

Course Books

Actors and Strategies for Change | Spring 2015

These books will allow you to dive deeper into a particular approach to creating change that you're interested in. You will pick one book on the list and read it during the rest of module II. The book you choose will be resource in your work with Examination Task II (which will be turned in at the end of Module II. The books are available for reading in the CEMUS library, or they can be purchased at adlibris.se or bokus.se.

We have selected books according to various broad strategies for change. You will pick **one** of the following books to read. Choose the topic you are most interested in!

ACTIVISM AND SOCIAL ORGANIZING



The Activists' Handbook: A Step-by-Step guide to Participatory Democracy
by Aidan Ricketts.

The Activist's Handbook' is a powerful guide to activism on virtually any scale. Environmental activist Aidan Ricketts provides a step-to-step guide for citizens eager to start or get involved in grass-roots activist movements. Laying a thorough theoretical groundwork and providing all essential practical tools, methods and strategies needed for a successful campaign, this book enables its readers to effectively promote their cause. Case studies from the US, UK and Australia as well as lots of ready-to-use documents and up-to-date information on legal issues, internet activism and group strategy make this book a priceless resource for everyone ready to make a difference.

COMMUNICATION AND SOCIAL MEDIA FOR CHANGE

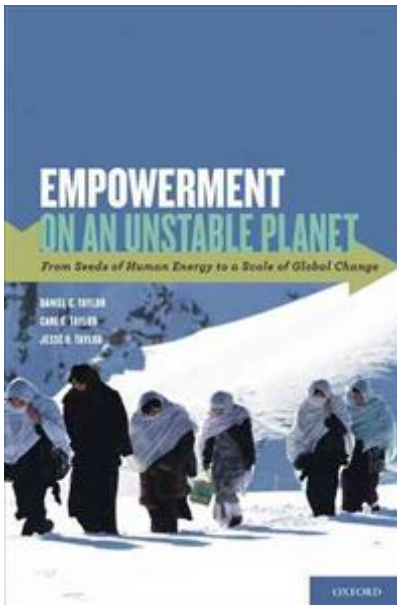
Digital Activism Decoded: The New Mechanics of Change ed. Mary Joyce

The media have recently been abuzz with cases of citizens around the world using digital technologies to push for social and political change from the use of Twitter to amplify protests in Iran and Moldova to the thousands of American nonprofits creating Facebook accounts in the hopes of luring supporters. These stories have been published, discussed, extolled, and derided, but the underlying mechanics of this practice of digital activism are little understood. This new field, its dynamics, practices, misconceptions, and possible futures are presented together for the first time in Digital Activism Decoded. Topics include: how to think about digital activism: the digital activism environment: infrastructure, social, political, and economic factors: digital activism practices: two research perspectives and the danger of destructive activism: digital activism's value: balancing optimism and pessimism: building the future of digital activism.



EMPOWERMENT OF LOCAL COMMUNITIES FOR GLOBAL CHANGE

Empowerment on an unstable planet: From Seeds of Human Energy to a Scale of Global Change by Daniel C. Taylor, Carl E. Taylor and Jesse O. Taylor.



Since World War II, development projects have invested more than two trillion dollars towards health services, poverty alleviation, education, food security, and environmental initiatives around the world. Despite these efforts, 20% of the world still lives on less than \$1.50 a day and the environment within which all live declines dramatically. There are clear limits to what further investments at this rate can achieve. This book advances the thesis that a more effective and universal foundation for social change and environmental restoration is not money, but human energy. Using this approach Tibet recovered from being nearly deforested to having over 40% of its land area protected under conservation management. Using principles outlined in this book mothers in northeast India implemented a package of life-changing actions that halved child mortality. They parallel the way New York City has created a citywide conservation program over three-and-a-half centuries.

Each of these examples is particular to its time and place, yet a shared set of principles is at work in all of them. Improving the quality of life for a community starts by strengthening successes already operating. It involves local knowledge and a relatively simple set of principles, tasks, and criteria designed to empower communities. This highly readable account demonstrates how a comprehensive process for social change harnesses the energy of a community and scales it up with a rising number of participants becoming invested in increasingly high-quality work. Richly illustrated with photographs and stories of innovative people and programs in communities ranging from Nepal to Afghanistan to the South Bronx, it provides practical, proven guidelines for creating profound and sustained social change that begins in individual communities and grows to scale.

