



Acknowledgements:

- The Rural Secretariat – Western Rural Team
 - SSHRC, Health Canada
 - Canadian Rural Revitalization Foundation
 - The NRE network of researchers and community members
- We encourage considerable independence – so the ideas here are not necessarily shared by all members of our group
- Exciting opportunity:
- To talk about rural issues
 - To meet with people from a wide variety of contexts with a common interest in rural Canada
- Useful exercise to consider agenda items and approaches
- Since we have just had our letter of intent accepted by SSHRC
 - This letter of intent is for a 4-year, national, collaborative project entitled “Building Capacity in Rural Canada” – substantial funding
 - Are now doing the brainstorming that will serve as the framework for the proposal
 - Let me know if you are interested (cf. our web page)

The CRRF Objectives

- Revitalizing rural Canada through
 - Comprehensive vision
 - High quality Research
 - Continual Learning
 - Collaboration

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What have we done?

- Annual conferences
- Annual workshops
- National and International collaboration
- The NRE Project
- The C-J Project
- NRE²

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NRE & CJ Research

- New Rural economy: financed by **SSHRC**
 - 1992-95: \$75,000 strategic grant to start up research
 - 1995-00: \$600,000 contract and lottery money
 - 2000-02: \$600,000 social cohesion grant
 - 2002-06: \$3,000,000 initiative on the new economy
- 16 Canadian researchers, 11 universities, 9 partners
- Canada Japan Project: 1998-2004 Co-funded
 - 10 Japanese researchers, 5 universities & research institutes.

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NRE¹ and NRE²

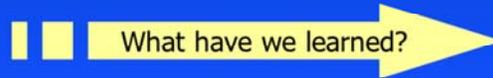
NRE¹: What is happening in rural Canada?

NRE²: How can the capacity of rural Canada be enhanced?

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NRE¹ Objectives

- Identify the major changes in rural Canada
- Understand the dynamics and drivers of those changes
- Identify options and opportunities for rural Canada revitalization



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What have we learned?

- Revitalization is a process
- Key rural challenges
- Major drivers
- Extent of local control is declining
- Property rights need reorganization
- Rural Canada is Multifunctional
- Social Cohesion is changing
- Local Capacity is Underestimated

Rural citizens are learners

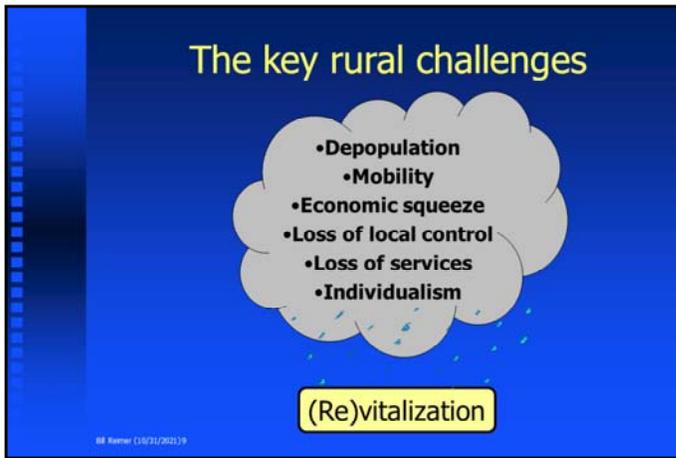
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Revitalization is a Process

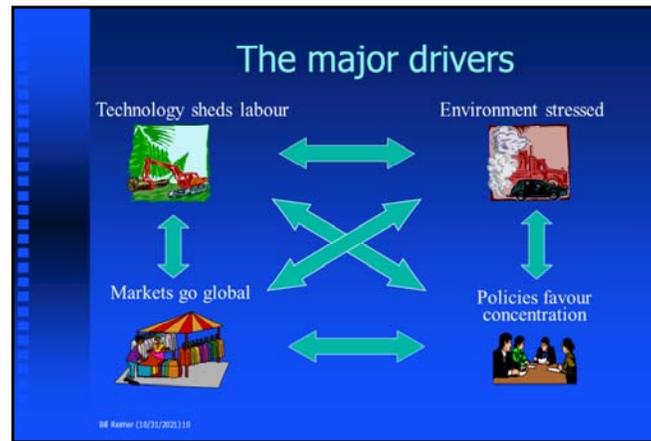
- Identify concerns and obstacles
- Identify valued outcomes
- Identify assets and resources
- Organize assets and resources
- Produce valued outcomes

