

Local institutions, collaboration, and the formation of new fields: The case of Slow Money

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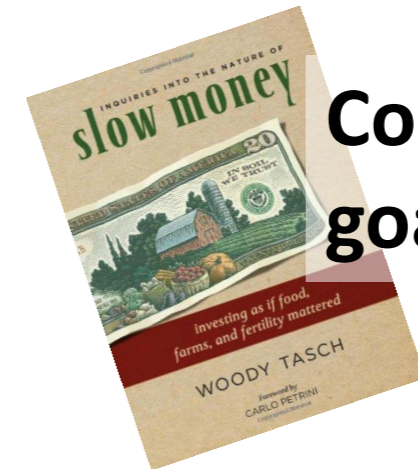
RESEARCH QUESTION

How do local institutions influence variation in new field development?

Research goals

- Explain heterogeneity in emerging fields (Wooten & Hoffman, 2008)
- Identify the mechanisms behind practice variation

Why Slow Money?



Common goals



- Variation of
- Practices
 - Vocabulary
 - Meanings

FIELDWORK OVERVIEW

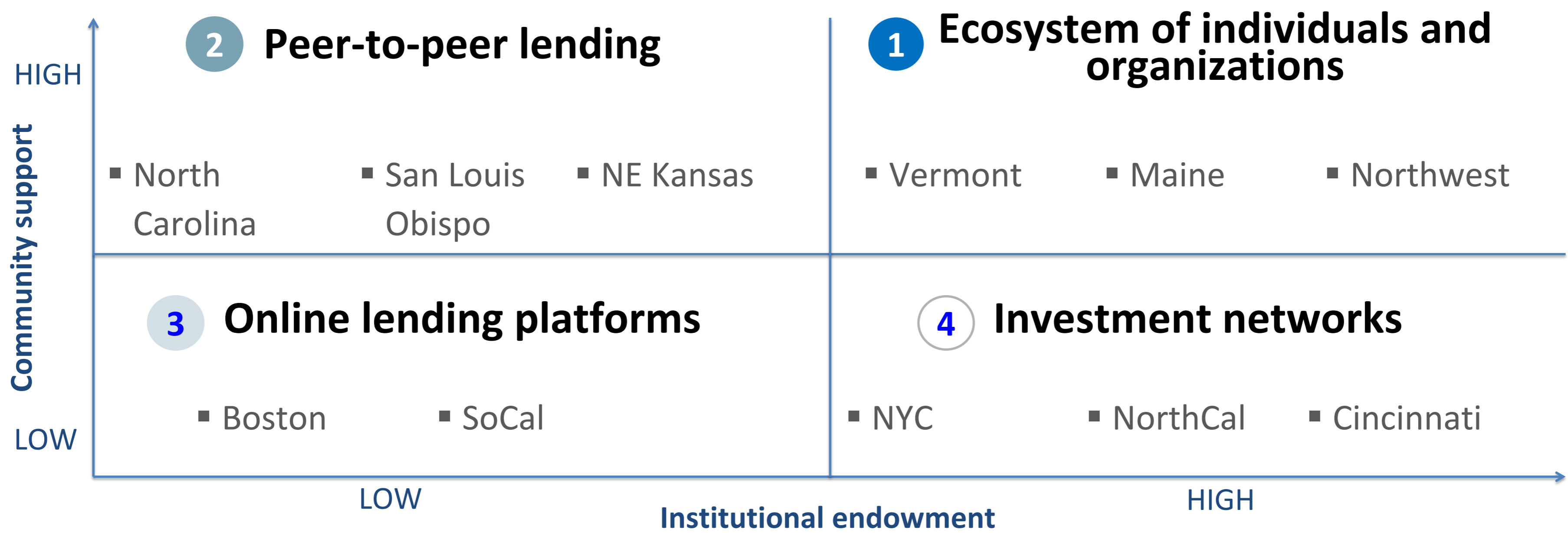


24 months
26 meetings
11 Slow Money chapters
60 formal interviews

SUMMARY OF FINDINGS

- The institutional context is characterized by levels of *institutional endowment* and *community support*
- There is local variation in terms of *institutional endowment* and *community support* levels
- A chapter's position along the *institutional endowment* and *community support* dimensions influences practice development

INSTITUTIONAL ENDOWMENT AND COMMUNITY SUPPORT SHAPE PRACTICES



Dimensions/ Characteristics	Chapter										
	1			2			3		4		
	Maine	Vermont	Northwest	North Carolina	Northeast Kansas	San Luis Obispo	Northern California	NYC	Cincinnati	Southern California	Boston
Institutional endowment											
State-level support to local food system											
Favorable legislation											
Local government support for the local food system											
Presence of institutional investors/lenders											
Presence of agriculture/food-related non-profits											
Presence of food-focused foundations											
Collaboration among local institutions											
Community support											
Valuing personal relationships											
Commitment to local economy											
Neighbor helping neighbor											
Local self-reliance											
Generosity and trust among locals											
Valuing community gathering											
Barter-like economy											

THEORETICAL CONTRIBUTIONS

- Inductive and fine-grained explanation of *heterogeneity in practices*
- Clarifying the elements underlying *institutional variation*: Institutional endowment and community support
- Interdependence* between institutional variation and the evolution of local practices