

NRE² BUILDING RURAL CAPACITY IN THE NEW ECONOMY

Bridging Communities of Place: Insights from the New Rural Economy Project

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Bridging Communities

- Make interdependencies visible
 - Trade and Exchanges
 - Institutions and Organizations
 - Environment
 - Identity and Ideology
- Identify challenges and opportunities
- Propose strategies

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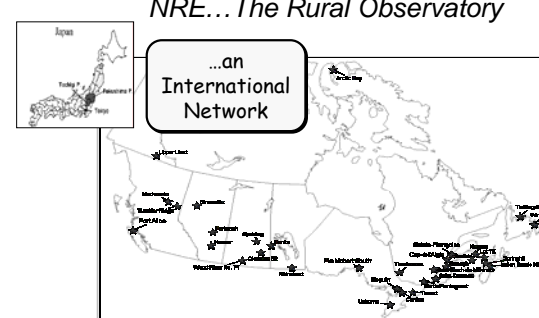
Rural (Re)vitalization

- What changes are taking place in rural Canada?
- What is driving them?
- How can rural communities and people best position themselves in the context of these changes? (Capacity-building)

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NRE...The Rural Observatory



...an
International
Network

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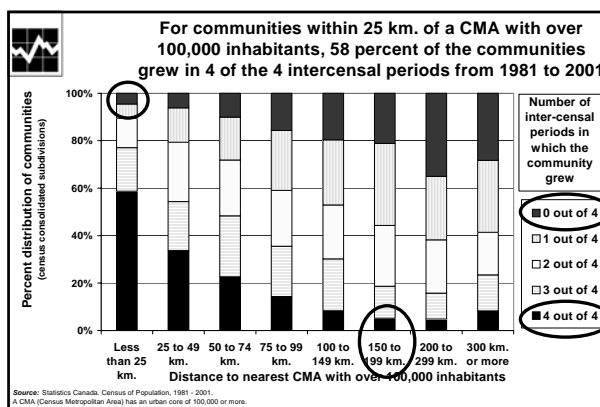
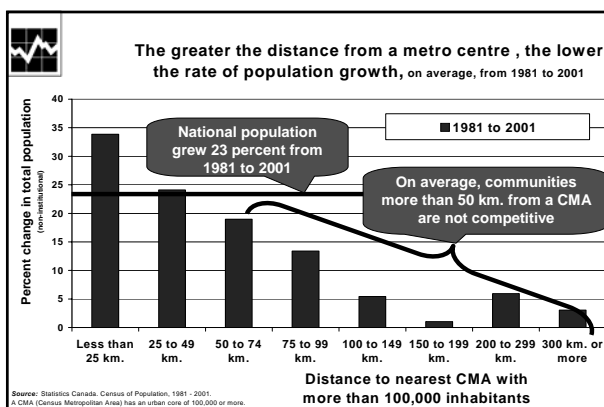
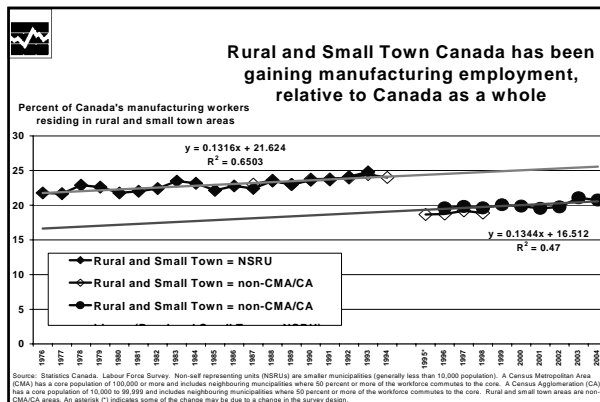
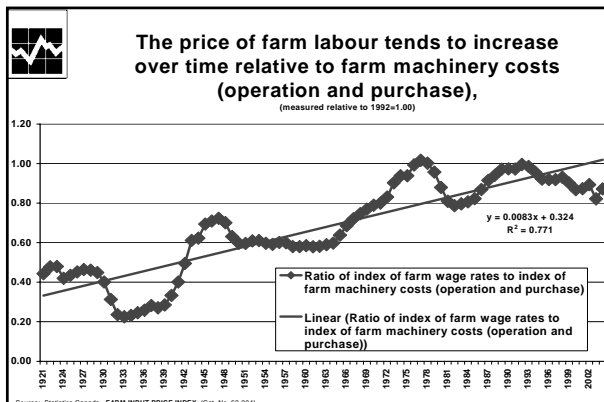
Outline