It is ongoing

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- What are the key rural challenges?
- Summary of our NRE research
 - (S) Driving forces in rural economy and society
 - Technology – labour-shedding for resource industries
 - Globalization – opens smaller communities to competition
 - Centralization – shifts control away from rural places
 - Policy
 - State involved in commodity trading
 - Fiscal pressures produce contraction of services and shift to private sector
 - (S) Impacts on rural social cohesion:
 - Depopulation as technology sheds labour
 - Mobility to urban and within-rural challenges SoCo
 - Cost-price squeeze with concentration on independent commodity producers (fishers, farmers, foresters)
 - Concentration and centralization
 - shifts control of local assets outside the rural communities
 - Makes it more difficult for them to capture value
 - Contraction of the state means loss of services or more conditions on services
 - Opening of mass culture produces more individualistic behaviour and dispositions
 - (S) all of these directly affect social cohesion
 - Most often challenge its traditional forms: associative, communal
 - Give advantage to new forms: market, bureaucratic



•Pressures of the New Rural Economy

- The general pressures conditioning the rural economy in Canada are largely shared by those in urban centres and other parts of the world. They are strongly mediated by national and local conditions, however, making their consequences unique for different locations and for different types of people in those locations. It is in the interactions between these pressures and the local contexts that the complexity of rural Canada can best be understood.

•Technology

- Technological innovations are a crucial ingredient in the dynamics of the new rural economy. Canada's traditional dependence on resource extraction has meant that the labour-shedding characteristics of extraction technology have radically changed the rural landscape. Our farms, forests, waterways, oceans, and minerals have felt the impact of those technologies and the reorganization of production that they bring. In the process, some rural communities have become more connected and more like their urban counterparts while others have disappeared.

•Markets

- The structure of economic markets has contributed to its growth in certain directions and not in others. Technology, for example, has been used to standardize production rather than diversify it, shed labour rather than socialize it, extract resources rather than sustain them, and increase economic inequality rather than reduce it.
- In Canada, our resource economies have been commodity based for the most part, and except for the automobile industry, we have largely depended on the shipment of raw materials for our wealth. The organization of those industries has been highly concentrated (Figure 1). In the modern, global economy, these tendencies have increased. This means that the ability of rural people to extract value from their commodities has diminished.

•Environmental Limitations

- Both technological development and market pressures have in turn placed the environment in jeopardy. We now have the ability to empty the oceans of fish, to remove the topsoil from the land, and strip the hills of their forests. Competition from around the globe and the high level of foreign ownership of our industries (Figure 2) has meant that we have acted on that ability in the interest of short-term gain rather than seek sustainable use of these resources.

•Ideology and Policies

- The legacy of technology, market concentration, and environment has significantly conditioned the ideological and policy bases of Canadian society as reflected in the Canadian state. Our dependence on global trade has traditionally dominated the government's economic policy: producing a commitment to commodity trading that includes the state as an active partner.
- These commitments conflict, however, with the state's other roles as a custodian of common property and provider of social services. Preoccupation with the selling of commodities, expansion of markets, and short-term profits means that common property services such as food security, rural amenities, and the environment go unprotected.

Extent of local control is declining

- Rural population growing absolutely, declining relatively
- Local governance relegated to care-taking functions
- Local entitlements weak
- Informal governance has been undermined
- Services threatened

Research Agenda: Governance, Services, Communications

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Extent of local control is declining

- The rural population is growing absolutely, but declining relatively
- Formal institutions of governance have been relegated to caretaking functions
 - Unable to initiate projects
 - Unable to direct local economic development (often reduced to fighting over smokestacks)
- Local mechanisms of governance have little control over factors determining rural development
 - Industrial development
 - Finance
 - Entitlements
 - Policy
- Informal mechanisms of governance (associative, communal) have been undermined by migration, communication, changing identities
- Services threatened
 - Hospitals, schools, post offices, justice institutions, welfare
 - Formal and informal (home care problems with mobility)
- Research agenda implications:**
 - Governance changes and processes**
 - Social capital and services**

