



NORDIC RURALITIES
- thriving and declining communities

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Book of Abstracts

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Centre for Rural Research

Innhold

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Theme 1. Cultures and people, places and identities

WG 1.1 Family, Kinship and Personal Lives

Conveners:

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As rural communities change by processes of migration, distance working, changes in agriculture, new labor markets and new rural-urban relations, the interest of this session is on how rural change affects gender, family and personal lives. How may for instance mobility and changing patterns of employment co-exist with maintenance of strong kinship ties? Papers may deal with the many complexities of change and stability in family- and personal relations, the importance of memory and cultural heritage, emotions, homes, friendships, the significance of inheritance and kinship relations. Emphasis may be on connectedness, relationality and embeddedness across or within particular localities. The session will welcome papers that include discussions of social and cultural variations in family life, focusing on gender and younger as well as older generations.

ABSTRACTS:

When business is personal: Social ties and exchange forms in farming

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Literature on farming in industrialised countries has largely regarded farming's social embeddedness as a matter of family, thereby underemphasising the surrounding rural communities' significance to the farm business. The widely used dichotomy between hired labour and family labour is a result of this view. Based on interviews and survey data from Norwegian farms, I argue that this dichotomy of labour is logically incoherent and empirically misleading: Family labour is often hired; non-family labour is often not hired; exchange unfolds in many forms other than hiring. The notion of farming as a family business should be supplemented by the notion of farming as a community-based moral economy in which multiple forms of trust-based exchange unfold in a local market embedded in several types of long-term relationships: family, neighbours, colleagues, friends, and other acquaintances. This local and trust-based market provides for maintenance of personal ties,

business with low transaction costs, and flexible reduction of some of farming's most significant economic risks.

Gendered strategies among young farmers – about the relation between occupational resilience and sustainable gender relations

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How to make a farm business resilient is not gender neutral. Rather young farmers' explanations on how to cope with farming are affected by local gender relations and household organization. In this work, farm resilience refers to the possibility to cope as a farmer, also named occupational resilience (Marshall 2005). While gender relations within farming is a well developed field of research, its connection to branch sustainability and resilience at individual as well as firm level is a theme that needs to be addressed. In-depth interviews with young female and male farmers indicate that self-government is important for occupational resilience at the same time as this self-government is performed under certain conditions. Farming involves contextual challenges and men and women meet similar but also different challenges, and they develop gendered strategies to overcome these. This study involves gendered farming strategies from the following aspects: farm succession, organization and diversity of farm work, household organization including off farm work. These themes have developed from theory as well as from empirical material. For example, two recent processes affect gender relations in diverse ways. Firstly, the development of farm diversity parallels certain gender relations and a gendered (traditional) division of labor. Secondly, a growing interest for locally produced food and small scale production offer new prerequisites for transformed gender roles and identities. An overall question to be dealt with is the relation between occupational resilience and sustainable gender relations; what kind of gender relations are involved in reaching occupational resilience? How is farm resilience corresponding to gender resilience or sustainable gender relations?

Time to farm: spatial-temporal relations in family-based dairy farming

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In Sweden, family farming has a dominant position in the agricultural production and the labour of the family still compose an essential resource on many farms. The last decades, family farming have been affected and reshaped by economic change and the restructuring of the labour market – something that shape its gendered and social relations. The concept of temporality, and time in a wider sense, has attracted limited attention over the last decades with rural sociological research. Our intentions are to explore its potentialities in social analysis of family farm relations and to open up ways of thinking and conceptualising gendered time and division of work in the agriculture. The exploration of husbands' and wives' experiences of temporalities constitutes an important intersection in the unravelling of the gender relations of family farming and can provide fruitful insight to the lived realities of the agrarian labour process.

Gender differences in family farm breakup

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The breakup of a farm couple is a stressful process that may generate a need for emotional and practical support. Breakups among farmers challenge the dominant family-farm ideology based on heterosexual and patriarchal relations. This phenomenon has received remarkably little research attention, despite the fact that divorce among farm couples might threaten farm survival due to the close intermeshing of family, marriage and business. Marriage stability and permanency is thus important both to the agricultural business and to the rural community. Moreover, the heterosexual farm family is regarded as a model for social relations within the agricultural community. Based on interviews with seven women and four men who have experienced family breakup this paper explores men and women's different experiences with divorce and how they handled the break-up process in relation to gendered norms and expectations. The interviewed farmers described their divorce process as a lonely process in which they struggled with practical and emotional issues mostly by themselves and received little support from the local community. The data reveals that both women and men, whether they stayed on or left the farm, avoided discussing problems with others and tried not to appear as failures. Men struggled to live up to the ideals of rural masculinity in which physical

and mental strength was central. Women struggled to maintain their respected position in the local community and took care to protect the family's reputation.

Bread rather than croissant! Representations of Roma ethnicity in the perceptions of rural Hungarian professional municipal care and support givers on normal versus deviant parenting and sexuality

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This paper is to unravel in which way are the perceptions of professional care-providers on proper parenthood and sexuality inflated by representations of poverty and ethnicity and in which ways do these influence judgments concerning the ability of families to provide care for their children. Former state socialist countries indicate a higher frequency of taking children under institutionalized care compared to the EU average. Under state socialism the majority of institutionalized children were of Roma origin (Varsa, 2010). With the intensification of social differentiation and impoverishment, which is disproportionately burdening Roma communities in the post-socialist period, the overrepresentation of children of Roma origin among those taken into institutional care continues, even if recently efforts are made to counteract the placement of children into institutions. Instead, children are preferably placed into the care of foster parents. The paper is utilizing interviews with professional care and social support providers as well as information gathered through participant observations.

Doing childhood masculinities in a rural context

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Research has shown that the gender socialisation process of boys in rural societies is becoming more complex and diverse as the rural social fabric are changing. The association between notions of masculinity and work in rural societies are changing, constructions of masculine identities are becoming more complex and new ways of performing masculinities are developing. Drawing on a narrative approach, this paper analyses how 18 boys are constructing masculinities as a process embedded in the generational condition of being a child within a rural community. The article shows that notions of work is central to the construction of masculinities among the boys, and can be seen as practices through which the boys are creating a sense of belonging to a community of local men. Working masculinities are supplemented by masculinities constructed through more playful leisure time activities. The hegemonic position of masculinities related to work and play are challenged by alternative

constructions of masculinities related to school achievements, caring and housework, however often associated with social exclusion among the boys and therefore marginalized.

A gender perspective on coastal children and youths' reflections on their future

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In this paper I will focus on children's and young people's voices and analyze them by means of gender perspectives. The point of departure is compositions, drawings, and poems produced by boys and girls, young women and men in small and middle ranged fisheries communities in Finnmark, Norway in the period from 2004 to 2007 as well as applying data from radio programmes as well as newer data with emphasis on participation in a special arrangement called YOUTH FISHING. I will especially present how boys and girls express local belonging through the sources mentioned above and whether there are differences in boys' and girls' views. Does age and generation play a role and in what way? I will also compare such finding with their views on the future and wishes concerning education and places to live "in ten years". In the discussion I will discuss if it is possible to realize local settlement with their wishes for further education. Are there gender differences here and if so, are gender differences also related to other differences like class, nationality or ethnicity? How do the answers fit into earlier findings and literature about gender, local belonging and mobility? In this way I will be able to compare my findings and analysis with corresponding studies from other coastal areas. My theoretical point of departure is theories and concepts about gender and mobilities.

Fathering practices and masculinity among farming men

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During the last decades there have been considerable moves forward in the study of men and masculinities in society at large as well as in rural/agricultural areas. Studies on representations and practices of rural men have documented stability, change and paradoxes. Rural men are on the one side defined as tough, strong and enduring and on the other as socially more helpless and inept. The recognizable images of rugged rural masculinity through their work as woodsmen, farmers, hunters and fishermen, may render other aspects such as children and childcare invisible; but on the other hand it is a popular perception that farming

men are present and available for their children during the working day as work and family are not separated but take place on the same site. In the recent literature on men and masculinity in the farming sector, fatherhood and fathering practices have been surprisingly absent. Based on interviews with two generations of farming fathers in mid-Norway (altogether 14 fathers) this paper focuses on their practices as fathers connected to the activity areas of home, work and leisure. It asks how fathering practices have changed or remained stable over the last generation. In what ways have stability and change in father practices influenced their construction of masculinity?

WG 1.2 The Evolution of Home: Experiences of Landscapes, Places and Rural Housing

Convener:

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Home in the meaning of 'Heimat' has been a crucial concept for the construction of identity in the German-speaking world. It also has equivalents in Nordic languages ('hembygd', 'kotiseutu', 'hjemstavn'). It has served to describe feelings of comfort and belonging that are traditionally tied to a specific location, be it one's childhood home or the current living place. Yet, in a world characterized by multilocational ways of living, second housing, increasing global influences and a fast-paced lifestyle, home cannot be described as a static concept. The homely sites and landscapes and the personal experiences in one's homelike environment often have an essential role in constructing one's identity. We welcome papers concerning the evolution of home in all its experiential variations. Environment is to be defined broadly, consisting of both physical and cultural features: one's homely landscapes consist of natural, built and mental environments. We are interested in studying what makes a home for an individual? We prefer papers that have some contribution to the experiential formation of home as 'Heimat' in rural context.

ABSTRACTS:

Experiential Accumulations of Home: Case Kuortane

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This presentation examines the conceptions of home in the Lake Kuortane region in South Ostrobothnia, Finland. Home is studied in its broader meaning of *Heimat*, as a question of belonging to somewhere. How do the inhabitants of the Lake Kuortane area see their homely sites and landscapes? What are the key factors and deeper structures of their home in historical and geographical perspectives? Riukulehto's experiential theory of home serves as a theoretical framework for the study. It provides that every person has a specific, unique perception of home that has been built and is continually being built from personal experiences. Home is a personal relation to both history and geography at the same time. In short, home as *Heimat* means the totality of the things among which an individual feels at home. The general view of the Lake Kuortane region as home will be outlined by way of the key factors named by the inhabitants themselves and by the deeper historical and geographical structures sketched by researchers. The data will be analyzed in three parts. The main emphasis will be firstly on the natural environment, secondly on the built environment, and finally on the social and mental environments of home. The key factors (i.e., places and events) will be discussed on a deeper level throughout. The informants were heard in groups. Special interest was shown in their personal memories and their descriptions of homely landscapes. The memories and landscapes revealed in the data were understood as interpretations of their home. These are interpretations of important places (geographical interpretation) and events (historical interpretation). A third group of interpretations is found in stories that are not first hand in nature but are collectively carried in society. The research data was created in 2012–13 in eleven group discussions, four outdoor group walks, and one group drive (a discussion held in a minibus) with a total of 116 informants. In Kuortane, the key factors of home seem to be concentrated in three sub-regional accumulations. The main accumulation of belonging lies densely around Lake Kuortane. Those who live there do not usually have important homely places for events far from the lake. Further, all the main villages seem to constitute smaller loci within the orbit of the main accumulation. The informants who live further away from Lake Kuortane seem to have a larger accumulation of home. They have key factors situated around the lake but also further from the lake. Again we can distinguish smaller loci, but they are not as clear as the loci within the main accumulation. The clearest example is the home accumulation of the Mäyry area with Lake Kuhajärvi in a significant role. An interpretation of the deeper historical structures in the Lake Kuortane region is created on the strength of the data. The deeper structures influence people's conceptions of home and distinguish their home region from other regions. The influences of these deeper structures can be found in the meaning of village borders and

provincial orientation, in the conceptions of space and beauty, in the traditions of rural housing, in spiritual movements, and in the attitudes towards Russians.