- Trade and travel (Bollman)
- Institutional interdependence (Ryser)
- Frameworks (Reimer)
- Governance (Reimer)
- Shared environments (Teitelbaum)
- Identities and communication (Emke)
- Conclusions (Reimer)

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Economic drivers

- Commodity production is a rural albatross
- Rural manufacturing is competitive
- Agglomeration economies are trump
- Rural <-> urban linkages:
 - Trade vs. governance
 - Within vs. between
 - > rural <-> urban "within metro"
 - > versus
 - > Metro <-> hinterland "between linkages"



Between metro and 'distant rural' → rural-metro linkages / networks / conversations are expected to be largely about "trade"

Type of labour market	Type of community / settlement			Population (million)
	Census urban	Census rural	All types of communities / settlements	
	Larger urban centre (CMA and CA)	23	2	
Rural and small town (non-CMA/CA)	2	4	6	
All types of labour markets	25	6	32	

Source: Statistics Canada. Census of Population, 2006.

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The NRE Sample Frame

			High Capacity		Low Capacity	
			Lead	Lag	Lead	Lag
Global Exposed	Fluctuating	Adjac.	175	27	46	15
		Distant	251	13	124	44
	Stable	Adjac.	4	26	8	19
		Distant	5	16	18	30
Local Exposed	Fluctuating	Adjac.	4	5	4	9
		Distant	12	16	5	13
	Stable	Adjac.	12	100	7	45
		Distant	15	99	16	56

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Services Regionalize, Specialize, & Standardize

- Services are being reduced
- Only 22% of services being tracked are available locally in at least ½ the sites
- Services are being regionalized
 - Service specialization
 - Standardization & professionalization
 - Urban / market-based models not well suited to rural areas

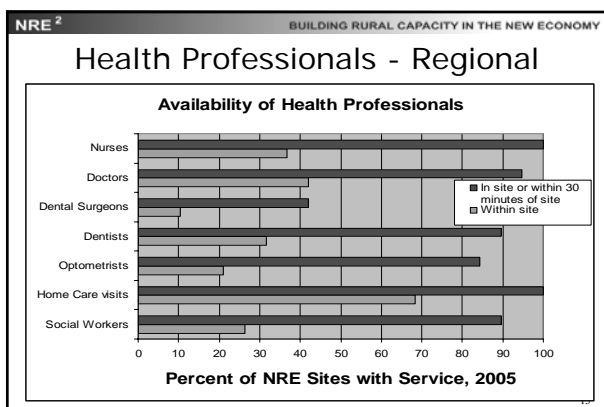
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Health Professionals - Local

Services – All Sites (% yes)	1998	2005
Doctors	47.4	42.1
Nurses	52.6	36.8
Dentists	36.8	31.6
Optometrist	15.8	21.1
Dental surgeon	15.8	10.5
Home care visits	47.4	68.4
Social workers	42.1	26.3

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Local & Regional Inadequacies Create Voids

- Limited service provision erodes capacity to respond to change
- Services provide a foundation for community and economic renewal
- Shifting burden of costs to travel and access services

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New Governance Emerges

Does your organization have any partnerships? - % yes

	2003	2005
Non-local partnerships	69.0	75.9
Local partnerships	69.0	58.6

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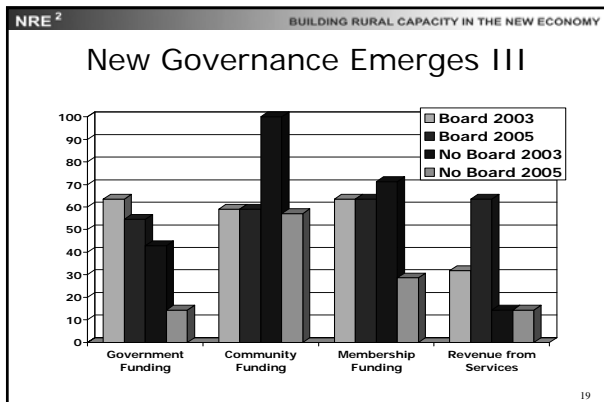
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New Governance Emerges II

Does your organization have any partnerships? - % yes, 2005

	Board No	Total Board
Non-local partnerships	86.4	42.9 75.9
Local partnerships	68.2	28.6 58.6

