énergie renouvelable ou de cogénération, visant la fixation des quotas de certificats verts à partir du	28 March 2011	Conseil économique et social de la Région wallonne (CESRW)	http://www.cesrw.be/uploads/fichiers_avis/1030_1.pdf	9 p.	<ul style="list-style-type: none"> • Opinion of the Economic and Social Council of Wallonia Region on the draft decree amending Decree of the Walloon Government of 30 November 2006 on the promotion of electricity generated from renewable energy sources or cogeneration, for the setting of quotas certificates greens from 1 January 2013. • The opinion of the council was sought on February 28th 2011 by the Minister of Sustainable Development and Public Service in charge of Energy, Housing and Research

Npo report	01/01/2013			Jean-Marc Nollet	<ul style="list-style-type: none"> • Underlines the lack of a global view on renewable energy future developments in Wallonia
	'Initiatives citoyennes, l'économie sociale de demain?' 2010	Marie-Caroline Collard	SAW-B asbl http://www.emissions-zero.be		<ul style="list-style-type: none"> • Npo SAW report dealing with citizens' initiatives towards sustainability and with the social economy in Belgium • Attempt to assess the pathways and future of such initiatives.

7.6 Annex6: REScoop charter

Table 16: The ‘Shared Energy Charter’ from REScoop.be

SHARED ENERGY CHARTER

In addition to the seven cooperative principles, here are the inseparable elements which bring together the signatories of this Charter:

FINDINGS

The model of production and consumption in Europe results in four dead ends which represent a major threat to the ability of mankind to live in acceptable conditions on Earth:

- Environmental dead end related to climate changes and other attacks on ecosystems and human life; E
- Economic and geo-political dead end considering the non-renewable resources exhaustion at short to medium term; E
- Social dead end regarding the inequitable access to basic minimum of energy services and the privatization of public service S
- The liberalization of energy sectors did not mean the privatization of a strategic sector, nor to compel the only consumers to handle the bill for speculators. T
- Situation also endured by southern countries; A
- Political dead end related to state and communities withdrawal and to energy policies opacity which is a real obstacle to the achievement of energy liberalization: competitiveness, price, energy independence... P

A VIEW

Our view on the future energy system is low power consumption, thanks to the principles of sobriety and efficiency for energy consumption and, to cover the full consumption, a production based on renewables, as part of a balanced regional development with which society lives in harmony.

It is also the active participation of every citizen and every human community in decisions and / or actions necessary to achieve these objectives, framed by a logic of spatial and temporal sharing of the annuities and benefits: between the present and future generations, in a spirit of a true public service providing to all an access to energy in the relevant territory, and also including an international energy solidarity.

MISSION

As part of this view, the mission that the signatories of this Charter set themselves is to enable citizens and stakeholders of the territories to choose, to reappropriate and manage the sustainable means for the energy production and consumption, on the basis of an adjustment between the actual needs and the means of production, of the local consultation and of the values of this Charter.

To this end and considering this ethic, they support in all the territories the emergence of Citizens Projects:

Each project must be part of a consistent and comprehensive approach: an energy balance and a very favourable environment, respect for the environment and population, and local economic benefits. A socially aware project must meet the following criteria:

Local roots: the company operating the project is controlled by representatives of local civil society, communities and groups, individuals, as close to the project as possible. This implies a majority interest in the capital and / or a shareholders' agreement. It aims at creating short and direct supply chains from producers to consumers, an awareness of the linkages between needs and means of production to be implemented to address them.

