A “Middle-Out” Approach to Agency, Capacity and Societal Change

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How do we think change happens?

- Top-Down: 56%
- Bottom-Up: 44%
- Middle-Out: 0%

Source: Google Scholar
What is the middle?
Middles

Levels of Interventions

- Policy
- Physical Env.
- Sociocultural
- Interpersonal
- Individual

Based on the socio-ecological model of health behavior

- Interactions between levels
- Complementary interventions

Top-down

Bottom-up
Middle-out strategy?

Middle As...

• **Enabler**
  – Case 1: building professionals

• **Aggregator**
  – Case 2: utilities + building services

• **Mediator**
  – Case 3: congregations
Summary & Conclusions

• Middle is more than filler
• Middle(s)
  – Enabler
  – Aggregator
  – Mediator
• Challenges
  – Harnessing middle for transition efforts
    • Middles have their own agendas
More Info

• Paper prepared for British Institute of Energy Economics
  – Available at:
  • 2010 conference>papers>enabling behavioural change