Property rights need reorganization

- Common-property issues are more visible
 - Poorly coordinated with private markets
 - Joint-products not recognized
- Concentration has reduced local capacity
- Traditional social capital is undermined

Research Agenda: Governance, Environment

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Property rights are poorly organized

- Common-property issues are more visible
 - We are becoming more aware how our sea, land, air are limited and vulnerable
 - Poorly coordinated with private markets – therefore vulnerable to free riders and the tragedy of the commons
 - Joint-products not recognized
 - Farms and water
 - Forestry and amenities (clearcuts)
 - Research (knowledge creation) and Community Capacity
- Industrial concentration has reduced local capacity
 - Goods and services move from the land to national and international markets without passing through local communities and institutions
 - Removes fiscal resources for local development
- Increased external control of property rights undermines traditional bases for social capital and cohesion
 - Being a local supporter and volunteer is no longer as important as being able to work with markets and bureaucracies (coops are vulnerable to these effects)
- Research Agenda implications?:**
 - Governance – local, regional, national**
 - Environment**



Rural Canada is Multifunctional

•Production

- Commodities production still key, but it has become reorganized (concentrated and centralized)

- Services and manufacturing increasing in importance

•Food and water security

- Food security: including water, becoming more important with the concentration of processing and wider trade on perishable food

•Environmental security

- Environmental security and sustainability: Urban ecological footprint is huge and probably growing. It is unremunerated for the most part

- Pollution processing

•Lifestyle and amenity enhancement

- Lifestyle and amenities: Amenities (landscapes, playgrounds, communities) are being challenged by increased urban-rural migration and seasonal migration.

•Stress buffer

- Employment drops less in recessions and increases less in expansions

- Housing costs lower, extensive informal economy, lifestyle options less expensive

•Identity and cohesion maintenance

- Rural images remain an important element of Canadian and regional identities

- Part of our national heritage and even the normative basis of the broader society

•As the demography shifts, many of these multiple functions are coming into conflict, however:

- Rural gentrification places additional demands on traditional industries (pig farms and SMEs)

- Traditional organization of production puts stresses on the environment (fish, water pollution, soil erosion)

- Population migration undermines traditional identities and bases of social cohesion

•Research agenda implications: Rural policy – regional, national and international

Social Cohesion is changing

- Multiple meanings: perception vs. behaviour
- Value-laden
- Multiple bases
 - Market, bureaucratic, associative, communal
- Multiple levels:
 - local, regional, national, global
- Part of Social Capital, Capacity

Research Agenda: Services, Communications,
Governance, Environment

SoCo – the concept

- Complex concept
 - (S) Some focus on perception, some on behaviour
 - (S) Different meanings for different levels
 - (S) How much does one include the values in the definition?
 - E.g. ‘a community of shared values... based on a sense of hope, trust, and reciprocity’ (Jeannotte, 1997: Canadian Heritage, Strategic Research and Analysis)
 - (S) We have found it useful to differentiate by the nature of the social relations on which SoCo is based (4 types)
 - Linked directly to other key concepts: Social Capital, Capacity
 - (S) important because of the many policy implications
- (S) Our approach – consider it from the point of view of rural revitalization
- Add to it – your concern with policy
- [Story
 - At workshop organized by SSHRC for all of the research teams investigating SoCo
 - Asked to write a definition of SoCo
 - One group insisted on including a blank piece of paper
 - Received the most votes]

Local Capacity is Underestimated

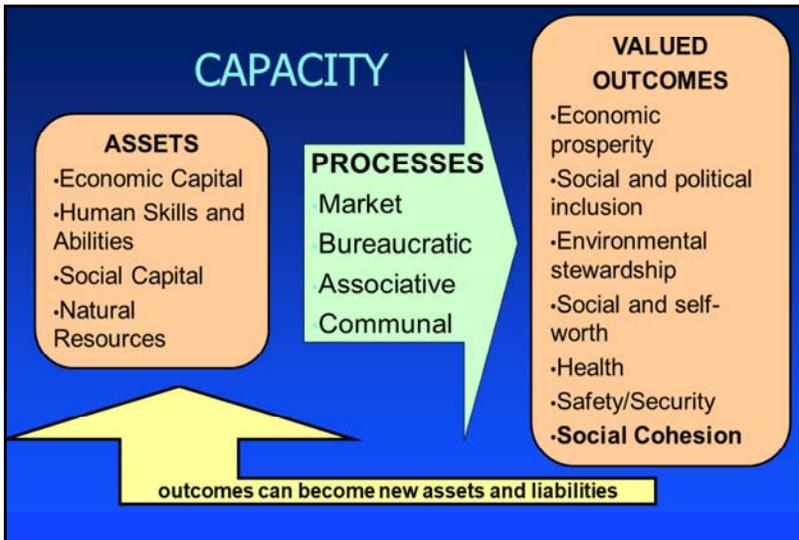
- Considerable variation in capacity
- Many pathways to local development
- Social capital has major impact on local economy
 - Unemployment rate
 - Median income
 - LICO
- Rural citizens responsive to learning