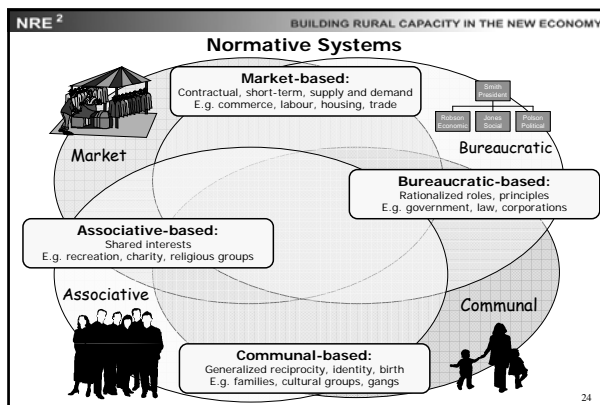
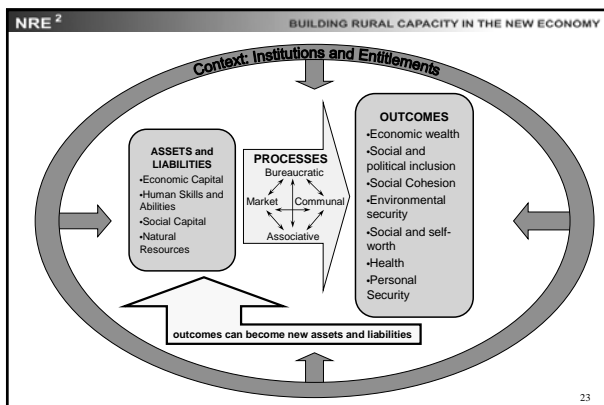
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- ### Community Interdependence Implications
- Changing services demands
 - Shifting burden of costs to travel & access services
 - Lack of preparedness for economic upswings
 - More attention to service provision as a component of renewal is needed
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- ### Policy Implications – Services II
- Program design must recognize this shift in scale
 - Expanded service populations
 - Evaluation of benefits
 - Design government programs to support collaboration / ‘scaling up’ approach to service provision
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- ### Policy Implications – Services III
- Support needed to cope with the reorganization of gov’t services
 - Transportation options
 - Subsistence will visiting regional centres
 - Home care costs
 - Multi-use facilities
 - One-stop shops
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Social Capital Insights

- Available social capital is not always used
- Types of social capital affect outcomes
- Different types of social capital are often used in combination – for different objectives
- The type of site context matters in these relationships
- Bridging social capital provides an advantage to communities

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Available Social Capital is not always Used

Correlation (r)	Available Social Capital			
	Market	Bureaucratic	Associative	Communal
Used Social Capital				
Market	.12**	.22**	.20**	-.18**
Bureaucratic	.08*	.14**	.09**	.09**
Associative	.21**	.35**	.28**	.07**
Communal				.05*

cf. low correlations

NRE HH Survey (N=1849) ** p<.01; * p<.05; Social Capital Used within 30 minutes of site 26

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Type of Social Capital used matters for HH Incomes

- Adj. R² = .37
- Constant = \$9102
- N = 1697
- Logged values for USE of social capital
- P < .05
- Source: NRE HH survey, 2001
- Total HH income
- Market, bureaucratic, communal, associative indexes of types of social capital
- Education of the respondent
- HH Size: number of people in the household

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Social relations most often used in combination (health changes)

Used in Combination

NRE Household survey 2001: 1995 respondents 28

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Context Matters

HH Income by Associative Social Capital and Global Exposure

The use of social capital increases HH incomes

...but not if exposure to the global economy is low

NRE HH Survey 2001 (N=1698) Adj. R² = .04 29

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L'aréna Sportplex

Un projet à bâtir: les liens

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Environments

- Water, food, global warming restructure our understanding of interdependence
- Natural asset base of rural communities present opportunities, however local capacity is strongly related to external forces, trends and partners.
- Bridging capital (including urban-rural) is critical in rural capacity. Strategic alliances around shared environmental interdependence are key.

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Environments

- Examples of strategic partnerships that enhance community participation and decision-making

Example 1: Community forestry

- national survey revealed more than 120 initiatives
- evidence of the social economy in practice
- importance of external linkages

Example 2: Miramichi Watershed Management Committee

- community capacity can be a limiting factor

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Public Land Community Forests, 2006

Tellefsbaum, S. Beckley, T., Nadeau, S. 2006. A National Portrait of Community Forestry on Public Land in Canada. The Forestry Chronicle, 82(3): 416-428.