The Conceptions of Home by the Representatives of Third Age

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This presentation examines the conceptions of home interpreted by the representatives of third age. The third age is broadly defined being the age between retirement and decrepit old age, when one is not capable of taking care him/herself anymore. The aim of the presentation is to produce an understanding about the meanings, surroundings and conceptions of homely living: what are the elements related of being, having and making a home in the third age? Presentation is based on the data gathered in three rural municipalities in Southern Ostrobothnia, Finland and accompanied by the views presented by third age representatives having their origins in the area but living nowadays in the metropolitan area. The data was carried out as group discussions during the spring 2014. It seems that feeling of home has very little to do with a house as a building. Feeling of home is attached to the memories, meaningful events and experiences, important items and so on which makes a house feel as a home even if conditions of housing were poor or inadequate. On the other hand, surroundings of house are considered important: it is not all the same what the neighborhood looks like or what kind of atmosphere it has.

Feelings of Home in Relation to Norwegian Family Cottages

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In speech, Norwegians tend to contrast their cottage with their everyday residence by referring to the latter as home. This does not, however, denote a simple description of how people perceive and express their relationship to their cottage, and especially what is known as their 'family cottage'. As the term 'home' can denote both a place of origin, of long residence, of present affiliation, as well as connote identity and feelings of something familiar or ordinary, attractive or comforting, this emic dichotomy may be challenged or at least elaborated upon. The point of departure for this study is the strong emotions expressed by Norwegians regarding their family cottages that I frequently encounter, and which seem to be far stronger than their attitudes towards their childhood home. A loose definition of 'family cottage' is a cottage that has been in the family for some time (often for more than a

generation) and/or is owned (or used) by several subunits of the extended family. While some of the emotions and opinions expressed are common with regards to all types of cottages, the long attachment as well as the family involvement seem to intensify certain experiences and matters. As part of this study, a number of people (all middle aged and constituting the post-war generation) with previous or present affiliations to family-cabins (through various kinship positions) have been interviewed. Although questions had been prepared for the interviews, it was enough to mention some few cue words in order to bring about long narrations about their cottages. Both positive and negative feelings were expressed, but never indifference and many of the accounts contained much irony and even sarcasm. The most frequent topics emphasized were childhood experiences of the travel to and from the cottage, its surroundings and of the family-gatherings there, the story of how the cottage came into the family, procedures regarding decision-making, opinions on the style and guiding principles involved in decoration and renovation, and attitudes towards the family's common lore of "cottage-tales" relating to the past. While it can be argued that such a study brings to the fore important values and ideologies found in Norwegian culture in general, the focus here will be on how people themselves tended to dichotomize their cottage-life in relation to their everyday, urban life – although the contents of the contrasts were not fixed. And it is with a view to this process that the concept of home should be deconstructed and placed under the magnifying glass: which aspects relating to the family-cottage contest the notion of home referring (solely) to 'the other', main abode?

Changing relationships between primary and second homes

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Primary and second homes can be seen as spaces that together constitute a 'home' (Perkins, H.C. & Thorns, D.C. 2006). For many families second home with its surroundings means continuity and sense of home across generations when they have moved primary home several times during their life time (Williams, D.R. & Van Patten, S.R. 2006). The relationship between primary and second homes and their owners, often elderly couples or families with children, varies with their life course and lifestyle. It is common in eastern Finland that those who have lived nearly all their life in the capital region have their family roots in rural Lakeland area where they still own a piece of land and a second home. Generations which were active during the most intense building period of second homes were born between the beginning of the World War II and the year 1950 (Baby boomers). At that time agrarian society was still strong in Finland. According to classical interpretation second homes were places where it was possible to return to the traditional rural lifestyle. However, second home owners have nowadays many different and changing perceptions of second homes.

Because the average age of second home owners is getting higher all the time in Finland (now 62 years), more and more second homes are inherited or sold. Consequently there are more and more families who own more than one second home. Still about 4 000 new second homes are built annually. Some multiple dwellers value second homes so high that they even spend more time there than in their 'primary' home. Some of them move near the second home after retirement. Place attachment of the next generation of second home owners seems to be thinner and rootedness to second home areas looser compared to that of earlier generations. Their contacts to relatives and social life in second home regions are rare. To some of them the second home means only a possibility to use nature resources of its surroundings which is more like a tourist's than dwellers' attitude. This depends on e.g. how often second homes are visited. Because the distance between the capital and Finnish Lakeland area is about 250 – 300 km, in most cases second homes are mainly visited only during the summertime. This presentation is based on interviews of second home owners in Mikkeli region, Eastern Finland, during the years 2012 and 2013. Preliminary findings about the changing role of second homes as 'homes' will be presented: How different generations experience their primary/ second home relationship and organize their multiple dwelling during their life course? How families who inherit two or more second homes in different areas tackle these situations? What kinds of factors are important when someone is choosing the place and the region for a new second home?

Architectural quality and rural development

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Many rural communities in Norway are struggling to find good and attractive housing for new residents and this has implications for rural development (Local Government and Regional Affairs, 2013). Stokkøya in Åfjord and Frøya Island are examples of communities, where economic development based on natural resources and aquaculture, is offering workplaces, but where the communities do not have enough attractive housing for employees that contributes to a stable residential population. Architectural qualities influence the choice of housing in cities, where there is a variety of potential homes on offer. The main question which this paper will examine is to what extent do architectural qualities influence the choice to live in rural areas? It is suggested that the processes, architecture's role and the justifications for the choice of house in rural communities are different, because other factors are linked to the choosing a rural life-style. However choosing housing in rural communities is not only based on need, it is also based on preference, and although there may be houses available, they may be perceived as uninteresting because they have the wrong location, wrong lay-out or size, do

not fit the type of household, or are of poor quality. The architect Christian Norberg-Schulz, argued that a place should have meaning and a distinct character. The architect's duty is to create meaningful places where we can dwell (Norberg-Schulz, 1984). A home is more than a functional place. A house is both a physical structure that offers protection to people and property, and it is a home that is established by social activity that takes place in and around the physical structure. We influence and are influenced by, the houses we live in (Clapham, 2009). The choice of housing is linked increasingly to the choice of "lifestyle" and acquiring a home is often not seen as an end result in itself but rather a means to achieve an end result of (Clapham, 2005). By considering three cases in rural communities where architectural qualities have played a role in the development of new housing, insight will be gathered about the process of housing development and choice of home by new residents.

WG 1.3 Impact of international migration on rural welfare and local development

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Considerable research has been carried out on how urban regions have changed and keep changing as a result of various forms of increased international migration. Less is known about migration to rural regions, partly due to the fact that large-scale immigration to rural areas in Europe is a newer phenomenon. This session seeks to address this gap by inviting papers on various aspects of migration to rural districts, in the Nordic countries and elsewhere. The papers may deal with one rural settlement or several, and international comparisons are particularly welcome. We invite both theoretical and empirical contributions – and combinations of the two, as well as qualitative and quantitative approaches. Potential papers may deal with how rural areas develop and change as a result of increased migration. What is the impact of local conditions on the sustainability of temporary and permanent immigration to rural areas? In particular, how do the labour market, the local welfare regime and civil society in a locality encourage or discourage migration? Papers addressing the importance of policy at local, regional, national and international levels are encouraged. Migrants' (labour migrants, asylum seekers, refugees, family immigrants, irregular immigrants) experiences in their new place of living and their economic and social links with other localities (translocalism and transnational social fields) are also potential themes of papers.

ABSTRACTS:

Settlement in rural communities:

Place knowledge and place attachment among different target groups of potential inhabitants

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Local authorities in rural Norway are making large-scale efforts to increase the population or at least: to prevent a decrease. Statistics show that migration from the rural districts to the city regions has had an increasing effect in the centralization of the settlement pattern, and that only half of the population lives in the municipalities where they grew up (Sørliet et al. 2012). Consequently, local authorities in different ways try to compensate for the loss of the fifty percent of the population. They draw attention to mainly four quite different target groups; return movers, internal movers (within the region) and regional movers (between regions), and labour immigrants. However, the content of the messages are apparently not as differentiated as the background and life situation of the target groups most likely will require. In this paper I will pay attention to contemporary research on immigrants remaining in rural Norway (Søholt et al. 2012); return movers and their reasons for settlement in their home place as young adults (Ekne Ruud et. al. 2014); and the interpretation of place qualities made by internal and regional movers when they, during the first few years, will do active considerations about future settlement (Vestby and Ekne Ruud 2008, Vestby 2009, Onsager et al. 2012, 2013). In what ways do the groups have concurrent or different needs and how could these needs possibly be satisfied in the specific local community? I will particularly discuss the differences between these four target groups when it comes to place knowledge and place attachment and how these might influence essential decisions about their future life and living conditions in rural districts. Finally I will ask whether local municipalities put in perspective these kinds of similarities and differences, and how they possibly could improve their role as host of community by extended knowledge about place orientations among potential permanently settled inhabitants.

Immigrant spatial distribution and relocation in Norwegian rural districts

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Several studies have examined ethnic spatial relocation in a variety of states and places. Spatial assimilation theory holds that immigrants tend to settle in areas that are low in the

neighbourhood hierarchy, but that they move upwards as their socioeconomic status increases and people are acculturated into the dominant culture. However, empirical studies have shown that although upward residential mobility takes place among natives and immigrants alike, the mobility tends not to be as high for immigrants as for natives even when controlling for the speed of socio-economic advancement. This has been explained both by place stratification theory (discrimination and structural barriers) as well as theories of ethnic enclaves and ethnic preferences. In a study of the dynamics of ethnic spatial stratification in Oslo, Magnusson Turner and Wessel (2013) found different relocation patterns for different ethnic groups and only limited support for spatial assimilation theory. They suggest that specifics of the local housing markets and welfare regimes should also be taken into account when assessing spatial relocation. Most of the immigrant spatial distribution and relocation studies have taken place in city locations, probably since this has clearly been the dominant type of settlement of immigrants. In recent years a growing literature has emerged on migration to rural areas as it has become much more pronounced, not the least in Norway where such immigration is substantial. However, to our knowledge no analysis of immigrant spatial distribution and relocation has focused on neighbourhood hierarchies of Norwegian rural municipalities. Thus, this paper will use updated register population data from three rural municipalities and one city district of Oslo to assess

- i) whether different categories of immigrants (traditional labour migrants, new EEA labour migrants from Eastern Europe, refugees and asylum seekers) live in neighbourhoods with lower socio-economic status than native Norwegians;
- ii) whether immigrants' advances in socio-economic status (income and education) result in relocation patterns that are similar to those of native Norwegians, or they remain in or move to neighbourhoods with relatively lower socio-economic status and immigrant overrepresentation;
- iii) whether there is substantial variation in i) and ii) between different types of rural municipalities – for example due to different immigrant population patterns or economic structure - and between the three rural municipalities and the Oslo city district.

We will finally discuss whether our findings lend support to or contradict one or more of the above-mentioned theories.

Lifestyle migration and innovation in rural Norway:

Understanding the success and failure of lifestyle migration

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In this paper I will explore some of the motivations for lifestyle migration and look into why it succeeds and why does fail. Currently Norwegian rural areas are heavily dependent on

migrants in sustaining their populations and vitality. Some municipalities actively work to attract the more affluent and “similar” lifestyle migrants from countries like Netherlands, Belgian or Germany. However, even thought of as “similar”, several return. Based on a range of interviews from lifestyle migrants, municipalities and business community, I will explore the network of relations and substances that enable and make this form of migration possible. Further I look into how the success of lifestyle migrants depends on how they manage to engage in institutions like “dugnad” and other local activities. And further, how some seem satisfied with not engaging the local community in any particular degree, but are still satisfied with amenities like mountains and forests – and the possibility of having self-contained single housing. The place itself, then, seems to be part of effectuating the transformation that lifestyle migrants are interested in. Using theory from consumption studies and science and technology studies I will work to understand aspects of this migration and its impact on local communities in Norway.