- 1) N
 on-speculative aim: Investments are made to be used (not for resale), and dividends are strictly regulated. Part of the benefits is allocated to the educational dimension and to investment in new projects. As much as possible, construction and operation planned by renewable energy projects require that developers, investors and service providers comply with this rule. It aims at achieving an ethic of socially aware economy *, which allows access to energy at a fair and transparent price, which pays properly invested capital and labour, and of which surplus are used primarily for the development of solidarity or consolidation projects.
- 2) I
 ndependence: each project is autonomous and has its own governance which is the most local possible. However, the devices for sharing and solidarity considered for investment and projects purposes, as part of socially aware economy, are thus positioning these projects outside both the public sector (managerial autonomy) and private capitalist companies which have not signed this Charter.
- 3) G
 overnance: to the extent possible, the operation of the company operating the project and its partners (developers, investors, service...) is democratic, cooperative-type, transparent and clear, with guarantees on maintaining the duration of the project purpose. The chosen governance must allow production price controls by the community and total transparency on the operation and financial aspects.
- 4) E
 ology: the operating company is engaged voluntarily and sustainably in environmental respect, from global level (climate change, loss of biodiversity, pollution) to the most local level (land use and river, local pollution, noise, landscape...). Wherever possible, developers, investors and other providers (BE, builders, installers...) also respect this rule.
- 5) E

conomical use of space (even renewable resources are limited) planning study prior to the implementation of project bids in competition?

OBJECTIVES

The signatories to the charter undertake to:

- promote the concept of citizen project defined above; P
- identify, monitor, and support such projects; I
- find and implement the means and tools necessary for the implementation of this Charter. F

* Purpose of service members or the community rather than profit; management autonomy; democratic decision-making; Primacy of persons and work over capital in the income distribution.

7.7 Annex 7: EZ objectives: 500 wind turbines in Wallonia in 2020

Table 17: An ideal to reach? 500 wind turbines to achieve 100% green electricity supply in Wallonia: EZ and Vent d’Houyet views on the future of wind power)

Extrapolation on the hypothesis of 500 wind turbines in 2020: 100% socially aware electricity:

- Two 2.3 MW wind turbines by town – which corresponds to 500 wind turbines - would cover the average residential electricity consumption of 725,000 Walloon households (500 x 1450 households).
- The 2020 target is a 30% reduction of household consumption. An average household consumes 3.500 kWh/year x 70% = 2450 kWh/year
- A 2.3 MW wind turbine produces the equivalent of the consumption of 5.060.000 kWh/year
- / 2,450 kWh/year/household = 2065 households
- The 500 wind turbines production would then be equivalent to the consumption of 500 x 2065 = 1.032.500 households, representing almost the entire Walloon population (about 1.1 million electricity meters in Wallonia, CWAPE 2003). To cover

residential consumption of Brussels, 200 wind turbines would be sufficient.

7.8 Annex 8: Wind cooperatives experiences in some European countries

It seems interesting to provide some insights into some relevant experiences of renewables / wind cooperatives taking place in different countries. Indeed, energy cooperatives variously met with success, except in Denmark and Germany which have been the frontrunners countries in this regard.

- **Denmark:** Cooperatives or ‘guildes’ are parts of the Danish wind power sector, which has proved to be a successful pioneer and became a worldwide example to follow. Indeed, many of the wind turbines that have been settled in the 1980’s and early 1990s were and still are owned by cooperatives, a model that contributed to the high social acceptance towards wind turbines. Therefore, private individuals and cooperatives played a great role in wind development: 15-20% of the Danish wind turbines are currently operated by cooperatives, which corresponds to around 150.000 people engaged in share owning. Since the 1990s, single-person ownership has superseded the importance of the cooperatives and now utilities and large energy companies play an increasing role in Danish wind sector, and particularly for projects aimed at establishing large-scale wind farms. However, Denmark is attached to the cooperative ownership model and a new legislation has been adopted in January 2009 to stimulate citizen participation in new wind energy projects, through setting of an obligation on all new wind energy projects to offer minimum 20 % ownership to local people⁵².
- **Germany:** About 50% of German wind power capacity is owned by local cooperatives and farmers – who also organize themselves through informal cooperatives evolving incrementally up to large capacity installations. Information about setting up commercial schemes are largely diffused by ‘local enthusiasts’, low cost consultants and locally based agents of wind generator manufacturers, thus contributing to the

