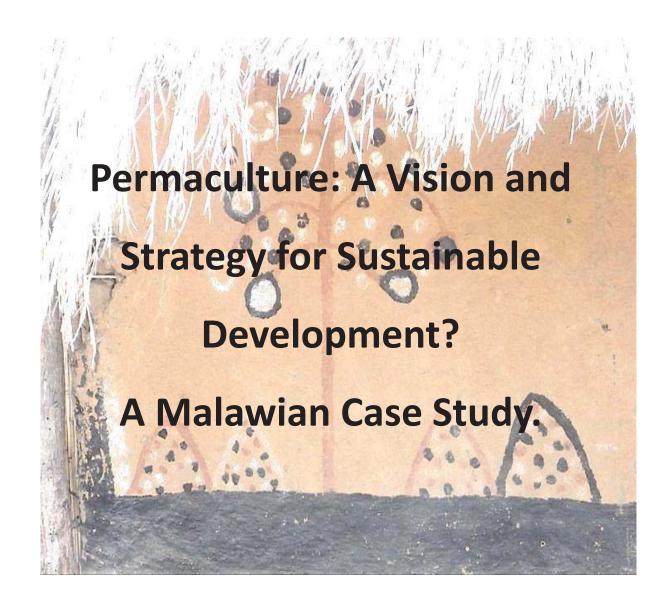
Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.



A thesis presented in partial fulfillment of the requirements for the degree of Master of Philosophy in Development Studies at Massey University, Palmerston North, New Zealand.

Sally Coughlan

## **Abstract**

This thesis is a study of perceptions of sustainable development and whether permaculture contributes to sustainable development in Malawi. Underpinning this thesis are two key contentions: that there is insufficient exploration of the broader societal and cultural values orientating current sustainable development theory, practice and policy; and permaculture, as ethically informed social movement network that promotes a design system for sustainable interaction with the environment, is both a vision and strategy for sustainable development.

A qualitative, ethnographic case study approach was employed, using semi-structured interviews, in-field observation and permaculture document analysis. Research revealed perceptions of sustainable development were very similar to perceptions of permaculture, suggesting that most people saw permaculture as significantly contributing to their understanding of sustainable development. A key finding was involvement in permaculture arose from a plurality of instrumental goals and identification with social movement values, which in turn influenced perceptions of sustainable development. Several factors emerged as influential in perceptions of both sustainable development and permaculture: culture, level of involvement in permaculture, degree of initiative activity and the role of leaders and committed individuals within an initiative.

These findings are seen to have implications for future sustainable development policy and practice. The universality of sustainability issues within perceptions of both sustainable development and permaculture, and the establishment of independent projects and spontaneous adoption of instrumental aspects of permaculture in an area surrounding one research site suggest permaculture has potential to effect sustainable change in individuals and culture both within and outside of initiative parameters. Likewise, demonstrated embodiment of permaculture values in identity, action and lifestyle opens space for the inclusion of personal development and personal responsibility within the concept of sustainable development.

## **Acknowledgments**

Without Chris Walker's kindness to a stranger I doubt I would have been able to complete this thesis. Your help, advice and insight made this research possible, and your wit and readiness to drink made it fun. A large number of my happy memories of Malawi feature you. Thank you.

I also wish to thank McJustice Betha. Thank you for your time and outstanding hospitality. You showed me a side of Malawi I wouldn't have otherwise seen and you gave me an experience I will never forget.

Thank you Kristof and Stacia Nordin for your excellent hospitality and for sharing your inspiring home and experiences with me. Your work gives me hope sustainable development is possible.

Thank you also to my supervisors Dr Rochelle Stewart-Withers and Dr Maria Borovnik for your constructive feedback on my thesis drafts.

Last, but not least, I wish a very heartfelt thank you to all the people who shared your time and stories as part of this research. It was a pleasure to meet you all and I cannot express how grateful I am for your participation.

## **Table of contents**

Abstract	i
Acknowledgments	ii
Table of contents	iv
Figures	V
Tables	vi
Plates	vi
Abbreviations	vii
Chapter one: Introduction	1
1.1 Introduction	1
1.2 Research aim and research questions	2
1.3 Justification for this research	
1.4 Context: agriculture and sustainable development	5
1.4.1 Sustainable development and agriculture in Malawi	
1.5 Overview of thesis	8
Chapter two: Theories of sustainable development, permaculture	
and social movements	10
2.1 Introduction.	10
2.2 Sustainable development	10
2.2.1 Values in sustainable development	15
2.2.2 Elements of sustainable development	
2.3 Permaculture	20
2.3.1 A history of permaculture	21
2.3.2 Permaculture and organic agriculture	
2.3.3 Permaculture ethics	23
2.4 Social movements	25
2.4.1 A definition of a social movement	25
2.4.2 A brief history of social movement theory	28
2.4.3 New social movement theory	28
2.4.4 Social movement network theory and permaculture	30
2.5 Summary	33
Chapter three: Permaculture as a vision and strategy for sustainable	
development	34
3.1 Introduction	
3.2 Culture and interconnections	32
3.3 Ethics of care	37
3.4 Society and Care for people	
3.5 Environment and Care for earth	41
3.6 Economy and Fair share	42