Rural immigration

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Sometimes, a social scientist may observe trends going on in the environment, processes which – to put it plainly – may reduce the quality of our society – rural as well as urban communities. What I have in mind, are processes that increase inequalities, and by that all kinds of serious social problems – at any rate in rich countries, like the US and the Nordic ones (Wilkinson & Pickett 2012). If we take our professional duties seriously, we will process such observations and possible hypotheses into research proposals, or write articles – in the hope of making colleagues interested enough to take up the professional challenge. For some years, I have been concerned with certain changes in the Norwegian labour market: Import of labour from other countries, where it is cheaper, seems to increase economic differences between occupations where knowledge of the Norwegian language is necessary, and jobs where it is not needed. There are indeed indications that such import may lead to social condition that the great majority of the country’s citizens seems to be against:

- Do we want less equality?
- Do we want to develop a “service class”, ethnically different from us natives, to perform all kinds of badly paid, dirty, uncomfortable and necessary jobs?
- Do we want to maintain this service class over time by import of replacements poor enough to accept the restaurant backroom jobs as soon as some of the dishwashers are able to advance?

- What happens to rural communities when employers (fish farming and processing) can hire temporary labour from poor countries rather than adapt to the demands of local youth, who may have attractive urban alternatives?

My impression is that neither the research councils, nor "applied" institutes or public administration units seem to be interested in hypotheses of this kind – intellectually and politically challenging as they are. Why this lack of interest? My tentative explanation could be: If a sociologist asks: Do we increase inequalities by recruiting poor people abroad to our least attractive jobs? Instead of a straight, professional answer, she or he risk having his question interpreted as if they had said: I dont like Muslims, Catholics, poor foreigners.....Fill in! It is easy to understand colleagues who dont want to be perceived as carriers of the worst kinds of prejudices.

Immigrant entrepreneurship contextualized: experiences with business-start-up among female immigrants in rural Norway

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While immigrant entrepreneurship has emerged as an important field of study, it has been criticized for focusing predominantly on men and for neglecting contextual variations in the analysis. The rural context, in particular, has been largely omitted. This article attempts to redress the rural and gender gaps in the immigrant entrepreneurship literature by analyzing the stories of 18 female immigrants who currently run a business in Finnmark, northernmost Norway. Firm visits and in-depth interviews were done by the author in 2012. I explore the start-up phase with a particular focus on their reasons for becoming self-employed. More specifically, I identify four modes of entry to entrepreneurship in this study; a) entrepreneurship as a way out of unemployment, b) entrepreneurship as a means to avoid underemployment, c) entrepreneurship as a means to live in a region of perceived attraction and d) entrepreneurship as a preferred choice for women in satisfactory wage labor. The analysis further reveals that the experiences of the informants, no matter their mode of entry to entrepreneurship, are inherently shaped by the family and spatial contexts in which they are embedded. Hence, the article adds to the literature firstly by revealing that immigrant entrepreneurship can not necessarily be conceived in terms of ethnic resources, ethnic niches, enclave economy that are so central in the megacity studies, and secondly by highlighting the importance of considering both the *spatial context* (in this case rural) as well as the *family context* in our theoretical conceptualizations of the (immigrant) entrepreneurial start-up phase.

Labour immigration to Western Norway as a resource for regional development. The role of local government responses

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We would like to report from an on-going project about labour immigration to Western Norway. Our research questions are related to the ways in which local government bodies incorporate labour immigration into regional planning and development policies. The background is that even though most municipalities in this part of the country have been concerned about population loss and limited access to highly skilled workers for decades, they seem to be unprepared for the large flow of in-migration of workers from abroad. By and large, labour immigrants seem to be treated in the same way as refugees, i.e. as in need of help rather than as a resource. However, change is in the booting, and we scrutinize the evolvement of immigration policies in the field of regional development. Our presentation will focus on how the municipalities define their roles in relation to labour immigration and, in particular, look into the possibly different outcomes of perceiving the labour immigrants as temporary versus potentially permanent residents. Empirically, our presentation will be based on data from a survey among all the municipalities of Vestlandet (Rogaland, Hordaland, Sogn og Fjordane, Møre og Romsdal) and, if finished by May, also two case studies.

Emerging rural settlement patterns of Norway's new immigrants

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Over the past 50 years, Norway has shifted from being a country of emigration to a country of immigration. In the same period population loss has been a chronic problem to rural areas. For many decades natural declines have reduced the number of inhabitants in the countryside, and the interregional outmigration of young people tends to leave rural areas with an ageing population. In 2009 this development changed. For the first time in decades the population in rural areas increased due to migration from abroad. This paper analyzes geographic patterns of population concentration and deconcentrations among foreign-born population during the 2000-2012 period. First, we examine the dispersing settlement patterns of refugees, labour- and family migrants from cities into rural and less densely populated parts of the country. Arguably, spatial deconcentration of foreign-born population provides indirect evidence of assimilation. Secondly we evaluate the balkanization hypothesis (Frey 1996) which argues that immigration flow runs counter-cyclical to trends of the native-born population. As a response to rapid immigration, native-born presumably relocate to areas with low

concentrations of immigrants. If this is true, then newly segregating rural immigrant communities may reinforce ethnic boundaries while slowing incorporation into the Norwegian society. Data for our analysis come from population registers and covers the mobility and settlement patterns of both native and foreign born population. We consider patterns of population concentration and segregation for immigrants and native born across 428 municipalities in Norway. For the statistical analysis we will use the Hoover index of population concentration and for segregation we will use the index of dissimilarity. We expect to find different explanations for settlement patterns between different categories of immigrants. We do not expect to find much support for the balkanization hypothesis.

Food for Integration - Translocal practices and culinary reformation

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The theme of this paper is to discuss transnational identities from the perspective of the way spatial and place-specific experiences are perceived as material experiences and in the way this effect performances by in-migrants in the everyday life in rural areas. The focus is on the living conditions in rural areas by people with non-Swedish backgrounds and how they combine experiences from the rural locality with the locality of their origin. The immigrant's spatial experiences are analysed with a focus on to which extent food can be a channel for integration. The paper presents an example of when integration policy merges with regional development policy, namely regional food production as place marketing projects. The Swedish minister of Agriculture has proclaimed the slogan "Sweden – the new country of food!" In the county of Värmland this has been taken to mean a possibility to develop a regional food culture with the help of the new inhabitants; immigrants with other food traditions and culture. A group of women from various countries in Asia, Africa and America has been invited to participate in a project in order to merge the Swedish agricultural food stuff and production with the knowledge and traditions of their countries. The project is labelled "Food for integration". The empirical data comes from in-depth interviews with female migrants engaging in food related networks. The interviews contain questions about practices, identities and meaning/ideas in relation to food and materiality. The data also comes from part-taking in practical and social activities in these networks. Of special interests are the stories that the women can tell about their practices and performances in their translocal lives, related to food ingredients, preparations and eating practices. The county governor (landshövding) of Värmland, Eva Eriksson has formulated a vision for integration and ethnic diversity for 2010-2013 there Värmland commits itself to offer an innovative milieu for people from other countries in order to secure the provision of competence and to prevent

de-population in the county. In an EU funded project focusing on the concept: new country = new inhabitants. With the aim to establish a test arena for multi cultural food production and to develop and quality assure a method for development and thereby implement the national strategy "The New County of Food". Part of the project is to stimulate development of products, entrepreneurship and new production of foodstuff for and by different cultures. According to their presentation the project is directed both to female immigrants with an outspoken interest in development of their food knowledge and eating culture, and to players in the region who can see a marketing opportunity in taking part in the project. The paper will elaborate on the possibilities and difficulties in the realisation of the strategy to enhance integration through the food sector in a broad sense.

WG 1.4 Interregional migration (cancelled)

Migration from rural to urban areas is a well-known development throughout the western world, but it is reason to believe that the migration pattern is varied between individuals and thus aspects of social relations, time, gender, age and locations matters for the topic. In this session, studies of both the reasons for interregional migration as well as the impact of the migration on local communities, industries, gender and other individual groups will be presented. Studies on the different characteristics of migration are also suitable for this session. Other aspects of interregional migration will also be considered for this session, such as historical development, normative challenges, policies and environmental aspects.

WG 1.5 Open session on Cultures and people, places and identities

Convener:

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Nordic rural communities are being redefined and rural areas are in a state of flux. Mobility and migration are increasing and new rural-urban relations, disparities and complementarities emerging. Distance working and migrating labor are increasing, as well as the number of second homes. Depopulation continues in many regions, while some rural areas are thriving. The importance of place and of location is changing. These processes affect social cohesion and social differentiation in rural areas as well as the construction of identities across borders and places. This is an open session for papers that fit under the theme *Cultures and people, places and identities*, but not into any of the proposed workshops. The convener may suggest independent sessions on specific topics based on submitted abstracts or refer abstracts to existing workgroups.

ABSTRACTS:

Second homes as a chance for rural economy: examples from Finland and Poland

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Searching for alternative, other than farming, sources of income and economic activities for the rural population is of key importance for the development of rural areas, especially in Poland, considering that unemployment, including hidden unemployment, is still quite high among (young) rural population and that local labour markets have limited absorption capacities. At the same time, second-home owners and users coming from outside have become an increasingly important element of local trade exchange and services markets in rural areas as well as budgets of rural community councils, farm, enterprises and households. Hence, second homes can be considered as a one of the favourable conditions for implementing the conception of multifunctional rural development, especially through the suitable use of the demand of seasonal residents for the local agricultural produce and services offered by permanent inhabitants (farmers, craftsmen, construction workers or other individuals). It can improve financial situation of rural communities and households through the incomes' rise and diversification of their structure (often predominated by incomes coming from agriculture or non-earned sources). Of great significance is the degree and scope of the newcomers' social and economic integration with the rural community, their internalization of needs and capabilities of the local community, and the extent to which they participate in rural life. The main research objective was to identify and evaluate economic relationships between second home owners and local people in Poland and Finland: farmers, entrepreneurs and other people (individuals). These linkages were evaluated from the perspective of their scale in terms of frequency (number of actors involved) as well as in economic value, and the object of transactions (food and agricultural produce, other everyday use articles, building materials, services, etc.). Determining the scale and character of relationships was particularly important in the context of the role – quite significant, as it seems – that second homes play:

- creating opportunities which generate substantial (additional) earnings/incomes for the local population,
- developing rural entrepreneurship,
- increasing the capital/financial resources of local communities (families/households, farms and non-agricultural businesses),
- further diversifying the functional structure of rural economy, i.e. contributing to multi-functionality of rural areas, or in a more general sense

- contributing to the liveliness and vitality of rural communities.

Therefore, the key aim of the study was to answer the question whether the flow of capital resources to rural areas from outside is significant or marginal, i.e. one without a notable impact on the local economy. Or should it be considered in terms of a development precondition with a significant influence on rural incomes, or rather as a factor of little importance for rural people and one restricted to specific types of areas or groups of stakeholders?

Quality of work or quality of place: What matters more for the attraction and retention of highly skilled migrants to rural Norway?

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A key challenge facing rural remote areas is how to attract and retain highly skilled migrants. The way forward prescribed by the (largely Anglophone) literature on rural in-migration and regional development is to highlight the place specific qualities, such as natural amenities and the rural idyll, to compensate for the relative lack of high level jobs and specialist environments. Seemingly, it is acknowledged that there is a clear opposition between rural living and having a career. Drawing from survey and interview material from employers and employees in rural/semi-rural Møre og Romsdal, we find – in line with previous research in Scandinavia - that these ideas do not correspond well with empirical facts. Furthermore, and perhaps more interesting, our study shows that the factors which make highly skilled people stay are at odds with what both employers and place promoters emphasize in their recruitment processes. While the demand side considers the aspect of ‘being raised in the region’ as something close to a guarantee against future out-migration, this trait has no significant impact on the migrants’ propensity to stay. Likewise, their promotion of natural amenities is not as safe a card as they think, as the migrants’ admitted interests in ‘outdoor activities’ have only a minor effect on their plans to stay in the region. What seems to matter most for the retention of migrants is their conviction of being ‘part of an interesting hub of expertise’. Thus, for the highly skilled, job related aspects seem to count more than traditional place related assets. The aim of the paper is to use the empirical results to discuss the need for rural studies to integrate theories of job-embeddedness with theories of place identity, and to relate studies of recruitment and retention to the larger discussion about mobility and place.

