



Rural-Urban Relations: Building Alliances (8 suggestions)

8. Check your context

Revitalizing your community is not always under your control. It pays, therefore, to learn about the things that are affecting your town, how they work, and some of the ways you can influence them or anticipate their effects.

EXAMPLE: One of the communities in our Japanese sites gives an annual prize to the family that best represents the spirit of their town. The prize is a trip abroad. The winners are expected to inform other community members about their experiences upon their return.

Several of the NRE field sites have used the information and networks of the project to plan for the future. Inspired by the research showing the advantages of inter-community collaboration, the village of Tweed partnered with its neighbouring towns to build its image as 'Comfort Country'.