Research Agenda: Community Capacity

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Local Capacity is Underestimated

- Considerable variation in capacity from one location to another
- Many pathways to local development
 - Growth, reorganization, maintenance
 - Not always economic growth
 - Bridging or bonding SC are both important (Flora)
- Social capital has a major impact on the local economy
 - Associational and bureaucratic capacity has greater impact than market capacity on:
 - Unemployment
 - Median household income
 - % below LICO
- Rural citizens are responsive to learning
 - Coaticook – market themselves as conference centre after hosting our national conference
 - NRE field sites – many stories of insights, new networks, and returning to sites with new ideas
 - Cross-community support
- **Research agenda implications: Processes of community capacity**



(Re)vitalization occurs when capital and resources are (re)organized to produce desired outcomes. The ability of rural communities to do this in an appropriate and successful fashion is what we refer to as the community's capacity.

- Social cohesion is an outcome and an asset

The NRE² Objective: to Build Rural Capacity

- Understand capacity dynamics
Local, National, Global
- Identify capacity challenges
- Explore capacity options and innovations
- Expand networks
- Mobilize knowledge

NRE¹

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NRE² – How will it be done?

- Research and Evaluation:
 - Services
 - Communications
 - Governance
 - Environment and natural resources
 - Integration
- Collaboration and Network Expansion
 - Field sites, C-J, International, Partnerships
- Knowledge Mobilisation
- Budget and Finances.

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Services

Effective and appropriate services provide a crucial basis for capacity

- How are services changing?
- What are the processes driving changes?
- What are the most effective and appropriate forms of service delivery for the new economy?

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Services Projects

- Update site profiles
- Monitor voluntary associations and innovative services.

Services

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Services – Update Profiles

- How have services changed?
- What are the outcomes of those changes for capacity?
- What conditions facilitate those changes?
- What conditions limit those changes?
- What are strategic directions for service enhancement in the new economy?

Services

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Services – Monitor Services

- What are the major challenges facing rural associations and services?
- What strategies and innovations have associations and services generated?
- How effective and appropriate are these strategies and innovations?
- What strategies and policies does this imply for rural people and policy-makers?

Services

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Communications

Communications enhance capacity through inspiration, information, co-ordination, and collaboration

- How are communications changing?
- How do these changes enhance or inhibit capacity?
- What are strategic directions for using communications to build capacity?

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Communications Projects

- Inventory of communications facilities
- Cross-site learning projects
- Communication strategies assessment
- Traditional media assessment
- Internet use
- Editor survey
- Identity and representations.

Comm.

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Communications – Inventory

- How have communications facilities changed?
- What are the outcomes of those changes for capacity?
- What conditions facilitate those changes?
- What conditions limit those changes?
- What are strategic directions for communications enhancement in the new economy?

Comm.

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Communications – Cross-site Learning

- What infrastructure or projects enhance cross-site learning?
- What are the outcomes for capacity?
- What conditions facilitate or limit those outcomes?
- What strategic directions are suggested for action and policy?

Comm.

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Communications – Strategies

- What are key structures or projects for building capacity through communications?
- How might they be introduced or enhanced in rural areas?
- Under what conditions do they increase capacity?
- What action or policy directions are suggested by these structures and projects?

Comm.

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Communications – Traditional Media

- How are traditional media changing in the new economy?
- What conditions enhance or limit these changes?
- How are these changes related to capacity?
- What action or policy directions are suggested by these conditions and changes?

Comm.