Revitalizing peripheral communities through road infrastructure: the case of Northern Iceland

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The migration from rural to urban areas is in part driven by the economic necessities and socio-cultural preferences related to the economy of scale. Small, peripheral communities at distance from major urban centers tend to be at a disadvantage in the market economy and are less able to provide modern amenities to inhabitants. The improvement of road infrastructure has been proposed as an alternative to mass migration, in essence increasing the economy of scale by moving people in different communities closer together and reducing distances between periphery and center. However, some have argued that major road construction projects will not reverse the tide of rural outmigration and that such infrastructure improvements will even make migration easier. In this paper we will explore the impact of large-scale tunnel construction project in Northern Iceland on migration trends. Prior to the opening of the Héðinsfjarðargöng tunnels in 2010, the two villages of Ólafsfjörður and Siglufjörður had experienced long-term population decline of 1-2% per year for several decades. They were connected by 232 km of highway in winter and 62 km of rough gravel road in summer. The tunnel reduced the driving distance between the villages to 17 km and restructured transportation in the larger Northern Iceland region. Three years later, a study of the tunnel's impact based on a mixed-methods approach suggests that population decline has been halted and there are indications of population increase not yet recorded by official statistics. The number of women aged 20-40 and children under the age of five has increased and net migration rates are more favorable. Finally, the migration intentions of adolescents and young adults are more favorable than before. The results strongly suggest a positive long-term effect of the tunnels on migration patterns but the long-term effects will emerge in the next decades.

Regional centres in Norway – their role in the settlement and migration pattern

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Do the regional centres in Norway fill a function as an attractive compromise between the larger city-regions and the smaller rural communities? This is a key question in one part of the

Norwegian Research Councils project which has been carried out by Norut and NIBR. Norut Alta and Norut Tromsø have studied this question in one part of the project. The project is based on Statistics Norway and NIBR's national survey on migration and settlement in 2008, supplemented by interconnected registerbased data on migration. Regional centres are in the project defined as towns with 5.000-25.000 inhabitants, including their surrounding communities defined by commuting, i.e. the labour market regions that these regional centres constitute. The regional centres tend to attract migration from the rural areas more than vice versa, but not so much from the city-regions and the out-migration is higher to these larger regions. The migration patterns to and from regional centres, and the differences in these patterns related to different life cycles, are compared to the patterns related to larger and smaller regions. We have also examined the motives for staying, and for moving to or from regional centres, compared to corresponding motives for larger city-regions and smaller rural regions. How do these motives differ? In the survey there are six main motives related to family, education, labour, residence, place and environment, and health, and there are also submotives to be examined. Another question is connected to different motives in the different stages in the life cycle? Results suggests that regional centres are most attractive during the familyphase, and that motives for moving related to place and environment are more frequent than for moving to cities and rural areas. On the other hand, labour related motives are less frequent, and it raises questions about how attractive the labour markets are in regional centres compared to cities and rural areas? Are the regional centres first and foremost attractive as places to live rather than to work, or do the regional centres offers "enough" different labour opportunities and then taken for granted?

The Rural Other – Constructing of Rural Otherness in Finnish Popular Film Kuutamonaatti

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Representations of rural people and rural space created in popular films have been recently analysed in the research fields of rural studies and human geography (Stenbacka 2011, Eriksson 2010, Bell 1997, Jansson 2005, Little 1999, Jumppanen & Suutari 2013), as well as in cultural history (Williamson 1995, Harkins 2004). In the light of these studies, it seems evident that in the popular films of modern nation states the urban people and space are pictured as the norm whereas the rural space and people are considered deviant thus forming internal otherness within nations. The aim of this paper is to analyze the constructing of rural geographic space and people as internal other in Finnish popular film *Kuutamonaatti* (1988). The representations of rural otherness created in *Kuutamonaatti* are then being compared with the ways that Swedish and American popular

film use for creating rural otherness within their cultural contexts. This paper claims that the reproducing of rural otherness through popular film shares many similarities in Finland, Sweden and the United States. These similarities are partly based on the dominance of global American film industry, but they also tell us about the urbanization of these societies. More interestingly, it will be shown that the differences in the ways the rural otherness is being reproduced in Finnish, Swedish and American popular film are rooted in cultural history and the national identity building processes of these countries.

“Everyone knows everyone else” – promotional or restraining for the wish to stay in rural communities?

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“Everyone knows everyone else” is a recurring and typical characteristic in descriptions of rural communities, both within lay and social scientific discourses. However, this is not the case everywhere, since rural communities vary a lot in size and localization, and hence it also varies what relationships which are natural and possible. Further, this depends on cultural habits and norms for association and interaction with others in the local environment, as well as on each individual’s will to engage with the others. In earlier research, “everyone knows everyone else” is described, at the same time, as *both* a positive and a negative quality of rural communities. On one hand such social transparency is related to safety and strong social bonds, while on the other hand it also implies negative social control. The purpose of this paper is to investigate the statistical, overall effect of this quality on residents’ wish to stay in their rural local community; does “everyone knows everyone else” seem to have any explanatory power on the dependent variable, and if so, does it enhance or reduce the wish to stay? The analysis uses material from *The Local community survey 2011*, which was conducted among a large-scale and representative sample of the population in the Norwegian municipalities defined as rural. Using (OLS) multiple regression analysis, it was possible to control for other variables that were shown to be associated with the wish to stay. Results show that “everyone knows everyone else” has a significant, positive effect on the respondents’ wish to stay in their local community. The more this quality was reported to fit as a description of the respondents’ local community, the more the respondents wished to stay in their community. Thus, the results imply that rural areas, in their efforts to keep their existing as well as new residents, should not undervalue the importance of pursuing high degrees of social integration and cohesion, among other things through maintenance and further development of local social meeting places.

The comprehensive symbolics of rural local schools

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The paper explores local communities' struggle for their institutions and what is experienced as a contested right to existence, exemplified by local schools and their role in the community. Through a study of the argumentation for local schools, we see how schools on the one side are experienced as arenas for social life, socialization and comprehensiveness, identity and self-respect. On the other side, this became intertwined with or related to a default rural or regional policy, and an established presentation and representation of the small rural community within a centrum – periphery dimension. The data is part of a research project initiated and financed by Centre for Rural Research, Trondheim, and consist of four group interviews conducted in November 2013, representing respectively teachers and local population in two rural communities in Mid-Norway.

The school in the local community – the local community in the school

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This is a research project in its initial state. It has evolved against the background of the research project the Nordic model is under pressure and it's results (report December, 2012). We concluded in the report delivered there was demand for further research regarding schools in the local community – especially schools in rural areas. As for education in general we see that Norway and Sweden with Denmark has a unique history in educational settings, more known as the "Nordic model", where the welfare state and equality ideal has been strong. In terms of education it was expected that the school and the classroom through a cultural canon (pupils' equal opportunities) had the task of fostering for democracy. An international influence such as John Dewey (1916/1999) with his understanding of Education as Democracy and communication hereby received influence (Dewey 1916/1999). Arnesen & Lundahl (2006) discusses whether the Nordic countries in our time stand out from other European countries and highlight four areas that they believe are key features of the Nordic model for education; 1) Free education to prevent social exclusion of people between school and work, 2) comprehensive school / public school with the goal that all go to the same school as long as possible. 3) The importance of the community as a contribution to equality, 4) comprehensive school/schools should be locally situated. All four areas are seen as key elements in education for democracy (Arnesen & Lundahl, 2006, Aasen, 2003). After the restructuring of the school system in the Scandinavian countries during the 1990s, we find a

shift from a regulative school management to a decentralized system, so-called decentralized centralization. We see that a transition from regulative control objectives to competitive tendering school and market ideology becomes an additional factor in reference to the goal of equality (Solstad, 2013). In our time the management and control (system) of Nordic education is also influenced by international trends. One example is OECD (organization for economic co-operation and development) which understands the students in the school as human capital and links the debate on education to economic rationality (Karlsen, 2006). Thelin and Solstad's research (2005) as well as Kvalsund (2009) point towards economic rationality when they argue that the Nordic countries have stood behind an economic closure policy of schools in rural areas, Sweden to a greater extent than the Norwegians. Closure of schools in rural areas has been carried out even though it in general is lacking knowledge about what is good or bad with "smaller" schools in the local community. Furthermore, there is not enough knowledge as what the consequences of centralization are for students, space and/or community in the local context (Thelin & Solstad, 2005, Kvalsund, 2009). We have in a pre-study carried out a total of four focus group interviews at two schools in rural areas in Norway where we interview teachers at school and parents of children at the same schools. Through discourse analysis and the use of Bourdieu's understanding of habitus and field (Bourdieu, 1995), we investigate "the school in the local community - the local community in the school". In the results we problematize influences and tensions especially regarding the schools' democratic assignment and equality as we find it presented in the Nordic model of education.

Theme 2. Natural resources governance and landscape management

WG 2.1 Closing the marine commons as a tool of resource governance: Inevitable developments and alternative solutions (cancelled)

This session focusses on fisheries governance and the social, economic, financial, legal and ecological implications of rights-based resource management systems as a method of regulating common-pool natural resources. What are the societal impacts of the large-scale use of market-based governance philosophies? Are there any viable alternatives to the introduction of private property rights regimes in the effective management of what have traditionally been perceived as common-property resources harvested within social relations of open access rights? A special emphasis will be on fisheries and fishing communities in the

Nordic region but studies and presentations with an international perspective and on terrestrial and other resources are also welcome.

WG 2.2 Partnership for natural resource governance and sustainable rural development (cancelled)

Natural resource management is from a rural perspective characterized by a number of dilemmas. In rural areas, food, minerals, fuel, hydroelectricity and fiber are produced and exploited for the benefit of the whole country. Simultaneously, the rural population is supposed to protect the rural environment, to manage and conserve national resources, and develop local industries (e.g. tourism, but lately also local small-scale food industries) to profit from the resources available. The multifunctional focus on production and protection, competition between land use activities, complex property and usufruct rights as well as an urban-rural and society level division regarding the use of natural resources tends to generate tensions between different interests. To face these challenges, governance arrangements or new (environmental) policy initiatives referred to as public-private-partnership, has recently been adopted by several European countries. Generally viewed as reflecting the rise of what is called 'the new localism', partnership has opened up the rural arena for many other actors beyond the local level (e.g. NGOs, businesses) to influence the future of rural areas, thereby embedding rural populations within new formations of power relations. This panel focuses on policy-oriented partnerships adopted to manage natural resources and to achieve sustainable development. In particular, we would like to emphasize the output of partnership arrangements moving beyond the formal mechanisms steering the process. Partnership can in this context be understood as reinforcement of governmental policies through collaboration with local actors aiming to open up for innovative approaches. To what extent has collaboration with local actors created enough space to accommodate local interests and livelihood needs? From an institutional perspective, what kinds of rules and regulation (at different societal levels) have been developed for different partnership arrangements? Do partnerships represent a strategy that has achieved policy changes, or should they be considered as an additional arrangement for citizens' involvement?

WG 2.3 The forest as provider of goods and services – local interests and global demands (cancelled)

The Nordic countries have deep-rooted traditions of civic movements that have fostered considerable inter-group trust and cooperation as well as provision of collective goods. In rural areas, many of these movements have been centred on the use of land and water resources, shaping the way resources such as farmer/forest owner associations, forest commons, village communities, hunting teams are used. Also, as urban residents spend leisure time in urban

fringe forests and/or their second home in the countryside, they lobby for the protection of nature and also use different collective goods through the right of access to private land ('allmansrätten'). In this session we encourage papers discussing the role of forest as provider of a whole range of eco-system services for the individual as well as local society and the state, and how to balance the different interests and often competing demands. We welcome contributions addressing the following questions:

- How is forest included (or not) in comprehensive planning? What methods and tools have been applied and studied in order to enhance the integration of forest in community planning and vice versa?
- How do demands and expectations of eco-system services from forest vary in different rural areas?
- How is forest campaigned in the Nordic countries in relation to rural community development?
- Rural development politics and natural resource management in the Nordic countries - what literature exists on the topic?
- How globalized is a local nature resource? The opposing perspectives of rural areas as enriching or depleting. Who has the right to decide and how? How to develop common local decision systems and self-governance?

