

Acknowledgements:

- Canadian Rural Revitalization Foundation
 - SSHRC
 - 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

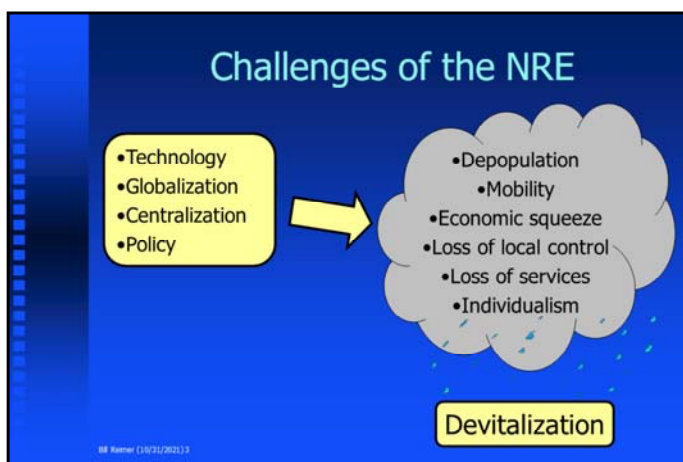
Historically: resource extraction



- Resources
- Labour
- Export earnings

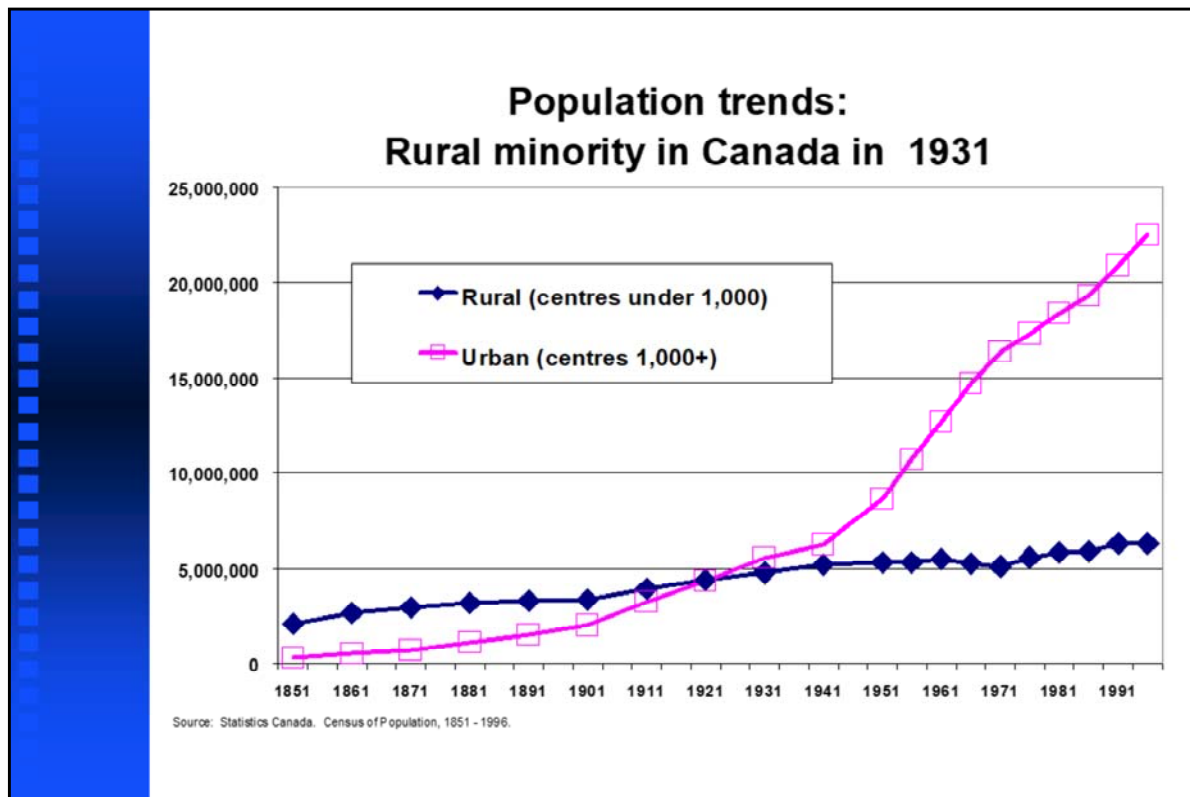
- Investment
- Technology
- Governance
- Services
- Infrastructure