⁵² SKOTTE H., *Cooperatives – a local and democratic ownership to wind turbines*, Danmarks Vindmølleforening, August 2009. This synthesis also underlines the central role played by cooperatives contribute to sustainable development: “Local production and engagement in wind energy projects make sustainable development understandable. Cooperatives engaged in the development and building of local wind turbines is a concrete example of how private people can contribute to the development of an environmentally-friendly and sustainable energy production.”

development of wind power, and particularly in a cooperative way. Moreover, public shares represent an important part of wind turbines investment, even for projects launched by corporate sector – indeed, 40% of wind power capacity comes from projects initiated by companies, which offer public shares to high-income owners. Furthermore, citizen cooperatives set up 10% of German wind turbines: such community projects involve a broad range of local people who become share owners.

- **UK:** If grassroots activists initiated community-based energy initiatives since the 1970's, this movement remained rather marginal up to the 1990s⁵³, with the establishment of projects like 'Baywind' cooperative⁵⁴. The (re)emerging interest for the countryside, associated with 'localism' and 'community' principles then became a powerful leverage for government support in favour of sustainable community initiatives and especially renewable energy communities⁵⁵. This movement resulted in the increasing creation of renewable energy communities, and of a sectorial support structure named 'Co-operative Energy', which provided 4 business models: community ownership, consumer-ownership, farmer ownership and worker ownership.
- **Spain:** Similarly to Italy and France, Spain energy cooperatives were created for particularly isolated areas – a path described above in the regard with the history of renewable energy cooperatives from the Alps. Dozen cooperatives have also been created in the recent year; for instance, the biggest one is the San Francisco de Asis cooperative, which involves 17.500 members in its production of green energy.

⁵³ Hielscher S., Seyfang G., Smith A., "Community Innovation for Sustainable Energy", *op. cit.*

⁵⁴ As Gordon Walker reports: "Baywind is the best known example. It set up the first cooperatively owned wind farms in the UK in the late 1990s, using a model transferred from Scandinavia (...). People in the local community or further afield become members of the cooperative and buy shares to finance the project." Walker G., "What are the barriers and incentives for community-owned means of energy production and use?", *Energy Policy*, 36, 2008, 4401–4405.

⁵⁵ Walker G., Hunter S., Devine-Wright P., Evans B., Fay H., "Harnessing community energies: Explaining and evaluating community-based localism in renewable energy policy in the UK", *Global Environmental Politics*, 7(2): 64–82.

7.9 Annex 9: Wind cooperatives in Belgium

If not so developed than Danish or German wind power cooperatives, community involvement in wind projects has noticeably grown in the recent years. Actually, wind power cooperatives were first mostly launched in Flanders. This results partly to the commitment of Ecopower cooperative, which also largely contributed to the creation of the Belgian cooperatives federation, REScoop (Renewable Energy Sources Cooperatives) – in which Emission-Zero also plays a central role (see *infra*). According to the information available on the existing cooperatives, we made de choice to describe some of them, which are particularly important, have been historically particularly innovative or enable a better understanding of the renewable energy cooperatives, with a special focus on wind power ones.

Ecopower:

Founded in 1991, Ecopower is a Flemish cooperative engaged in the production and distribution of green energy, and which is particularly committed in wind power – as Ecopower owns shares in several wind turbines in Wallonia and in France. 28.000 members take part in this cooperative (and 700 new members join it each month), which is the biggest in Belgium and as such inspired a lot Emission-Zero cooperative.

In 2001, Ecopower launched its first project resulting in the set-up of three wind turbines in Eeklo (Flanders), which provide 17% of the electricity needs of Eeklo inhabitants. Because Ecopower has a large experience of the elaboration and realization of renewable energy cooperative projects, its members are also involved in both networking activities and learning process or, in other words, in the diffusion and information of all the concerned actors, and especially of the population. This quotation from Ecopower director, Jim Williams highlight this aspect in very clear terms: "We do not invest only in renewable energy; we also educate the general public about the importance of a rational and sustainable use of energy. We also involve in our projects the people who live nearby our wind turbines. We keep them informed in detail of our projects: personally, by all-boxes or through information evenings. Giving them the opportunity to participate in the investment enables the neighbours to realize that, in fact,

proposed wind turbines are their own and they become much more understanding about their effect on the landscape⁵⁶."