WG 2.4 Innovation or invasion? Commodification of the outfields

Conveners:

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We are observing a clear trend of intensified and diversified commodification and commercialisation of the outfields' ('utmark') natural resources. Commodification denotes processes where resources such as goods and services, but also ideas, are transformed into a commodity, and thus made marketable and open to commercialisation. Natural resources in the outfields have a multitude of uses such as; (1) high quality grassland, a pool for environmental goods, as raw materials for industries; (2) as instruments in national policies for coping with climate change and achieving commitments on biodiversity and nature management; (3) as resources for tourism and rural development in the experience economy, as well as for indigeneous and local uses linked to eg. fishing, hunting, reindeer herding, and recreation; and (4) as an arena and resource for wind and hydro power production and a renewed interest for mineral extraction in the high north. The use of natural resources in the

outfields relies on various forms of land use rights or property rights. These are adapted from historic resource use, but it is not evident whether the institutional system they constitute is able to adapt to and sustainably manage contemporary commodification processes. We welcome here a broad view of the commodification of material and non-material natural resources in the Nordic outfields. Of particular interest is the interrelationship between commodification processes and the unsettlement of established formal and informal systems of land rights and use, including how the outfields are used and perceived by indigenous groups.

ABSTRACTS:

Angling and hunting tourism in the Sámi area – comparing legislation and local responses in Sweden, Norway and Finland

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The northern part of Sweden, Norway and Finland have been utilized for reindeer grazing since before colonization of the nation states. The three states have developed differently both in terms of angling and hunting legislation as of commercialization of these resources. Land disputes are more intense in Sweden and Finland where forest production is of greater economic importance than in Norway. The context of angling and hunting evokes issues of ethnicity in northern Sweden, due to the complex legislation that maintains different identities. Although an important part of life in this area angling and hunting still constitutes a rather limited tourism sector. The main factors for success according to tourism entrepreneurs in this business are economy, access to game and fish, legislation and local attitudes. Although tourism is a possible way to earn an income in this sparsely populated area a local skepticism towards commercialization of natural resources is not uncommon. The locals fear increased prices for licenses and increased pressure on fish and game population as well as on vegetation. Another concern is that strangers lack local knowledge about ecosystem, landscape and community, which from a local perspective are important aspects of angling and hunting.

The Political Space of a Summer Farm: Turning History, Nature and Culture into Agri-Environmental Payments

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The EU's Common Agricultural Policy (CAP) has been reformed during the last decade. New goals on "high natural and cultural values" and "traditional landscapes" have put focus on other types of farms than those previously encouraged by the CAP. One example is the Swedish summer farms who for the first time have been assigned specific supports. In central and northern Sweden, a couple of hundred summer farmers keep cows, sheep and goats, often traditional breeds, on free range grazing on the outlands. This paper deals with how the essence of summer farming is negotiated as summer farms are included in agricultural policies. The way in which the Swedish Agricultural Board is applying CAP Agri-Environmental Payments to summer farmers uncovers contradictions between the authorities who have the power to define what is to be considered to be traditional summer farms and high natural and cultural values on summer farms, and summer farmers who are expected to achieve the intentions of these goals. The ability of summer farmer's to act based on own intentions and viewpoints is of course significant, but still different institutional arrangements limit their opportunities to have their voice heard. As a result, summer farm associations have emerged and play an important role as mediators and interpreters of information as well as lobby organisations. These contradictions have given rise to a political struggle of different interpretations and an on-going negotiation of what practices are most highly valued, which in the paper is referred to as the political space of the summer farm. The paper thus deals with a type of commodification that is rarely discussed – namely how natural and cultural values are utilised as tools to achieve political support, such as Agri-Environmental Payments within the CAP.

Modernisation of rural economies - the enclosure of the Norwegian outfields and commons?

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A significant process of modernization is going on in Norwegian outfields [utmark]. The paper presents findings from a study in South Sámi reindeer herding areas, analyzing some of the implications of agricultural and rural policies' emphasis on commodifying natural resources

making primary industries increasingly a recreational and consumption deliverer. It also analyses how norms and practices of land use, land ownership and rights systems in the outfields and commons are changing in a neoliberal context. A strong increase in second home developments along with other developments in the outfields such as windmills, micro hydro power plants and mining has increased pressure on the land and escalated land use conflicts. There also seems to be an increased interest in investments in outfield properties from investors. At the same time secondary industries seek new opportunities in the outlying areas, driven by factors such as new technology and the climate discourse. All this challenges the established socio- cultural, economic, environmental and legal structures. So far multifunctional agricultural policies and land use planning systems within a highly developed country as Norway have not been sufficiently able to handle the challenges of modernising rural economies and at the same time include nomadic land use systems of the increasingly marginalized South Sámis in these processes. The pressure on and incentives to further commercialise the Norwegian outfields is a change creating flux in the property and rights relations that link people and animals to the land. In this, outfield commercialisation echoes widespread processes of enclosure and privatisation, but also contrary processes of increased government influence, related to a number of new large conservation designations. The paper addresses these processes of modernizing rural economies in Norway, and examines if these processes entail an enclosure of the Norwegian outfields that traditionally to a large extent have been perceived and treated as a commons.

WG 2.5 Open session on Natural resource governance and landscape management (cancelled)

New pressures, interests and claims on the use of natural resources and on landscapes lead to processes of innovation, re-evaluation as well as depletion. Natural resources are not just valuable economic resources, but also ecological, political and social resources. Continuities in both natural resource governance and landscape management are questioned and transformed. Yet, path dependencies and institutional contexts shape activities as well. Multifunctional and sustainable landscapes and use of natural resources have become some of the keywords. This is an open session for papers that fit under the theme *Natural resources governance and landscape management*, but not into any of the proposed workshops. The convener may suggest independent sessions on specific topics based on submitted abstracts or refer abstracts to existing workgroups.

Theme 3. Rural economy and entrepreneurship

WG 3.1 Regional knowledge development, innovation systems and entrepreneurship

Convener:

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This working group focuses on the development of regional and rural welfare through knowledge building in the region, knowledge development, knowledge transfer and knowledge management. The working group will look both at academic institutions as instrument of regional development, and also on innovation systems, and interaction that influence flow of knowledge between various regional actors. Knowledge development is of significance in many relations involved in economic activities and welfare development. These relations and actors can be studied from different angles and approaches. We welcome papers, theoretical as well as empirical, on the following topics:

- Regional universities/academic institutes and their role in regional development
- The limits of local universities (under-estimated and over-burdened)
- Clusters of knowledge
- Interaction between universities and local actors
- Regional innovation systems
- Triple helix
- Establishment of new firms – entrepreneurship
- Regional culture and entrepreneurship

ABSTRACTS:

Frøya: an innovative island: How to build a regional research and development system around aquaculture during globalization

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This paper is going to deal with the regional cooperation between the research and development institutions in the Trondheim area and the fish farming cluster at Frøya, in order to see how knowledge building and knowledge transfer has contributed to the remarkable growth in the salmon cluster of Hitra-Frøya. The Norwegian fish farming sector, after a start-

up period of many small and medium-sized firms, is now characterized by strong industrial groups, mostly controlled by distant owners. At the island Frøya, however, local owners have been able to keep the control during this amalgamation and concentration process. One explanation may be the strong emphasis on research and innovation in cooperation with the research and development institutions in the Trondheim area. By analyzing changing management systems, firm structures, and strategies of major players in the value chain, I want to increase knowledge and awareness of how globalization of the food supply chains can be affected by local public and private actors and investigate what kind of strategies are successful in order to build local and regional innovation systems. Key questions are:

- How do the expanding Norwegian fish farming cluster at Frøya handle education, research and development?
- How is globalization affecting the strategic management of the fish farming industry at Hitra-Frøya?
- How do Norwegian laws and regulations delimit the freedom of capital to take distant control over the Norwegian farmed fish sector?

The theoretical perspective in this paper is cluster theory. The material comprises interviews, site visits, and news from business newspapers and webpage information.

Governance of bioenergy systems in Norway and Emilia Romagna (Italy): policy impacts and implications

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Bioenergy and rural development are interconnected fields. Energy issues have become central in the political agendas of most countries because of their dependence on fossil fuels (and related issues scarcity, cost and supply instability in the import-areas) and there has been a rapid growth in interest in renewable energy (RE). As stressed by the OECD Linking Renewable Energy to Rural Development report (2012), rural areas attract a large part of overall investment in RE deployment. Installations have to be located where renewable sources of energy are available and possibly abundant, and also where there is space to host them. For these reasons, low density areas are more likely to have these features and so they are the most suitable location for RE installations (OECD, 2012). Bioenergy is also conceived as an opportunity for farmers to diversify their income and for rural areas, generally marginalised, to foster their development. Nevertheless, the dominant policies on renewables are so far set by the EU's energy Directorate and National Ministries of Energy, often with little reference to district or regional development or to rural issues (OECD, 2012). As a result, there is often a problem at the level of local communities, left with negative externalities while most of the profits and policy rents accrue to 'outsiders' (Bryden, 2010). Thus, the question is

investment in bioenergy a development opportunity for rural areas? is one of central importance when it comes to study the relationship between bioenergy and sustainable rural development. This study focuses on the governance of bioenergy systems in the rural areas of Emilia Romagna (Italy) and Norway. It aims to contribute to a better understanding of the relationship between bioenergy governance and policy regimes, related innovation processes and rural development. It applies the Regional Innovation Systems (RIS) theory as a means to evaluate if bioenergy represents a current or potential opportunity for rural areas development in the case studies. The RIS is founded in the pioneering Innovation Systems work of Lundvall (1988), Freeman (1987), the regional dimension has been added by Cooke (1997, 2005, 2012), Edquist (2004) Etzkowitz (2002), Foray (2009), and Lundvall (2005), among others. A regional innovation approach to the study of renewable energy, including bioenergy, has also been used by Buen, 2006; Carrosio, 2008; Cavicchi, 2013; Ericsson et al., 2004; Forbord et al., 2012; Hillring, 2002; Lindblom and Rasmussen, 2008; Mangoyama and Smith, 2011; McCormick and Kåberger, 2005; Midttun and Koefoed, 2005; Mårtensson and Westerberg, 2007; OECD report 2012. The comparative case-study analysis and the SWOT analysis served the aim to determine and evaluate the potentials of bioenergy innovation to secure new development opportunities for the case studies and to identify potential policy improvements and implications.

Securing triple bottom line outcomes from bioenergy development and innovation in rural Norway (TRIBORN)

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This paper presents a newly initiated large interdisciplinary research project with participation of a range of national and international institutions. The main objective is to produce knowledge on how systems and strategies for bio-energy innovation should be designed to promote Triple Bottom Line benefits – understood as positive economic, social and environmental outcomes - in rural areas and to promote the achievement of national bioenergy targets. Development of a new bio-economy is on the agenda in all European countries and new biomass based value chains are being developed for bioenergy, high quality fibre materials, and other goods. The on-going global economic crisis has spurred concern about links between bioenergy and rural development, largely because economic and employment impacts have been disappointing because some social and environmental impacts have been negative, and because the energy resources are mainly located in rural

areas. The project investigates how to increase production of bioenergy in ways that promote sustainable development in rural areas. A rather wide body of research on relevant innovation in renewable energy and its impacts on rural people has questioned the notion that such outcomes are inevitable, and can be taken for granted. Specific forms of bioenergy and related policy innovation may improve energy security and flexibility in rural areas, development of rural economies and communities and sustainable climate friendly energy production. This project aims to understand and foster systems for bioenergy innovation and related support policies that can produce such positive social, economic and environmental outcomes. We apply and aim to develop a method for developing Regional Innovation Systems approaches that is capable of producing such outcomes in different social, economic and political contexts - a method called the Grounded Innovation Platform (GRIP) approach and is a bottom-up process based on involvement of private and public stakeholders to generate legitimate rural development. The project will generate knowledge on key factors for success and failure in platform building by comparing cases in Norway, Sweden, Finland and Italy. Especially Sweden and Finland have achieved good results while Norway is a long way from reaching its goal of doubling its use of bioenergy. We will test and further develop the GRIP-approach by mobilising industry, energy users, farmers, NGOs and governing agencies in the construction of regional innovation platforms under different conditions. The project will contribute to knowledge about outcomes of the development of renewable energy on economic opportunities, social viability and acceptance and environmental sustainability in rural economies; the ability of GRIPs to facilitate innovation within bioenergy production, related policies and governance structures; the ability of GRIPs to contribute to the fulfilment of the national RED targets and to reduce negative impacts through sustainable forest management. The project is part of the research programme Green Innovation Research at NILF, which focuses on how natural resources attain economic value through human activity.