3.7 Summary	44
Chapter four: Methodology	45
4.1 Introduction	45
4.2 Qualitative research	45
4.3 An ethnographic case study	46
4.3.1 Case study boundaries	48
4.3.2 Generalisability and representativeness	48
4.4 Researcher subjectivity	49
4.4.1 My personal position	50
4.5 Methodological tools	50
4.5.1 Open-ended, semi-structured interviews	52
4.5.2 Observation	54
4.5.3 Document analysis	54
4.6 Selection of research sites	54
4.7 Ethical considerations	56
4.7.1 Research, power and knowledge	57
4.8 Data analysis	59
4.9 Summary	60
Chapter five: Context for fieldwork	61
5.1 Introduction.	61
5.2 A snapshot of Malawi	61
5.3 Government policy	63
5.3.1 Agricultural policy	64
5.4 Permaculture in Malawi	66
5.5 Research sites	67
5.5.1 Never Ending Food permaculture village	68
5.5.2 Thyolo district schools involved in the Sustainable	
Food and Nutrition Programme	70
5.5.3 Maziko Amoyo Wabwino Organisation	72
5.6 Summary	73
Chapter six: Findings and Discussion	74
6.1 Introduction	74
6.2 Perceptions of permaculture and sustainable	
development	75
6.2.1 Similarities and plurality within perceptions of	
permaculture and sustainable development	
6.2.2 Sustainability in permaculture and sustainable development	
6.2.3 Environmental sustainability	
6.2.4 Food sustainability and agricultural improvement	
6.2.5 Quality of life	
6.2.6 Holistic development, sustainable culture and identity	87

6.2.7 Sharing, cooperation and social groups	89
6.2.8 Culture and perceptions	92
6.3 Does permaculture contribute to sustainable development?	97
6.3.1 Similarity between perceptions of permaculture and	
sustainable development	98
6.3.2 Teaching instrumental skills	99
6.3.3 Challenging unsustainable culture	100
6.3.4 Inspiring leadership and influencing 'outsiders'	102
6.3.5 Circumventing structural challenges	104
6.4 Summary	106
Chapter seven: Conclusions and Final Discussion	108
7.1 Introduction	108
7.2 Key findings of this research	109
7.3 Discussion of research questions one and two	111
7.3.1 Multifunctionality in permaculture and sustainable development	111
7.3.2 Meaning construction and movement frames	112
7.3.3 Perceived effectiveness of permaculture	113
7.3.4 Plurality in participation	114
7.3.5 Food autonomy	115
7.4 Discussion of research question three	117
7.4.1 Social movement messages	
7.4.2 Social movement activities	118
7.4.3 Reflexive sustainable development	
7.4.4 Rural development	
7.4.5 Personal development	
7.5 Summary and conclusion	
7.6 Suggestions for future research	129
References	131
Appendices	146
Figures	
Figure 1: An anthropocentric representation of sustainable	
development	18
Figure 2: An ecocentric representation of sustainable	
development.	19
Figure 3: A map of Malawi	62
Figure 4: Perceptions of permaculture	76
Figure 5: Perceptions of sustainable development	
Figure 6: Reasons for participation in permaculture	77
Figure 7: What is quality of life?	

Figure 8: Levels of participation in permaculture	125
Tables	
Table 1: Key environmental conventions, commissions, reports and	
agreements	11
Table 2: Value positions toward the environment	15
Table 3: Research participants according to role and permaculture	
initiative	56
Plates	
Plate 1: Nature's Gift Permaculture Centre, Lilongwe, Malawi	66
Plate 2: A garden in the PC village	68
Plate 3: A farm participating in the SFN programme	
Plate 4: A MAWO farm	72
Plate 5: Children next to a traditional swept house	95
Plate 6: A permaculture house	95
Plate 7: The back of a compost toilet	101

## **Abbreviations**

AFROL African Online News

AFSI L'Aquila Food Security Initiative

AGRA Alliance for a Green Revolution in Africa
AIS Agriculture Input Subsidy (Programme)

ANAMED Action For Natural Medicine

CFC Chlorofluorocarbon

CFSVA Comprehensive Food Security and Vulnerability `Analysis CIA Central Intelligence Agency, United States of America

COP Conference of Parties

DESA Department of Economic and Social Affairs, United Nations
EAD Environmental Affairs Department, Government of Malawi
FANRPAN Food, Agriculture and Natural Resources Policy Analysis

Network

FAO Food and Agriculture Organisation

GTZ German Society for Technical Cooperation

IAASTD International Assessment of Agricultural Knowledge, Science and Technology

for Development

IFAD International Fund for Agricultural Development

IFOAM International Federation of Organic Agriculture Movements

IPCC The Intergovernmental Panel on Climate Change

IUCN The World Conservation Union

MAWO Maziko Amoyo Wabwino Organisation (Foundation for a Better Life

Organisation)

MDGs Millenium Development Goals

MGDS Malawi Growth and Development Strategy

MoEST Ministry of Education, Science and Technology, Government of Malawi

MVAC Malawi Vulnerability Assessment Committee

NAPA National Adaptation Programmes of Action, Government of Malawi

NGO Non-governmental Organisation
NSCM National Seed Company of Malawi

NSO National Statistics Office, Government of Malawi

PC Permaculture

PRIA Permaculture Research Institute of Australia

SDNP Sustainable Development Network Programme, Government of Malawi

SFN Sustainable Food and Nutrition (Programme)
SHN School Health and Nutrition (Programme)

UNCSD United Nations Commission on Sustainable Development

UNDP United Nations Development Programme

UNDSD United Nations Division For Sustainable Development

UNEP United Nations Environment Programme

UNEP-UNCTAD United Nations Environment Programme and United Nations Conference on

Trade and Development Capacity-building Task Force on Trade, Development

and Environment

UNESCO United Nations Education, Scientific and Cultural Organisation
UNFCCC United Nations Framework Convention on Climate Change
WCED World Commission on Environment and Development

World Food Programme, United Nations

WCLD World Commission on Environment and Develop

WHO World Health Organisation

WFP

WSSD World Summit on Sustainable Development