Actually, Ecopower represents 1% of power market in Flanders and its goal is to reach 10% in 2023. As a model for Emission-Zero cooperative, Ecopower is still an activist cooperative, as this quotation from its co-founder Dirk Vansintjan illustrates: "[The cooperative model is a] true alternative to face capitalism crisis⁵⁷."

Energy 2030: The Pioneers⁵⁸

Created in 1995, Energy 2030 is a germanophone cooperative, which is active in both Walloon and German Regions and has 1000 members. In 1999, the cooperative built the first Belgian wind turbine at St. Vith. It has also advised many individuals for their photovoltaic installations. Recently, Energy 2030 engaged in power supply, through a second structure also named Energy 2030. In this regard, the cooperative does not seek to self-generate all the electricity it sells. However, Energy 2030 certifies the sustainable and/or local origin of the power it supplies. More info: www.energie2030.com (in German).

Courant d'Air SCRL

Founded in late 2009, 'Courant d'Air' is a socially aware SCRL created by over 500 families in the region of Waimes. These families were interested in citizen participation in local wind farm, the Mobilae SPRL. This park has five wind turbines with a capacity of between 2 and 2.5 MW on the heights of Chèvremont. 'Courant d'Air' purpose is to enable more people to have access to renewable and environmentally friendly energy sources. She also aims at raising awareness regarding environmental issues and rational energy consumption. The cooperative is recognized by the National Council for Cooperation and is a founding member of REScoop, the Belgian federation of cooperatives for the production of renewable energy. More info: <http://www.courantdair.be/>.

Beuvent

⁵⁶ Boulogne J., Van Liedekerke L., Vloeberg W., *Pioniers in maatschappelijk verantwoord ondernemen*, Brussels : UNIZO-VORMING vzw, 2008 : 38. <http://www.unizo.be/viewobj.jsp?id=370157>

⁵⁷ Collard M.-C., *Initiatives citoyennes, l'économie sociale de demain?*, SAW report, 2010: 100-101.

⁵⁸ *Ibid.*

Beauvent is a cooperative which sought, in 2004, the financial resources to invest in a wind project on the site of De Put at Nieuwkapelle Diksmuide. The cooperative's mission is to promote awareness of renewable energy sources and their use, and of the rational use of energy as well. Beauvent brings together consumers of energy. <http://www.beauvent.be/>

Allons en vent

'Allons en vent' is a socially aware cooperative. It initiated to project of a wind turbine of 800 kW at 'Grand Sart', which is owned by 850 children. A flagship initiative launched mainly by adult residents the benefit of their children or grandchildren, nephews, nieces ... living in the municipalities of Houyet and Beauraing. This project claims for an active awareness in future generations issues and environmental problems. www.vents-houyet.be

Les Moulins du Haut-Pays

'Les Moulins du Haut-Pays' (ie. 'the Mills of Highlands') is a local cooperative that gives citizens the opportunity to invest in two wind turbines erected between Dour and Quiévrain. These two turbines have a capacity of 2.3 MW and produce electricity to supply about 2,000 households. 'Les Moulins du Haut-Pays' has been set up by EZ, the municipalities of Dour and Quiévrain. It is a cooperative that invests in several sustainable energy projects in Wallonia and of which partners are 'Ventis', 'Enairgie Hainaut' and Ecopower.