Ethics and institutions for innovation in land-based economies

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This paper discusses the often tacit normative premises of the innovation discourse. We argue that these premises have been insufficiently discussed and that opening such a discussion implies rethinking how innovation systems should be designed in land-based economies. We discuss ideas about Triple Bottom Line accounting in light of the New Sussex Manifesto, political economy and innovation systems theory. Systems for ethically sound innovation in land-based economies would have to look beyond science, technology and competitiveness; it would have to consider carefully the needs and rights of those whose livelihoods depend on

the resources that are affected. Consequently, the innovation system should be open to knowledge and interests other than those represented by science and industry; empowering underprivileged stakeholders would be a key task of innovation systems in land-based economies. We proceed to suggest some general principles regarding the design of institutions for ethically sound innovation in such economies.

Entrepreneurship with social skillfulness: potential for rural development and sustainable food systems

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In Europe, farms are first and foremost enterprises, even under the conditions of subsidized agriculture. Farmers are also objects of a plethora of demands by those who actually depend on their production for their businesses or their food. These demands vary from food quality and environmental stewardship to sustainable agriculture in the face of global competition. However, among loss-making farms there exist those economically viable, even in this challenging era, and raise interest about the ways of farming which lead to success. Based on empirical evidence, the paper starts with the abductive hypothesis of importance to farming of social skillfulness. The paper then elaborates this notion in social scientific terms and delineates it with and against notions such as trust and social capital. The empirical data, deployed to strengthen the hypothesis, consist of Finnish farmers who have been exceptionally successful in developing their rural businesses from modest start with varying educational backgrounds. The analysis of socially skillful farmer paths and networks brings forth relational capacities and qualities of interaction which seem to extend beyond the generic emphasis of strategic partnerships and supportive family ties. This paper makes visible how farmers are able to respond to global challenges by developing their enterprises in collaboration with their peers, foreign laborers, extension and educational services, university researchers and administrative as well as commercial and industrial partners. The farmers seem to reach up to rich networks of learning through which they secure the growth of their own businesses, support rural development and reach into urban consumption. If such a relational quality as farmers' social skillfulness supports rural business developments, the issue turns to further consequences. Learning about, adopting and deploying this kind of skill in one's circumstances may benefit rural livelihoods, and thereby introduce more sustainability into the food systems at large.

Strategies of differentiation in food industry: Incorporation of rurality in qualities of food

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Product differentiation strategies have often been used to maintain competitiveness at the domestic market in the face of imports from low-cost countries. Within differentiation strategies, notions of quality are redefined or tied to qualities that ensure that the products stand out from the mainstream, with associations such as local origin, naturalness, tradition, nearness, and authenticity (Storstad, 2007). Differentiated food may be synonymous with speciality food, which is defined as a 'food product differentiated from industrial or mass-products by one or more of the following factors: raw material, process, know-how, availability and consumer perception' (O'Reilly and Haines, 2004:139). Differentiated food products are the result of innovation processes both within the traditional food industry, and within the small-scale farm-based food industry. Different consumer groups appreciate different qualities for different reasons, as is emphasised by Ilbery and Kneafsey (2000) when discussing the relational and negotiated aspects of quality. Morris and Young (2000:105) summarize the most frequently mentioned aspects of food quality: method of production, place of production, traceability, raw materials/content, safety, nutrition, as well as sensual, functional, and biological attributes. Food quality and "different-ness" can be viewed as a social construction which achieves its meaning through the interplay of different actors and socio-cultural contexts (Stræte and Marsden, 2006; Stræte, 2008). In a rural perspective it is relevant to know which and how rural qualities are embedded in food products. This paper explores how Norwegian food industry and retailers make use of rural elements to increase their competitiveness within strategies of differentiation.

The future of the horse industry in Norway and Sweden and implications for rural areas

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In the paper we will present results from a scenario analysis of the horse industry in Norway and Sweden and discuss the implications for rural development in both countries at the national and regional levels. The objectives of the scenario analysis are: 1) to investigate the

future prospects for the industry in a business, consumer and societal perspective, 2) to identify opportunities and constraints for growth, 3) to examine expectations about the future of the sector, and 4) to assess wider impacts of changes taking place. Identifying driving forces and uncertainties will be the main tasks of the analysis. Preliminary analyses have come up with some important driving forces on the demand side: population growth, income levels, prices on horse services, consumer preferences, competition from other activities and time constraints of horse services consumers. On the supply side costs (including alternative value of land and labour); available resources; (agricultural) policy and regulation; and education, extension and information are assumed to be important factors. The analysis encompasses four scenarios:

1 Steady State: Continued developments of the economies along the same path as today

Modest inflation 0-3% per year, modest unemployment, rapid urban expansion, high demand for recreational services and gambling, modest real price increases of agricultural commodities, high demand for open landscape services, CAP and Norwegian agricultural policy remain relatively stable.

2 Major Crisis: High unemployment and low economic growth

Major decline in industrial production, financial meltdown, Increasing unemployment, slow urban expansion, CAP is questioned or phased out and Ag policy in Norway is liberalized, and demand for public goods hampered.

3 The Ag. Scenario: Major energy and commodity crisis - prices of agricultural commodities increase

Slow growth (decline in industrial output, economic expansion in Non-European countries), unemployment increases, slow urban expansion, CAP is questioned and phased out and Ag policy in Norway is liberalized, but increased prices prevent downturn in agriculture.

4 Major (negative) changes in preferences

As 1, but people, especially girls and young women, become less interested in horse riding and other horse related leisure activities.

In the paper we will discuss consequences for the horse industry both from a national and a regional development perspective which may be different in the two countries for each scenario. In particular, emphasis will be put on the future impacts of horse-related activities in terms of employment and well-being of rural areas will be examined.

WG 3.2 Reconfiguring the local – small and large-scale food production

Convener:

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Food production has historically been a central activity in many rural economies, but has been decreasing in importance due to changes in production and global competition. Large-scale production and global distribution networks have contributed to a neutralization of place and harmonization of local variations in production, look and taste. However recently, local niche and high quality food production seems to have been experiencing a revival. In that process, the 'local' and the notion of 'place' have become new value markers pointing at both cultural meanings and new consumer habits, while new distribution systems, have been set up to link consumers and small scale producers – often emphasizing the direct and personal linkages. In contrast to the large-scale sector, local food production is often embedded in tourism and leisure life in both urban as in rural areas, and perhaps reflects changes in the long term social composition of the rural population. This working group invites for a discussion of both continuities and innovations involved in the reconfiguring of the local food production, and encourage contributions that seek to understand local and the large-scale food systems together – in both their co-existence and internal competition, as ways to organize different livelihoods, cultural meanings and as distinct policy objects.

ABSTRACTS:

Exploring the business models of local food distribution

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The new Farmers market is one of several innovative marketing channels for local food, directly linking producers and consumers. It has been adopted in different ways in many countries, also in the Nordic region. While the motivations of consumers and sellers at the market have been the subject of many studies, there are few studies that investigate the different configurations of the farmers market organization as such. The goal of this paper is to contribute to filling this gap through exploring the business models of the farmers market organization. The core of the business model framework is to describe how a firm or an organization creates, delivers and captures value. For an organization to survive over time it is necessary to create and maintain a sustainable business model. This includes identifying for whom the organization creates value, delivering this value in appropriate ways, and aligning activities, costs and revenue streams to capture enough of this value to survive. I use a case

study approach, where the business model framework is applied to the Norwegian FM (Bondens marked Norge). Bondens marked was established in Norway in 2003 with support from the farmer cooperatives, and the business model has developed over time. The characteristics of the Norwegian BM business model are discussed and compared to other FM organizations. The results will also have relevance for other types of short value chains in the alternative and local food sector.

Can Community supported agriculture (CSA) contribute towards national objectives within agriculture and food consumption? Explored by looking at motivations for CSA among farmers, growers and consumers

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Community supported agriculture (CSA) is a way of direct communication and distribution of agricultural products between the farm and the consumer. In CSA the consumers own a share of the yield, and in most cases in Norway the consumer come to the farm harvesting their share themselves. This innovative way of connecting farms and consumers emerged in Japan, USA and several countries in Europe and elsewhere some decades ago. The last few years this concept has grown rapidly also in Norway, and from 2012 to 2013 the number of CSA-farms increased from 4 to at least 8 while other initiatives are emerging. Our study has especially focused on CSA farms in Norway, with a glimpse at experience and research abroad. There is conducted a questionnaire to members by 7 Norwegian CSA-farms and interviews of farmers, landowners and other relevant parties at 5 farms. This presentation shows that the model of CSA can support sustainability and reaching national agriculture, and even health, policy objectives. The farmers and growers are motivated by their reluctance against the industrial agriculture and the food system as it is today, and they want more interaction with consumers. At the same time, farmers find CSA as a model which will give a more stable economic situation. Coincide with this, consumers want to get excess to local organic grown food, participate in growing and to support nearby agriculture and farmland. Regardless, the CSA-model has its challenging sides which will be described. But overcoming these bumps, the model might be of high relevance for farmers and consumers in Norwegian urban or suburban areas.

Local food accessibility – Geographic information system (GIS) approach in revealing areal development potentials in Northern Ostrobothnia, Finland

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Accessibility is an essential factor affecting local food markets, in addition to the quality aspects and price. In general, the ease of access is highly important for consumers and crucial for institutional kitchens. In the present situation, food transports are mainly organised by large scale logistics applying centralised flows directed via a few hubs. Accordingly, volumes needed to reach markets are unattainable for small food produces. However, consumers and institutional kitchens as well as traders are interested to increase the use of local food. Thus, development of new logistical solutions is essential. In this study, accessibility of food production and consumption is considered as a geographic or a spatial issue. Supply and demand of local food are scrutinised by transport accessibility analyses. Analyses are based on Geographic Information System (GIS) and accurate spatial, location based data. Sites of primary production are located by farm level and spatial structure of population is included as grid cell data. Accessibility computations are based on accurate model of road network, which includes speed limits for travel time and route estimation. Thus, geographic spaces of local food markets are analysed with an unprecedented geographic accuracy. Northern Ostrobothnia, Finland, which gives an interesting field for the study, as the region is characterised by urban and rural population centres as well as developing and degenerating rural areas. The study takes four accessibility analytical approaches to local food by applying and developing common transport accessibility indicators. 1) Areal balance between farm based production and statistical consumption is analysed to map local scale oversupply and undersupply. 2) Potential for local networking of producers is analysed by the index of cumulated opportunities. 3) Potential sites for areal nodes (e.g. hubs, wholesales or logistical centres) are assessed by location-allocation computation. 4) Operational environment for local level transport cooperation is considered by collection route based accessibility index.