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Communications – Internet Use

- How is the Internet used in rural Canada?
- What conditions enhance or limit its use?
- How does Internet access or use enhance or inhibit capacity under different conditions?
- What action or policy directions are suggested by the analysis above?

Comm.

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Communications – Editor Survey

- What challenges have editors faced?
- How are they responding to these challenges?
- How to the conditions in which they operate enhance or inhibit capacity?
- What action or policy directions are suggested by the analysis above?

Comm.

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Communications – Identity and Representations

- How do communities represent themselves in the media?
- What conditions are related to these representations?
- How do the representations enhance or inhibit the outcomes?
- What strategic actions are suggested by the analysis above?

Comm.

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Governance

The governance of local communities, organizations, and agencies is central to the capacity of rural people to get things done

- How has local governance been changing?
- What innovative forms of governance are emerging?
- What challenges do they face?
- What opportunities are emerging?
- What processes drive or constrain governance options?
- What policy options are suggested?

Governance Projects

- Case Studies of Governance
- Local Agencies
- Local Strategies
- Rural/Urban Relations.

Gov.

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Governance – Case Studies

- What types of governance organizations and activities are found in rural areas?
- How have governance organizations and activities changed in response to local issues?
- How effective have their responses been?
- What implications are there for policies?

Gov.

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Governance – Local Agencies

- Which local organizations and agencies are most important for local capacity?
- How do they build local capacity?
- What are the challenges they face?
- How do they overcome these challenges?
- What conditions facilitate their capacity?
- What policy implications are there?

Gov.

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Governance – Strategies

- What strategies do local development agencies use to deal with local issues?
- How effective are the strategies?
- How do local conditions affect the effectiveness of these strategies?
- What policy implications arise from this analysis?

Gov.

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Governance – Rural/Urban

- What issues and challenges arise from rural-urban relations and amalgamation?
- How do these enhance or undermine local capacity?
- What policies are most likely to enhance the development of local capacity?

Gov.

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Environment

The traditional importance of the natural environment for rural Canada serves as a key asset-base for capacity options

- What are the natural capital assets of rural places?
- How is the control of those assets changing?
- What opportunities are emerging for improving capacity through the natural environment?
- What policy options are suggested?

Environment Projects

- Inventory of Natural Capital
- Changing Property Relations
- Adaptation and Transformation
- Climate Change
- Environmental Values.

Envir.

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Environment – Inventory

- What natural resources are available to various types of field sites?
- In what ways are these used for building capacity?
- In what ways could they be used to build capacity?

Envir.

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Environment – Property Relations

- Who owns and controls local property?
- How has this changed in the new economy?
- How do the processes and organization of ownership affect local capacity?
- What policy implications are there?

Envir.

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Environment – Adaptation

- Which sites provide the best opportunities for inter-site exchanges?
- What types of exchange programs provide the greatest contribution to capacity?
- What are the challenges to inter-site exchange?
- How might these challenges be overcome?

Envir.

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Environment – Climate Change

- How is climate change likely to affect local capacity?
- Where are rural communities most vulnerable to climate change?
- What adaptations or responses are most likely to increase capacity?
- What is the best strategy for researching these questions?

Envir.

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Environment – Values

- How do urban and rural people view the environment and their relationship to it?
- How well do these views correspond to their behaviour?
- What opportunities emerge from these views that might contribute to increased capacity?
- What policy implications are there?

Envir.

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Integration

The complexity of capacity issues requires attention to strategic issues crosscutting the four themes

- What are strategic issues for rural Canada?
- How have they changed under the new economy?
- How might they relate to capacity?
- What policy implications are suggested?

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Integration Projects

- [Capacity Measures and Outcomes](#)
- [The Social Economy](#)
- [The Informal Economy](#)
- [Access to Equity by Rural Communities](#)
- [Rural/Urban Relations](#)
- [Database Development](#)
- [Integration of Themes](#)
- [Exploration of GIS.](#)

[Integ.](#)

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Integration – Capacity Outcomes

- What do we mean by 'capacity'?
- How can capacity be measured?
- How will we know where capacity has increased, decreased, or changed?
- In what ways has our work affected capacity in local sites and at a more general level?
- What policy implications does this suggest?

Integ.

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Integration – Social Economy

- How is the social economy manifested in rural Canada?
- How is the social economy integrated with the private or government sectors?
- What opportunities for capacity enhancement are suggested by the social economy?
- What challenges are faced by the social economy?
- What policy implications does this suggest?