7.10 Annex 10: Wind power in Belgium: evolution over time and by type of operator

Figure 7: Evolution of wind power in Belgium

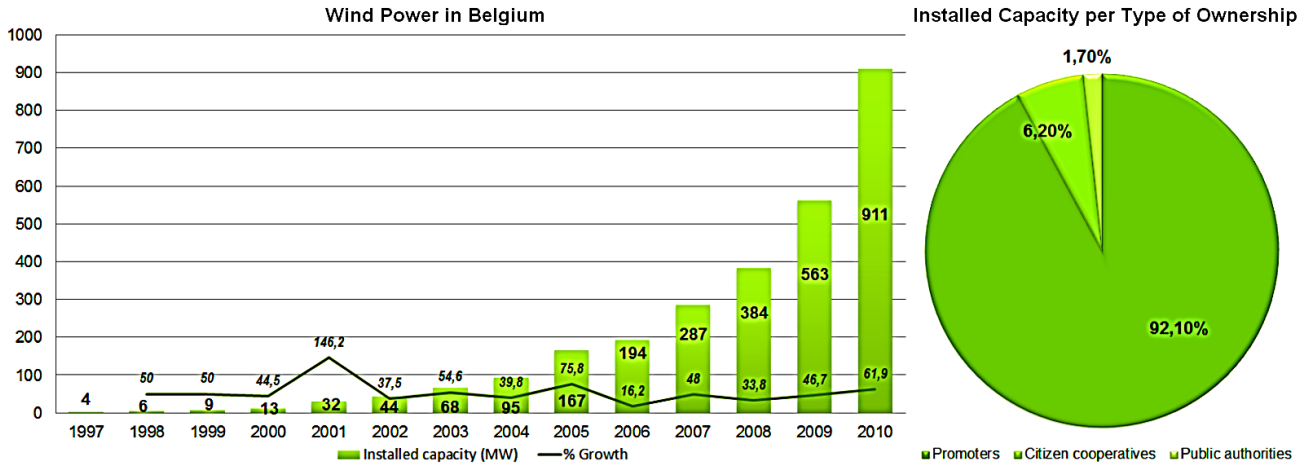
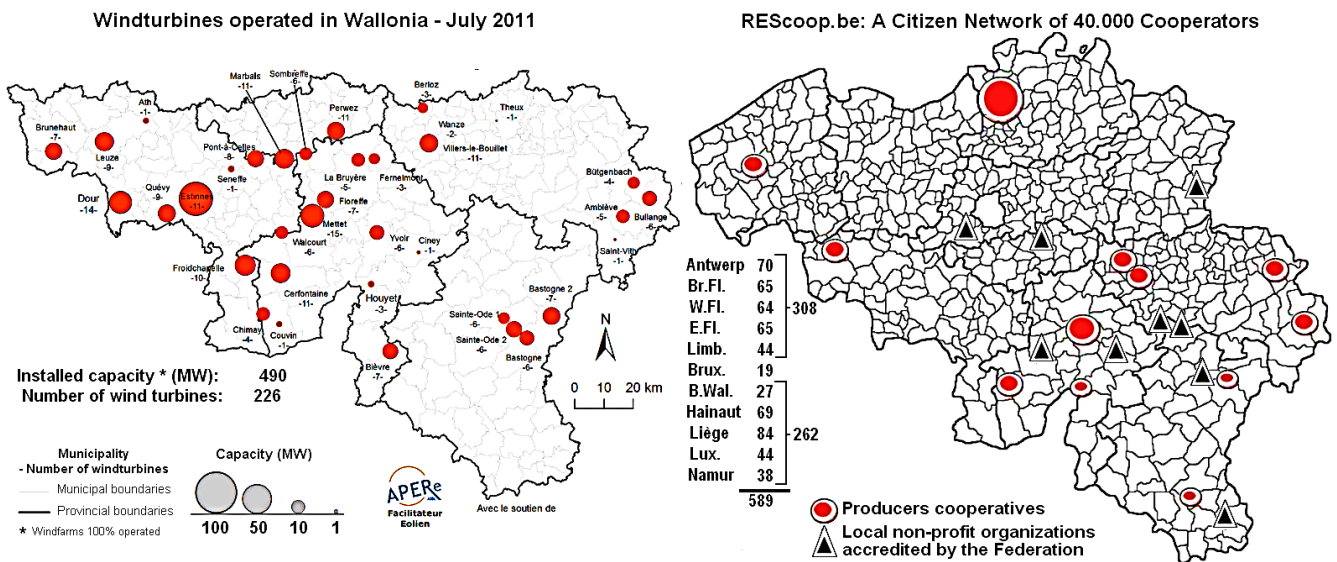
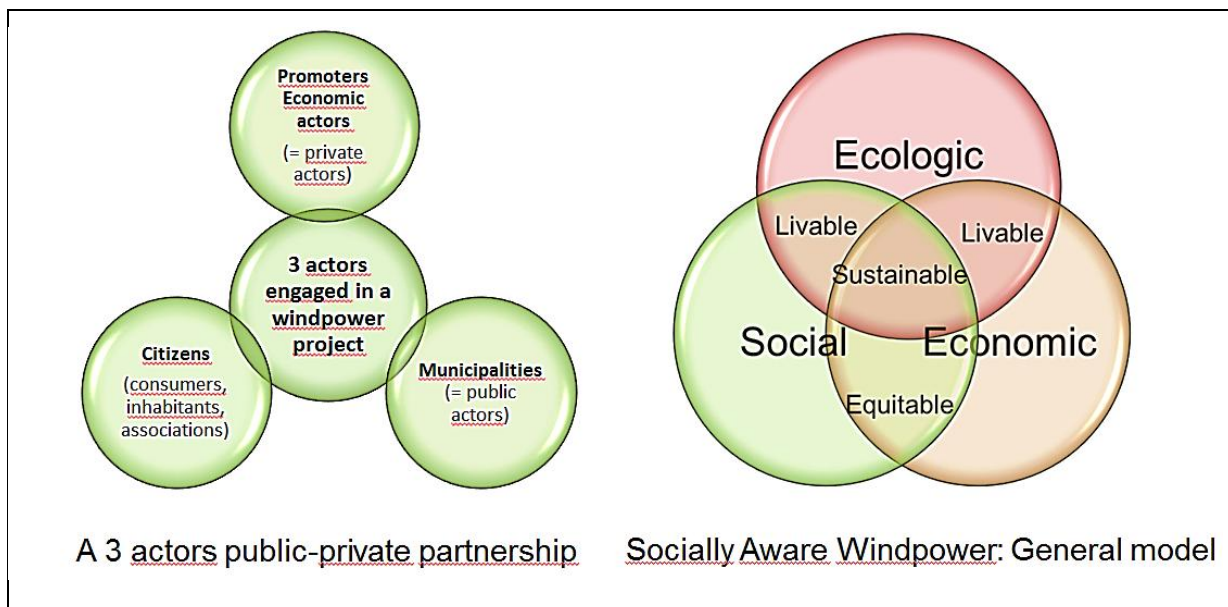