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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 and capacity:
 - Depopulation as technology sheds labour
 - Mobility to urban and within-rural challenges capacity
 - 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 capacity
 - Most often challenge its traditional forms: associative, communal
 - Give advantage to new forms: market, bureaucratic



- At the Canada level, and in most provinces, the (census) rural population is increasing.
- Within each province, the rural farm population has been declining for decades and the rural non-farm population is increasing.
- (Census rural refers to individuals living outside settlements of 1,000 or more)

Old Rural Economy = Old Institutions

- Sectoral based (resource extraction)
- Mercantile state
- Private control of production
- Rural power

Exacerbates rural/urban tensions in the new economy

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Old Rural Economy = Old Institutions

- Sectoral based (resource extraction)
 - Designed for the efficient extraction of resources
- Mercantile state
 - Commodity trading with considerable control over natural resources
- Private control of production
 - Farmer, fisher, logger gets to decide what is done with their property
- Rural power
 - Rural population well (over) represented in governments



- This editorial appeared in the Montreal Gazette
- Written in response to the population figures released by Statistics Canada showing the continuing urbanization of Canadian society
- [C] The author sets his response in the context of pork-barrel politics
- [C] Argues that it calls for electoral reform, and
- [C] more resources to urban regions
- Reflection of demographic, political, economic, and social forces underway
- This is the context of our deliberations over a research agenda
- Not necessarily a nasty picture if we:
 - Seek to understand it
 - Look for the opportunities emerging
- But it does make clear that establishing a research agenda involves more than just compiling a list of the things we want to do or the questions we want answered. →

New Rural Economy needs new institutions

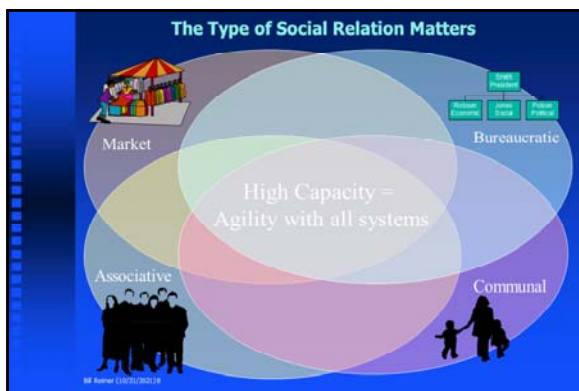
- Services and amenities over resources
- Knowledge and innovation critical
- Global competition more open
- Economy, Society, Environment interdependent

Building Capacity = Building Appropriate Institutions

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- This insight arises from our recognition that social cohesion is based in social relations (bring people together. It's what we mean by cohesion (the glue that binds).
- Social relations are organized in different ways
 - Expectations, norms, institutions, rights, obligations are all different and integrated
- Each is supported and enforceable by socially recognized institutions (norms, entitlements, laws)
 - (S) Market relations (e.g. commerce, labour markets, housing markets, trade)
 - Based on supply & demand, contracts
 - Supported and controlled by trade agreements, competition legislation, labour law, better business bureau, and the courts
 - (S) Bureaucratic relations (e.g. government, corporations, law, formal organizations)
 - Based on rationalized roles, authority and status, generalized principles
 - Controlled by legislation, corporate law
 - (S) Associative relations (e.g. baseball, bridge clubs, environmental groups, meals on wheels)
 - Based on shared interest
 - Controlled by civil law, municipal by-laws, social norms, and informal sanctions
 - (S) Communal relations (e.g. families, friendship networks, gangs, cultural groups)
 - Based on family, reciprocity, favours
 - Controlled by informal norms, legislation, family law, and government support agencies
- The systems by which they are organized can reinforce or conflict with one another.
 - Conflict: Associative and Bureaucratic relations:
 - Bureaucratic require competition for resources and accountability in their use.
 - Associative require commitment to the shared interests of the group
 - Partnerships between bureaucracies and volunteer groups are therefore problematic
 - Bureaucracies divert people from the shared interests and
 - Associative suffer stress from lack of finances and membership burnout
 - Complement: Several of our research sites relied primarily on associative relations in the face of school closings. In some, the citizens learned how to articulate, lobby their case on the basis of bureaucratically recognized principles, and got their school back. Social cohesion based on associative relations were used to build capacity in bureaucratic ones.
 - the Hutterite community next door to one of them uses communal relations intensively (family supported by religious belief) and combines them with bureaucratic relations (again legitimized by religion) to successfully compete using market relations (have even been able to expand while others fail).
 - In this case, the three systems reinforce one another
- Primary thing to note: (S) All forms are necessary in a complex, changing environment - The more agile a group is in being able to use all systems, the greater will be their capacity - especially under conditions of change. Each of them forms the basis for people working together – for social cohesion.