Integ.

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Integration – Informal Economy

- How is the informal economy manifested in rural Canada?
- How is the informal economy integrated with the formal economy?
- What opportunities for capacity enhancement are suggested by the informal economy?
- What challenges are faced by the informal economy?
- What policy implications does this suggest?

Integ.

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Integration – Access to Equity

- What are the primary means by which local communities gain access to equity?
- What challenges do they face in access?
- How do these challenges affect their opportunities for capacity building?
- What innovations have they developed for increasing or using equity?
- What policy implications are suggested?

Integ.

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Integration – Rural/Urban

- What mutual interests are shared by urban and rural people and institutions?
- What are the key issues, actions, organizations, and institutions that make these interests visible?
- What conditions or processes facilitate the emergence of the above?
- How are they related to capacity?
- What strategic options are suggested?

Integ.

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Integration – Database

- What new information can be integrated into the NRE database?
 - Census 2001
 - Health information
 - Justice information
- How can it be done?

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Integration

- What issues cut across the NRE² themes?
- How might their analysis be enhanced?
- What contributions can be made using the NRE Databases?
- What actions or institutional organizations might enhance this integration?
- What policy options would enhance integration?

Integ.

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Integration – Exploration of GIS

- What GIS approaches and software might enhance our research and KM capacity?
- How much would they cost?
- Which approaches would be most strategic for NRE² and CRRF objectives?
- What partnerships or funding opportunities would facilitate the use of these techniques?

Integ.

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NRE² Budget and Finances

- 50% 4 Research Centres
- 12% Integration Research
- 12% Field Sites
- 12% Administration
- 8% Communications, Networking, Web
- 5% Conferences and Workshops
- 1% Other

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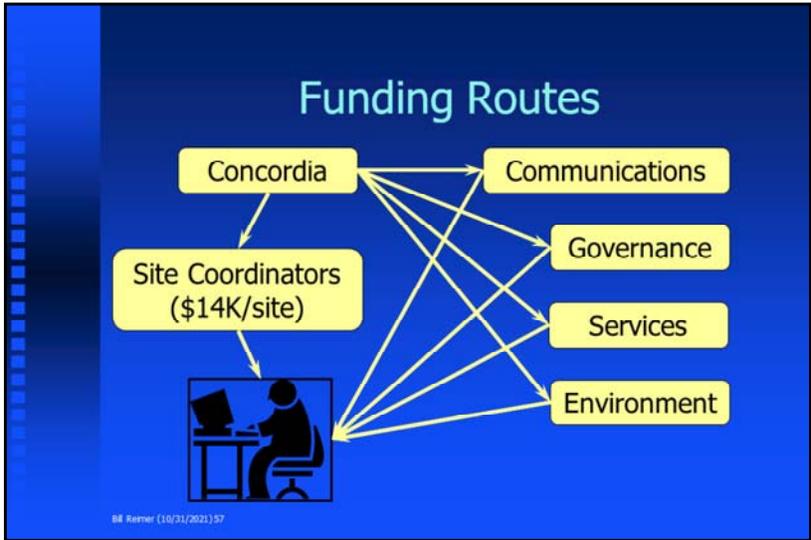
Critical Dates

- Starting date: Oct 1, 2002
- Funding transferred from SSHRC:
 - Oct 2002 (12.5%)
 - Apr 2003 (25%)
 - May 2004 (25%)
 - June 2005(25%)
 - July 2006 (12.5%)
- Freeze on funding for review: June, 2004
- Mid-term Review: Sept, 2004

Schedule for
transfers: TBA

Require invoices for transfers

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Ballpark Funds

- David \$385,000
- Tom \$364,000
- Bruno \$380,000
- Greg \$350,000
- Bill \$330,000
- Ivan \$32,800
- Patrice \$16,400
- Derek \$16,400
- Ellen \$86,000
- Doug \$32,800
- Diane \$70,600

- Admin \$375,000
- Communications \$355,000
- Meetings \$172,000

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Ethics Reviews

- All universities involved in research with human subjects are required to provide reviews
- Most universities have done so -- conditional on specific instruments being reviewed as they are prepared

Need Quick Turnaround on Instruments

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