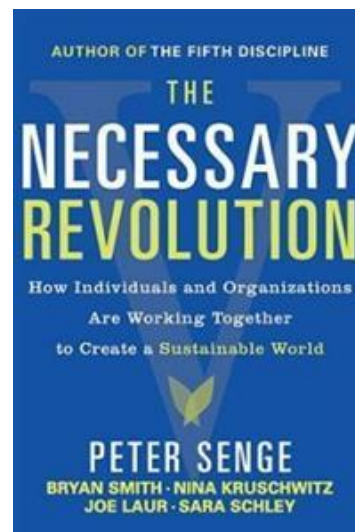
TRANSFORMING ORGANISATIONS AND BUSINESS

The Necessary Revolution: Working Together to Create a Sustainable World by Peter Senge

A revolution is underway in today's organizations. As Peter Senge and his co-authors reveal in *The Necessary Revolution*, companies around the world are boldly leading the change from dead-end "business as usual" tactics to transformative strategies that are essential for creating a flourishing, sustainable world. There is a long way to go, but the era of denial has ended. Today's most innovative leaders are recognizing that for the sake of our companies and our world, we must implement revolutionary—not just incremental—changes in the way we live and work.



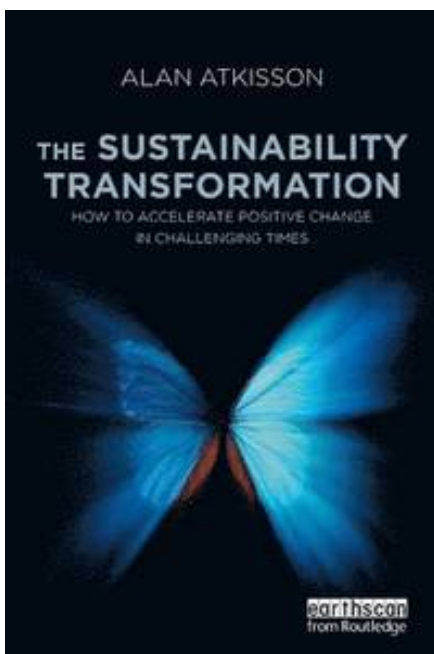
Brimming with inspiring stories from individuals and organizations tackling social and environmental problems around the globe, *THE NECESSARY REVOLUTION* reveals how ordinary people at every level are transforming their businesses and communities. By working collaboratively across boundaries, they are exploring and putting into place unprecedented solutions that move beyond just being “less bad” to creating pathways that will enable us to flourish in an increasingly interdependent world. Among the stories in these pages are the evolution of Sweden’s “Green Zone,” Alcoa’s water use reduction goals, GE’s ecoimagination initiative, and Seventh Generation’s decision to shift some of their advertising to youth-led social change programs.



At its heart, *THE NECESSARY REVOLUTION* contains a wealth of strategies that individuals and organizations can use — specific tools and ways of thinking — to help us build the confidence and competence to respond effectively to the greatest challenge of our time. It is an essential guidebook for all of us who recognize the need to act and work together—now—to create a sustainable world, both for ourselves and for the generations to follow.

WORKING STRATEGICALLY AS A CHANGE AGENT

The Sustainability Transformation by Alan AtKisson



The Sustainability Transformation is a must-read for anyone trying to make sense of what is happening to our world - and wanting to change it for the better. Renowned consultant and communicator Alan AtKisson, author of the sustainability classic *Believing Cassandra*, cuts through the jargon and illuminates the essentials in this highly readable and motivational work. *The Sustainability Transformation* covers theory and practice, tools and strategies, the opportunities and the obstacles, illustrated with in-depth case studies and poignant personal anecdotes. AtKisson's aim is to empower the reader and to help grow a global 'army of change agents,' working effectively to overcome the great challenges of our times. At the heart of the book is AtKisson's potent ISIS Method, used by business, governments, and organizations around the world. ISIS - Indicators, Systems, Innovation, Strategy - helps professionals, students, and amateurs alike to put sustainability to work and accelerate change, even when facing difficult circumstances. AtKisson also introduces the reader to many inspiring people, unsung heroes whose success stories

provide a solid foundation for hope.

GOING BEYOND CIVILISATION

What We Leave Behind by Derrick Jensen and Aric Mcbay

What We Leave Behind is a piercing, impassioned guide to living a truly responsible life on earth. Human waste, once considered a gift to the soil, has become toxic material that has broken the essential cycle of decay and regeneration. Here, award-winning author Derrick Jensen and activist Aric McBay weave historical analysis and devastatingly beautiful prose to remind us that life—human and nonhuman—will not go on unless we do everything we can to facilitate the most basic process on earth, the root of sustainability: one being's waste must always become another being's food.



Links to the books at adlibris.se or bokus.se:

<http://www.bokus.com/bok/9781848135925/the-activists-handbook/>

<http://www.bokus.com/bok/9781932716603/digital-activism-decoded/>

<http://www.adlibris.com/se/bok/empowerment-on-an-unstable-planet-9780199842964>

<http://www.adlibris.com/se/bok/the-necessary-revolution-9781857885323>

<http://www.bokus.com/bok/9781849712446/the-sustainability-transformation/>

<http://www.adlibris.com/se/bok/what-we-leave-behind-9781583228678>