Figure 8: Wind turbines operated in Wallonia (in total and by cooperatives)



7.11 Annex 11: Public-private-citizen partnership according to J.-F. Mitsch from EZ cooperative

Figure 9: Socially aware participation according to J.-F. Mitsch, EZ leader



7.12 Annex 12: Wind turbine financing

Table 18: Investment and funding for a cooperative wind turbine

	COST	%
Enercon wind turbines	5.770.000€	80,6%
Grid connection	500.000€	7,0%
Civil engineering and roads	200.000€	2,8%
Purchase of permits and engineering	440.000€	6,1%
Miscellaneous construction expenses	50.000€	0,7%
Financing costs of the project	200.000€	2,8%
Total of investment	7.160.000€	100%
FUNDING	AMOUNT	%
Shareholders' equity	1.100.000€	15,4%

Subsidies - Wallonia Region + straight loan (1 year)	800.000€	11,1%
Long term loan (12 years)	5.300.000€	74,0%

7.13 Annex 13: REScoop ‘Shared Energy Charter’

Table 19: The ‘Shared Energy Charter’ from REScoop.be

SHARED ENERGY CHARTER
<p>In addition to the seven cooperative principles, here are the inseparable elements which bring together the signatories of this Charter:</p> <p>FINDINGS</p> <p>The model of production and consumption in Europe results in four dead ends which represent a major threat to the ability of mankind to live in acceptable conditions on Earth:</p> <ul style="list-style-type: none"> • Environmental dead end related to climate changes and other attacks on ecosystems and human life; • Economic and geo-political dead end considering the non-renewable resources exhaustion at short to medium term; • Social dead end regarding the inequitable access to basic minimum of energy services and the privatization of public service • The liberalization of energy sectors did not mean the privatization of a strategic sector, nor to compel the only consumers to handle the bill for speculators. • A situation also endured by southern countries; • Political dead end related to state and communities withdrawal and to energy policies opacity which is a real obstacle to the achievement of energy liberalization: competitiveness, price, energy independence... <p>A VIEW</p> <p>Our view on the future energy system is low power consumption, thanks to the principles of sobriety and efficiency for energy consumption and, to cover the full consumption, a production based on renewables, as part of a balanced regional development with which society lives in harmony.</p> <p>It is also the active participation of every citizen and every human community in decisions and / or actions necessary to achieve these objectives, framed by a logic of spatial and temporal sharing of the annuities and benefits: between the present and future generations, in a spirit of a true public service providing to all an access to energy in the relevant territory, and also including an international energy solidarity.</p> <p>MISSION</p> <p>As part of this view, the mission that the signatories of this Charter set themselves is to</p>

enable citizens and stakeholders of the territories to choose, to reappropriate and manage the sustainable means for the energy production and consumption, on the basis of an adjustment between the actual needs and the means of production, of the local consultation and of the values of this Charter.

To this end and considering this ethic, they support in all the territories the emergence of Citizens Projects:

Each project must be part of a consistent and comprehensive approach: an energy balance and a very favourable environment, respect for the environment and population, and local economic benefits. A socially aware project must meet the following criteria:

Local roots: the company operating the project is controlled by representatives of local civil society, communities and groups, individuals, as close to the project as possible. This implies a majority interest in the capital and / or a shareholders' agreement. It aims at creating short and direct supply chains from producers to consumers, an awareness of the linkages between needs and means of production to be implemented to address them.

- 1) Non-speculative aim: Investments are made to be used (not for resale), and dividends are strictly regulated. Part of the benefits is allocated to the educational dimension and to investment in new projects. As much as possible, construction and operation planned by renewable energy projects require that developers, investors and service providers comply with this rule. It aims at achieving an ethic of socially aware economy *, which allows access to energy at a fair and transparent price, which pays properly invested capital and labour, and of which surplus are used primarily for the development of solidarity or consolidation projects.
- 2) Independence: each project is autonomous and has its own governance which is the most local possible. However, the devices for sharing and solidarity considered for investment and projects purposes, as part of socially aware economy, are thus positioning these projects outside both the public sector (managerial autonomy) and private capitalist companies which have not signed this Charter.
- 3) Governance: to the extent possible, the operation of the company operating the project and its partners (developers, investors, service...) is democratic, cooperative-type, transparent and clear, with guarantees on maintaining the duration of the project purpose. The chosen governance must allow production price controls by the community and total transparency on the operation and financial aspects.
- 4) Ecology: the operating company is engaged voluntarily and sustainably in environmental respect, from global level (climate change, loss of biodiversity, pollution) to the most local level (land use and river, local pollution, noise, landscape...). Wherever possible, developers, investors and other providers (BE, builders, installers...) also respect this rule.
- 5) Economical use of space (even renewable resources are limited) planning study prior to the implementation of project bids in competition?

OBJECTIVES

The signatories to the charter undertake to:

- Promote the concept of citizen project defined above;
- Identify, monitor, and support such projects;
- Find and implement the means and tools necessary for the implementation of this Charter.

* Purpose of service members or the community rather than profit; management autonomy; democratic decision-making; Primacy of persons and work over capital in the income distribution.