

Two Research Phases

- ◆ assessment of technology transfer products - soon
- ◆ case study analysis of cities - early 2008
 - ◆ recent "adopters" of urban forestry
 - ◆ 100K population

sponsors: US Forest Service,
National Urban & Community Forestry Advisory
Council, local collaborators

What Have We Learned?

- ◆ Theory of Innovation Diffusion
Everett Rogers
- ◆ Theory of Communities of Practice
Etienne Wenger

Innovation Diffusion

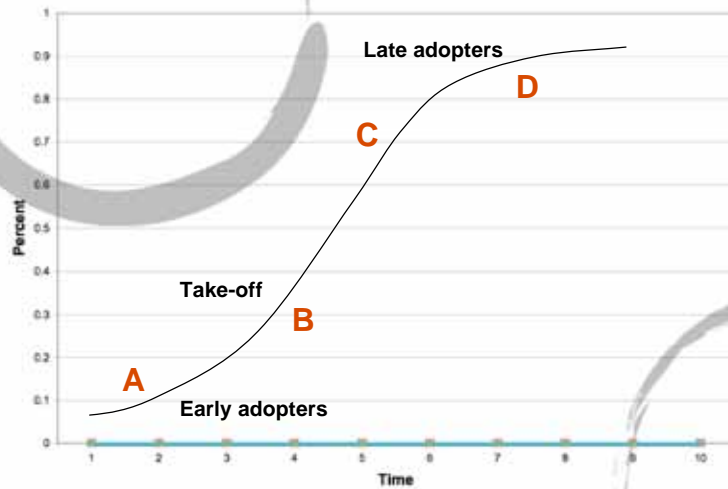
“universal process of social change”



Innovation Diffusion Main Elements

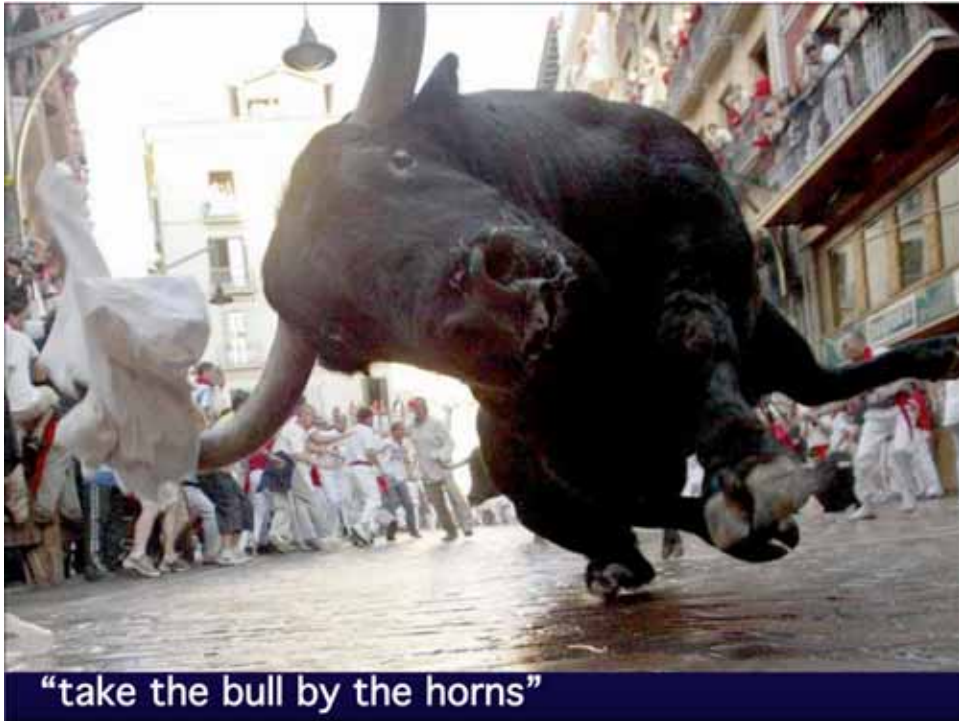
- an innovation,
- communication channels,
- time,
- a social system

Innovation Adoption Curve



Innovation Diffusion Adopter Traits

- Innovators - venturesome
- Early adopters - respect **change agent!**
- Early majority - deliberate
- Late majority - skeptical
- Laggards - traditional



“take the bull by the horns”