Reorganizing Market Relations

- Recognize multifunctionality
- Identify and meet urban demand
- Build trade competence
- Recover environmental costs
- Support the informal economy

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Reorganizing Market Relations

- Recognize multifunctionality
 - Eg. Compensate farmers for rural amenities and environmental stewardship
- Identify and meet urban demand
 - Eg. Town near Matane: attract urban children to keep school open
- Build trade competence
 - Eg. SMEs – not risk takers (may be accountants, not farmers)
- Recover environmental costs
 - Kyoto discussions promising (carbon credits)
- Support the informal economy
 - Stranger in rural but marginalized
 - Yet contributes to formal economy by:
 - Reorganizing assets
 - Building skills
 - Building networks

Reorganizing Bureaucratic Relations

- Rural lens on urban policies and regulations
- Extend entitlements to the informal economy
- Set standards for environmental security
- Reorganize property rights for amenities

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Reorganizing Bureaucratic Relations

- Rural lens on urban policies and regulations
 - Eg. Minister for Rural Affairs – Rural lens at the cabinet table
- Extend entitlements to the informal economy
 - Eg. Transportation credits to offset higher transaction costs
- Set standards for environmental security
 - Provide opportunities for smaller producers, innovation, recognition for environmental stewardship
- Reorganize property rights for amenities
 - Eg. Community forestry options, new forest management practices

Reorganizing Associative Relations

- Empower NGOs through reorganized entitlements
- Build associations around strategic issues
 - Watersheds
 - Hinterlands
 - Food
 - Recreation and amenities
- Support the informal economy

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Reorganizing Associative Relations

- Empower NGOs through reorganized entitlements
 - Eg. Tax credits for volunteer activities, relax charitable status
- Build associations around strategic issues
 - Watersheds
 - E.g. Mirimachi, Walkerton (7 died, over 1000 ill – Justice O’Conner report)
 - Hinterlands
 - E.g. New York City and Catskills, National Capital region
 - Food
 - E.g. direct marketing, organic produce
 - Recreation and amenities
 - E.g. Ducks Unlimited
- Support the informal economy
 - E.g. Cap a l’Aigle (Lilacs)
 - E.g Awano - restaurant



Reorganizing Communal Relations

- Maintain family ties
 - Community events
 - Multi-media
 - Story-telling
- Rural-Urban exchanges

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Reorganizing Communal Relations

- Maintain family ties
 - Community events
 - E.g. reunions
 - E.g. Cap-St-Ignace: Assign Godparents to newcomers
 - Multi-media
 - E.g. Internet, bulletins
 - Story-telling
 - E.g. Historical societies
- Rural-Urban exchanges
 - E.g. Quebec, Japan: School children to farms

A Rural-Urban Research Agenda

- What are the key institutions?
- Which support rural/urban alliances?
- Which best position rural and urban best for the new economy?

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**Rural-Urban Relations:
Building alliances**
The Canadian Rural Revitalization
Foundation

<http://nre.concordia.ca>
<http://www.crrf.ca>
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