Living in the niche – self-employment and the cultural turn

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In rural areas the basic conditions for a life as self-employed have changed remarkably through the last three decades. Using a research project from the late 1970s as a mirror, I try to track the changes in and for self-employed lifemodes (Højrup 1983) in rural areas. Self-employed and family-based primary producers, as farmers and fishers, have been subject to radical external changes and gone from being liberal occupations to be heavily managed and capital-intensive businesses involved in transnational food-distribution systems. While some of these are technically still self-employed, their mode of operation have changed and new generations face increasing difficulties in entering these large-scale operations. As a consequence, new types of economic ownership have recently been legalized, breaking with 200 years of self-ownership. On the other side, a new wave of niche producers has recently entered the scene and appears as, perhaps, a new way to live a life as self-employed. In the literature these are often described as lifestyle entrepreneurs or in the economic literature as small-scale producers. In this paper I use ethnographic material to discuss a number of niche producers and examine the characteristics of their livelihoods and operations. Contrary to the ideas of the life-style entrepreneur and small-scale economies, I argue that living in the niche is a way to pursue a coherent and dynamic way of life as self-employed. New basic conditions are found in tourism, leisure consumption, in direct sales, through aesthetics and branding. Many of these sources require new competences of the producers and constant innovation in distribution, production, products and added values. Thus, far from being small-scale or following a peculiar lifestyle, niche producers create their own distribution networks and businesses in order to remain independent as producers. Living in the niche is ultimately made possible by the industrialized, large-scale, food-distribution system, which has behind its back re-created demand for the local, for taste and for the personal relation between producer and consumer.

The Sheep – Production Animal or a Relic of Multifunctional Agriculture?

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Sheep farming is arguably the agricultural production that most closely resembles the rural idyll of multifunctional agriculture. The image of small, wholly and friendly animals slowly grazing in picturesque cultural landscapes is attractive. That is nice agriculture. While

increasingly industrialized production of white meat, and robotized milk production repeatedly attracts negative attention related to animal welfare as well as negative environmental and rural development consequences, the reputation of sheep farming in Northern Europe is largely spotless. And there are even more advantages. Norwegian sheep farming utilizes resources few other – if any – domesticized animal can make use of. The sheep graze in the mountains all summer, and are therefore among the most labor extensive husbandry productions possible. No additional concentrated feed are needed during the grazing season and the production are therefore close to organic farming by default. The natural cycles, the production of wool and the grazing in hard-to get mountainous and fjordland landscapes make sheep something like a renewable recourse itself. In the Norwegian context sheep farming is also considered vital to maintain bio-diversity and open cultural landscapes. And there is demand in the market. Yet, sheep farming is not doing well. The number of sheep and sheep farms falls. Production as well as consumption of sheep meat is lagging behind relative to white meat. So, sheep farming has a series of positive effects, it is wanted, supported and researched upon, but still in decline. This paper elaborate on this paradox, and on the nature of the main challenges of contemporary sheep farming. We base our exploration on employing a cross-disciplinary review of the current state of research on sheep and sheep farming in Norway and data from a recent survey among Norwegian (2014) sheep farmers. In light of the current neo-productivist turn in agricultural policies and rhetoric, Norwegian sheep farming is an odd case – but is it a lost case?

Defining local food and its' accessibility in Northern Ostrobothnia, Finland – views of different actors in the food supply chain

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Local and organic food has attracted more and more interest in public discussion and a larger share of the markets in Finland during last years. Alternative food networks are also observed and promoted in political documents. According to the Final Report of “Lähiuokatyöryhmä” (Working Group on Local Food) locally produced food “lähiuoka” in Finland means production and consumption of food which uses raw materials and inputs of its own region of production and promotes the economy and employment of the region, whereas the Central Union of

Agricultural Producers and Forest Owners (MTK) defines local food as fresh, as nearby produced Finnish food as possible, with the known origin, producer and manufacturer. This study explores the definitions and accessibility of local and organic food from the viewpoint of different players in the food supply chain in the province of Northern Ostrobothnia, Finland. The study is based on four individual surveys with mostly common questions that were sent to the groups representing farmers, food entrepreneurs, public food services and consumers in 2013. The last mentioned are comprised of the members of food circles/food buying clubs who are active and aware consumers of extraordinary types of foods. The surveys were implemented to seek views on local and organic food and their availability in RuokaGIS project which applies geospatial analysis and geographical information systems/science (GIScience) to scrutinise location and accessibility patterns of food supply chain in Northern Ostrobothnia. The study shows what kind of definitions different players in food supply chain give to the concept of local food by valuing its qualitative and production-related features as well as geographical issues. The analysis also observes whether or not different players have divergent opinions and how they see local food in relation to “ordinary” domestic food and organic food. In addition the study reveals what are the main issues restricting and complicating both the supply and the consumption of local food in this particular province investigated and what kind of solutions and areas of development are seen to be the most important enhancing its availability.

Constructing the meaning of ‘the local’ in the rural food experience – exploring the practices of national actors and local producers

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Until recently, the Nordic countries have not really been recognized as culinary destinations, due to the perceptions amongst visitors that meals and food products here are fat, uninteresting and expensive. However, efforts from Nordic governments and various organizations have recently been introduced, which aim at enhancing the interest in Nordic food and highlight the qualities of locally produced food products. In Sweden, the focus on ‘the local’ as a significant part of the rural food experience has become even more distinct through the recent initiation of the vision “Sweden – the new culinary destination” (Ministry of Agriculture, 2008), of which one main purpose is to develop the rural areas in terms of enhanced numbers of visitors, but also in general through the development of local businesses and a more diversified countryside, attracting a broader variety of inhabitants. Simultaneously, a rising number of local food projects are established around the country, and practically every region offers ‘local’ food products, as well as a variety of food related activities, such as food festivals, food trails, farmers’ markets etc. What I find interesting is

that these different initiatives all seek to mediate a certain way of understanding ‘the local’ – as an expression of ecological and social awareness, and a consciousness of a healthy lifestyle. Still it is not evident what the local actually holds; is it a part of ‘the good life’, an environmentally friendly or politically correct way of experiencing and consuming food, or just a way of ‘feeling’ local? Which products are local and which are not? And who defines this? When posing these questions it becomes clear that we are dealing with a complex phenomenon, which contains far more than just concrete products and activities that can be defined and labelled. Abstract values such as mindset, identity, knowledge, culture, and place belonging also seem to be embedded with the phenomenon that can be referred to as ‘the local’. This leads me to believe that the imaginations and understandings of the local are different depending on the context they are presented within, or by whom they are presented. With departure point in the governmental-induced vision (Sweden – the new culinary destination) and a local, small-scale food producer network in Skåne, I explore the different practices by which ‘the local’ is constructed, as a part of the rural food experience. What has been put forward from this research is that the local is to a wide extent constructed as a part of complex dichotomies: i.e. the concrete and the abstract, the traditional and the modern, the commercial and the idealistic, and – not the least – the local and the non-local. Hence, understanding the complexities and multidimensional nature of the local is crucial if the phenomenon is to be used as an obvious part of the rural food experience.

WG 3.3 Employment related mobilities, an undercurrent unnoticed?

Convener:

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Employment-related mobility (ERM) occurs when workers regularly and repeatedly cross municipal, regional or national boundaries to get to and from their place of employment, sometimes working in multiple worksites (e.g. construction and home care workers) or in mobile workplaces (cruise and cargo ships and trucks). Employment-related mobility is sometimes a requirement of the job, as with the transportation and construction sectors and remote workplaces. It can be a result of efforts by workers, sometimes in conjunction with families, to accommodate the competing demands of preferred or affordable housing, access to family and community support, and making a living in the context of economic volatility. Alternatively, as with many international migrant workers, policies and regulatory practices often prevent workers from moving homes and families to a geographical area close to their work. How do existing studies of contemporary rural life grasp pathways and motivations for ERM? What varieties of motivations influence decisions to engage in ERM? Do they include workers’ sense of being socially marginalized in their home communities? In many countries,

at present it is impossible to generate an accurate picture (past and present) of the flow of employment-related mobile workers in and out of workplaces, within and across districts and into and out of the country, as well as their associated cultures, ideas, goods, wealth and the other benefits and costs. These knowledge gaps are particularly troubling because they limit our ability to assess the impacts of employment-related mobility on businesses, demand for and effectiveness of government programs, community sustainability, and the day-to-day lives of workers and their households. We therefore invite papers that in one way or another evolve around the issues of ERM and community viability or decline.

ABSTRACTS:

Politics of work mobilities and gender: Stories about employment-related mobility and mobile workers in Hammerfest and Kvalsund

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Politics of work mobilities include formal and informal regulations and representations of employment, citizenship and migration. Many informal and some formal regulations and representations are explicitly or implicitly gendered, for example when it comes to assumptions and expectations about women as workers and mothers (McDowell 2013). As employment-related mobilities include national and international migration as well as national and international commuting over shorter and longer stretches of space and time, politics of work mobility involve multiple spatial and political scales. In this paper, I will explore stories about employment-related mobility and mobile workers as a site for negotiating politics of work mobilities in two locations in Finnmark, Northern Norway. In particular, I will examine how gender, together with other intersectional categories such as nationality, ethnicity, age and class, constitute differentiated discursive frameworks for talking or writing about workers on the move. The temporary hosting and/or the settlement of mobile workers have differentiated demographical, economic and social impacts on receiving communities. The willingness as well as the ability of workers to move are an important factor in terms of public and private companies' ability to recruit the employees they need, whereas the mobility or immobility of people working within the community influence on public incomes as well as public and social expenses and responsibilities. At the local level, politics of work mobilities may include the active promotion, accommodation or discouragement of different kinds of work mobilities (and immobilities) by politicians, businesses and civil society actors. The two communities discussed in this paper, Hammerfest and Kvalsund, have very different positions in terms of economic and demographic development. Whereas the urban municipality of Hammerfest has experienced economic growth and population increase during the last decade due to new petroleum-based investments in the town, the neighboring rural

municipality of Kvalsund has seen economic stagnation and suffered from population decline, although prospects for mineral extraction within the municipality has created expectations of improvements, as well as protests. Focusing on the petroleum and mineral sectors (but including other sectors, such as health care) the paper will examine stories relating to different types of work mobilities, based on interviews with local actors as well as planning documents, company information material, job adverts and local news media.

Triple mobilities: changes in women's and men's mobility practices in the coastal north

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In this paper, I will relate to the second of the three questions posed in the "call for papers", but emphasizing gender. The question I will try to answer can therefore be phrased as follows: What varieties of motivations influence decisions to engage in employment related mobilities (ERM) and what is the role of gender?

- The background for this paper is long-lasting research experience from coastal Finnmark, Northern Norway – an area where employment or work-related mobilities have taken place through centuries. I will by means of data from my various studies analyze the complexities of such motivations in a gender perspective.
- Coastal societies are characterized by their closeness to the sea, dependence on sea routes and extraction of marine resources. Such geographical and material characteristics have had impact on the local culture and structure, among others, on strong gendered division of work, of knowledge systems and of symbols.
- However, the structural and cultural characteristics are changing, because of centralization of jobs and services from rural communities to urban and semi-urban areas and changes in policies with other systems of transfer of money from government to the municipalities.
- I will therefore investigate if and how such changes interrelate with mobility practices, especially with a focus on what kind of varieties of motivations that is present when households including women, men and children, engage in employment related mobilities. What are the practices women, men choose, and do gender differences exist? What are the considerations that lead to employment related mobilities? Do different forms of mobilities interact and what is the significance of gender?
- Such questions will be studied by means of qualitative methods, mainly interviews and conversations carried when doing participant observation. If available, quantitative data will also be collected and analyzed. Theoretically, I will apply concepts and

theories from anthropological and geographical literature with emphasis on the practice concept and the politics of mobility.

- Through these efforts, I hope to nuance the employment related mobility as a concept.