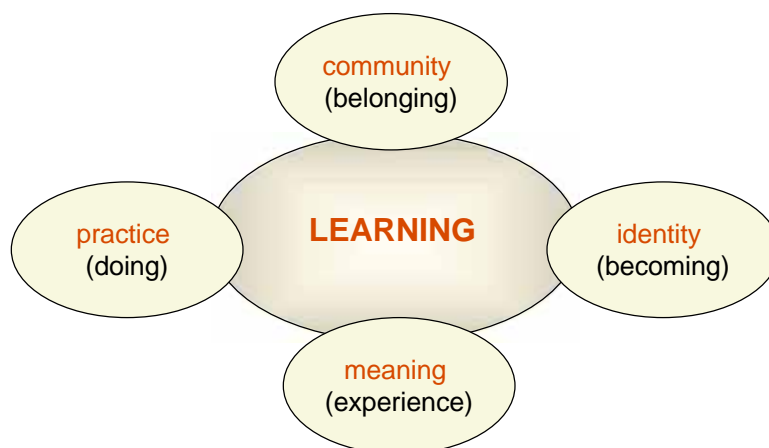
deal with
what's
coming
at ya!

Worth 1000.com

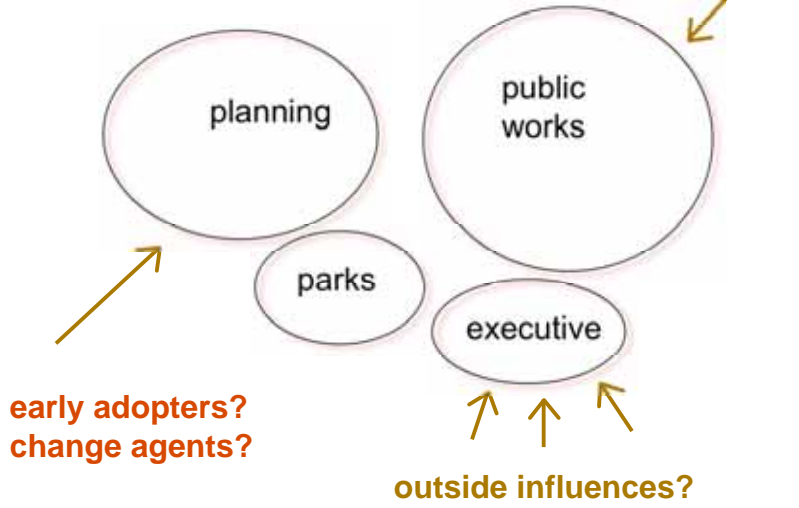
Communities of Practice

1. People form communities as they pursue shared enterprises over time
2. Engagement in social practice is the fundamental process by which we learn & become who we are

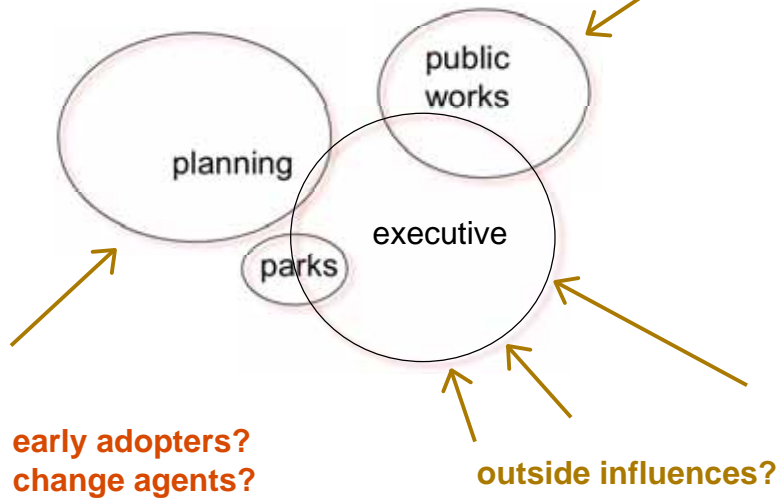
Communities of Practice



local government “communities”



local government “communities”



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national call for help!

www.cfr.washington.edu/research.envmind

Center for Urban Horticulture, College of Forest Resources, University of Washington

Human Dimensions of Urban Forestry and Urban Greening

featuring research on peoples' perceptions and behaviors regarding nature in cities

Nature and Consumer Environments
Research about how the urban forest influences business district visitors.

Trees and Transportation
Studies on the value of having quality landscapes at urban roadides.

Civic Ecology
Studies of human behaviors and benefits when people are active in the environment.

International Urban Greening
Scientific explorations of people and urban nature in other nations.

Urban Forestry and Human Benefits
More resources, studies and links...

Research Director
Kathleen L. Wolf, Ph.D.

