

Framing the *Alternative*:

transformative discourses, social movements and the mobilization of active minorities

João Mourato, Adrian Krauz, Mónica Truninger

TRANSE-AC

Transition Sociale Et Environnementale: Alternatives et Commons



Deepening **confluence of crises** (Steffen *et al.*, 2007; Steffen *et al.*, 2015; Bordo *et al.*, 2001)

Rising **call for structural change** that catalyses societal transformations towards **sustainability** has appeared concurrently with - or seemingly as a result of - the predominant neo-liberal capitalist, productivity- and growth-led hegemonic worldview (Haque, 1999; McMichael, 2010; Lorek and Spangenberg, 2014).

Which Change? **Conceptualization and Practices of Change** – Framing the Alternative

What is Alternative?

Objective: develop a transversal literature review (social practices, transition studies, transformative adaptation) focusing on processes of inception, consolidation and generalization of ***anti-hegemonic practices***.

Explore the ***multiple meanings*** of Alternative...words can have many uses and often have radical, reformist, neoliberal versions ... eg: Empowerment (Bacqué and Biewener, 2013)

Limits to Alternatives

The "iron cage" of neoliberalism; being an entrepreneur of oneself (Brown, 1997, Dardot and Laval, 2010) « *Il est plus facile de s'évader d'une prison que de sortir d'une rationalité* »

The **absorption of critical discourses** by capitalism (Boltanski and Chiapello, 1999) – TINA, liberal democracy and "end of history". Weakening of alternative narratives

Governance and *Post-Politics* (Crouch, 2013). Avoidance of conflict by consensus...

Gateways for Alternatives

Active minorities (Moscovici, 1979) and dissemination of new values in society.

Experimentation with new ways of living, producing, organizing.