REBELLIOUS INSTITUTIONAL WORK

Narratives of founders of innovative housing projects for older people

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New living arrangements for older people

'Rebellious' initiatives

Research design

- Selection of 17 initiatives that are known to do things differently

- In-depth interviews with the founders (directors, social entrepreneurs, members supervisory boards)

- Narrative analysis: How do these actors talk about agency and structure in their stories about their successes and failures?

Theoretical perspective

- **Rebellious institutional work**: disrupting existing institutions and creating new ones (Wallenburg et al. 2019; Lawrence & Suddaby 2006)

- **Embedded agency paradox**: '… how actors can pursue intentional change while being institutionally determined by the same system they seek to influence' (Välikangas & Carlsen 2020: 544)

- **Three dimensions of agency**:
  - *Iterational:* based on past patterns
  - *Projective:* based on imaginations of the future
  - *Practical-evaluative:* based on judgements of presently evolving situations (Emirbayer & Mische 1998)
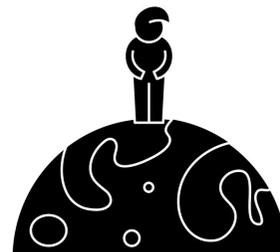
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Three narratives

'Learning by doing'

- Based on presently evolving situations

- Experimenting

- 'The system' as a set of obstacles that can be avoided/worked around

'Master of the game'

- Based on past patterns and future imaginations

- Knowing which tools to use when
- 'The system' as a building that can be redesigned

'Beaten by the system'

- Based on (negative) past patterns

- Following your own track
- 'The system' as an uncontrollable enemy

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Conclusion & Discussion

- Success often discussed in terms of agency; failure in terms of structure

- Experienced founders combine past-, present- and future-oriented agency

- Doing this successfully requires different forms of capital (social, cultural, political, economic)

➢ How do these narratives relate to success in terms of quality of housing and care as perceived by other stakeholders (including older people)?