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Environments



- Rural and urban attitudes towards the environment not significantly different
 - 85% of all Canadians expressed concern for the environment.
 - Pro-environmental behaviour is influenced less by socialization and attitudes than by available infrastructures - limiting factor for rural population

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Communication

- A community is created and maintained through a dense network of different types of communication
- The desire to seek out local information
 - To see our own reflections
 - Evidenced by the profitability of the community newspaper sector
- In rural areas, in order to find local information, people may turn to "older" tools

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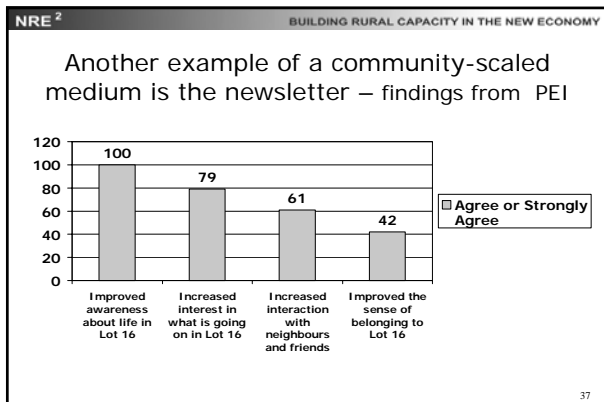
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For example, local, small-scale communication is still important in rural areas... from Twillingate

Where do you find out about something going on in the community?

Source	Percentage
Local Cable TV	52.6
Interpersonal	23
TV Channel Not Specified	9.2
Bulletin Boards	6.6
Newspaper	5.9
Radio	2.6

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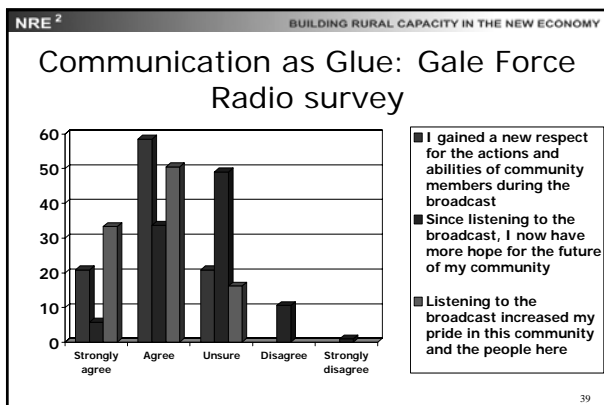


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Communication as glue

- Special Events Radio broadcast in Twillingate
- During CRRF conference
- 40 hours of local broadcasting, on Gale Force Radio
- Followed up with a survey of residents, to gauge effects

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Communication as Oil

- Communication can facilitate interactions (build social capital)
- Provides increased capacity for interaction
- For example, community newspapers in rural areas
- Newspaper Editors' Survey, 2001 and 2006
- Content focuses on local information, supported by local advertising

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Communication as Oil: Community Newspaper Editors' Surveys

	% of total advertising that is local	Top source for news	Second source
2001 survey (n=205)	54.6	Private citizens (41.1%)	Local politicians (32.3%)
2006 survey (n=203)	53.5	Private citizens (48.6%)	Local politicians (30.7%)

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Communication as web

- Linking communities
 - Regionally
 - Nationally
- Tweed, October 2004
- 3-day radio event, as part of CRRF conference
- Youth involvement is key
- Giving people the taste for local and regional communication

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Communication as web: Regional radio

- CKOL
 - Based in Campbellford
 - Expands to Madoc and Tweed (repeaters and studio)
 - Interest in Madoc and Tweed energized by conference radio event
 - A link to the local high school
 - Strong community support



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The need for a diversity of tools

- We recognized the value of many tools
 - IT-based tools
 - Web users
 - Learning communities
 - But also community bulletin boards
- The challenge is human capital, not technology
- CAP drama as illustration



UFO landing area in rural Ontario...

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If we were Prime Minister for a day... or maybe a term...


- Increase support for traditional forms of community media (avoid the "gee whiz" phenomenon)
- Increase on-site training support for newer forms of media
- Provide support to connect different forms of communicating
- Develop policies to resist 'Oligarchy' ownership pattern in Canadian media
 - Relax community radio station regulations
 - Incubate innovative rural communications projects

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Communication summarized

- Traditional media still very important in rural
- The need to link communication tools
 - Local newspapers with internet
 - Newsletter and web-based outreach to former residents
- Policy needs to address the importance of old *and* new forms of communication(s)



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Conclusions

- NRE a study in interdependence
- Interdependence manifested through:
 - Trade and exchange (goods, services, finances, people)
 - Institutions
 - Environment
 - Identity

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