Tourism corridors as employment related mobility places

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Experience from a number of rural outpost's reveals how tourism has a subtle yet palpable positive social role in the community. Thereby providing a basis for understanding local tourism innovation in order to see how tourism development benefits tourism stakeholders including the local community. Many tourist destinations are though places of transience; they are mainly corridors to attractions where daily life is characterized by the constant flow of visitors and labor alike. The Golden Circle Route in S-Iceland is an example of the most visited combinations of attractions on day visits by all kinds of tourists, generating needed jobs to diversify the countryside. The flow of visitors is constant on an annual basis. In this account, I examine the flow of skilled people travelling through the community taking into account the scale of employment mobility to understand its permanently temporary status. How is the community affected by the employment related mobility (ERM) and what does it entail for the involved permanent and or mobile tourism workers? How are age, gender and income implications of this development in the rural community? What are the perspectives generated out of it, for tourism's social role in the community?

WG 3.4 Prerequisites and possibilities for rural entrepreneurship (cancelled)

Rural areas have in general a higher share of firms per inhabitant than urban areas. However, rural areas tend to have a higher share of their firms in sectors where employment is decreasing. A number of factors have been suggested to explain the differences in start-up rates and firms' sector shares between rural and urban areas such as: Accessibility to purchasing power, Share of university educated, Innovation potential, Local culture, Traditions and social capital, Share of population being employed, Access to startup capital, Age structure, Population density, Political decisions. It may also be related to that certain forms of entrepreneurship are more common in rural contexts. This working group aims at encouraging studies on the prerequisites and possibilities for rural entrepreneurship. The studies can be performed with different methods and at various levels.

Theme 4. Policies and politics of the rural

WG 4.1 The rural problem: shifting governance, policy and theory (cancelled)

The rural as a site for development and governance has undergone several transformations in response to changes in agricultural production, urbanization and shifts in welfare state strategies. Currently rural areas in most Nordic countries face new transformations and repositioning of their relation to urban areas; amalgamation of municipalities, decrease in agricultural employment, increasing recreational use, branding and marketing of regions and the so-called new rural paradigm. What is the status of the new rural paradigm suggested by the OECD in 2006, as a theoretical and practical policy tool and its position in a wider rural development context? Are our tools and methodologies suitable to reflect the diversity of rural areas and the different meanings agriculture and other economic activities have in specific rural spaces, or do we need improved rural typologies? Does the strong focus on positive development conceal power relations and critical social transformations in both policy and academic work, and what is the role of the academic and the rural development theory in this matter? Do we need a more holistic take on rural areas, i.e. approaches that are able to understand the intertwinement and calibration of hierarchical governance, network governance and market governance – as for instance the meta-governance approach. This working group invites for reflections on the historical and current changes in rural governance and the underlying shifting theoretical foundations that shape both the policy work as well as research in the “rural problem”. We invite papers that are theoretical, empirical or both and which reflect on Nordic countries, the EU and beyond.

WG 4.2 Controversies of tourism (cancelled)

This session focuses on tourism in the context of the Nordic rural economy. Tourism is commonly pegged as the avenue for diversification and rural sustenance in the periphery of the Nordic countries. This session will focus on the manifestations of controversy when actual tourism development takes place in this context. Controversy is probably the norm of tourism development, and most certainly underpins much of its development. Controversies provide opportunities to study the social world and its making. On this basis, the session invites papers investigating and understanding various controversies related to rural tourism development and how a host of mobilities are weaved together to provide for a destination. Papers can e.g. explore the geographies of production and consumption of rural tourism and issues of sustainability in rural tourism. Controversies roughly centered on flows sustaining rural tourism and the destination invites a scope for two distinct strands of papers, one being on

destination development and the other on rural tourism mobilities, drawing on the mobilities paradigm.

WG 4.3 Political practices of rurality and local practices of policy

Convener:

Cecilia Waldenström, Swedish University of Agricultural Sciences, Sweden

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The working group will discuss the role of politics and policies in relation to questions of rural development, both in terms of everyday life and in terms of local social organization and management of resources. The focus of the group will be on local actions in relation to policies and political decisions rather than on the implementation of policies. Examples of themes might be effects of policies, such as the RDP, on local social organization; mobilizations and actions to promote local services in relation to government decisions; ways to sharpen local social life into political organizations; the role of landownership in relation to policy demands for diversification; or local actions in relation to national policies on natural resource management (for instance mining or biogas). We welcome papers addressing how politics open or close local resources (in a broad sense), as well as papers discussing local practices in relation to policies. The working group also welcomes papers addressing how certain images of the rural tend to influence policies, and how political discourses tend to include some, and exclude other ruralities and rural groups. The working group wants to attract papers that lead a theoretically inspired discussion on concrete empirical examples, rather than general (not empirically evidenced) discussions on concepts or trends.

ABSTRACTS:

Perspectives on Deadweight in the Rural Development Programme

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The EU Rural Development Programme has been implemented to achieve goals regarding agricultural competitiveness, sustainable resource use, rural development, and to address climate change. A central concern in the evaluation of the support system is the so-called “deadweight” issue. The European Court of Auditors (2013, p.5) defines deadweight as “A situation where a subsidised project would have been wholly or partly undertaken without the grant aid.” In essence, deadweight affects how efficiently public funds are used. Auditors of the Swedish Rural Development Program (RDP) claim that enterprise support

predominantly goes to investments that would have occurred without support and is therefore wasted (Rabinowicz et al., 2010, p.117). This reasoning stems from the idea that the deadweight issue is binary in nature. However, the EU commission's definition introduces a more nuanced view of the deadweight issue, and implies that there are degrees of deadweight between the binary extremes. Perhaps the main focus of programme evaluations is that they should affect future policy design (see Regulation (EU) No 1305/2013). It is therefore important to understand which characteristics of the programme beneficiaries are associated with different types of deadweight. The purpose of this paper is to analyze deadweight in an attempt to find its explanatory factors and also differentiate enterprise support. The main data for the paper is from a survey that the Swedish Board of Agriculture has issued to recipients of enterprise support in the RDP 2007-2012. The survey covers roughly 4000 respondents, which is close to a 65% response rate. The survey consists of questions designed to determine if the recipient would have made an investment without support, along with other descriptive factors. Based on these responses and other existing databases, we can categorize what causes deadweight from respondent's perspective. The results indicate that deadweight is not necessarily binary, but that support may be associated with different degrees of deadweight. Support may contribute to an investment occurring i) sooner or ii) to a greater extent. Therefore, the results suggest that investments that receive support are better at reaching the goals of the RDP than they would be without the programme. Overall, the study shows the complexity of the deadweight issue.

Municipal Mergers and Local Operations

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The municipal structure reform is an ongoing process in Finland. The number of municipalities has diminished totally by 111 municipalities after the year 2007. Mergers have had affects not only on the municipalities' administrative level but also at the local level. Among the mergers, municipal services as well as the operational environment of municipals have changed much. What kind of changes these have been, and how inhabitants and local associations have reacted to these changes in rural areas? In this presentation, I will give empirical examples, how local associations, especially local heritage societies and village associations have reacted to the mergers. What kind of activities associations have, and what kind of meanings actors give to the operation after the merger? Are the operations influenced by the mergers? Discussions concerning local democracy have been one of the issues, which have risen in consequence of mergers. Local associations are said to be as possible operators to ensure local democracy. Interesting question is, are associations capable to answer for this challenge. I will also talk about, what makes individuals perform in local associations, and what

locality means to them after the municipal merger. This presentation is based on my ethnological research where I study the effects of municipal mergers on the operations of local associations. Empirical examples are based on local associations operating in four municipalities which had municipal mergers during the years 2005 - 2009.

Shrinking villages – trajectories for local development

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The New Rural Paradigm was introduced in 2006 as a policy emphasising investments rather than subsidies and aimed at integrating different sectoral policies in order to improve the coherence and effectiveness of public expenditure. The new rural paradigm also stresses a place-based approach to rural policy that aims to identify and exploit the varied development potential of rural areas. Some rural communities are succeeding in transforming place bound resources and mobilising both social and economic capital. Other rural communities are suffering from population loss, loss of functions and services e.g. schools as well as investment. Rural municipalities are challenged due to shrinking villages but by focussing on place bound resources there is a risk of reinforcing disparities between 'weak' and 'strong' communities as place bound resources are unevenly distributed. This paper will address considerations and dilemmas in place bound approaches in municipal policy for community development.

Agency between 'place and space', 'bottom-up and top-down' – the emergence and need of local institutional capacity in rural areas

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It is a widespread phenomenon animated by national or EU funds that enthusiasts take initiatives and formulate projects for the benefit of local community development in rural areas. A lot of energy is invested. Concepts such as 'bottom-up', identity, cultural and social capital are common and these projects are undoubtedly important to the local societies. They must, however, be more symbolic than transformative in a socio-economic sense; otherwise, we would not experience the general decline in rural areas, e.g. measured by declining numbers of inhabitants and workplaces. In a comparative study of ten selected 'projects' with evident impact on development in the local areas (in the Danish periphery), the main question was whether they hold common characteristics and thus substance to learning. The study did reveal common characteristics despite the fact that the 'projects' at an immediate glance

appeared to be very different. Common characteristics behind could be related to the character and how the local practices are organized. They were evolved in a process alike unfolding the concept of neo- endogenous development: the local communities did learn and organize themselves from a 'bottom up' concept based on individual place-bound projects and practices. Crucial players were newcomers (competencies and networks) that managed to cooperate with 'locals' and within everyday life as a starting point. They together did proceed, however, and took a further step: local economic development issues, innovation, new businesses etc. and the flavor of single and fragmented 'projects' was replaced by a flavor of territorial development dynamics based on restructuration. 'Top down' and space-relations and practices were added to and combined with the local work. During this transformation economic and strategic players were picked and integrated in the local agency. Very often 'social capital' is regarded to be a prerequisite to local development, whereas this study does reveal that 'local institutional capacity' rather is a vehicle to further development.

Policies and local practises of farm based biogas production in Sweden

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In the preparatory documents for the Rural Developing Programme (RDP) 2014–2020 period, agriculture's potential to mitigate climate change is emphasized, biomass and renewable energy production being seen as keys to this potential. However, the environmental benefits through bioenergy are not always positive. Benefits depend on displacement effects and local context, and differ between bioenergy sources. Perennial crops and residues generally have more benefits than annual cereal and oil crops. In Sweden, biogas from manure has been identified as an important type of bioenergy for development. In 2009, a 30 per cent investment subsidy was introduced in the RDP to compensate for the poor profitability. However, in spring 2013, farm-based biogas was produced in a total of just 35–40 plants in Sweden. While there are technical solutions available for relatively small individual farms, there are economic and production benefits related to larger plants that demand more resources in terms of capital, substrate, and labour, than the average Swedish farm can muster. This is especially so if production is upgraded to fuel gas, something that in the Swedish context often is seen as the most advantageous use considering the relatively low fossil dependency for heating and electricity in Sweden. There are thus salient benefits of collaboration among farmers. This paper builds on an ongoing study of collaboration among farmers for farm-based biogas. A discussion pursued in the paper is that while national policies largely seem to fail to promote farm-based biogas, and may even be seen as detrimental in

the individual cases, there are examples of local and regional actors creating preconditions which further farmers' possibilities to invest and set up biogas collaborations. The paper elaborates specifically on two contrasting cases. In one case farmers collaborate around four biogas plants, with two municipalities and a municipal energy company. This is contrasted with a case in which farmers gave up collaboration and became producers of substrate to a large industrial plant. These two strategies are discussed in the paper in relation to Sweden's national energy policy and to potential rural development consequences.

WG 4.4 The social impact of infrastructure improvements (cancelled)

Many rural regions face important challenges in transportation infrastructure, although major improvements have been made in recent years. The social, economic and cultural effects of such improvements are not well understood. This workshop welcomes a wide array of papers on the effects of changes in transportation in rural areas. Topics may include changes in infrastructure such as the bridging of islands, tunneling of mountains, road and rail construction or establishment of airports as well as changes in the organization of public transportation or new destinations for discount airlines. Issues of particular interest include but are not limited to:

- Cost-benefit analysis of infrastructure improvement
- Partnership with local stakeholders in tourism
- Gendered aspects of travel and transportation
- Population growth or decline in the wake of improved infrastructure
- Public transportation and specific challenges in sparsely populated areas
- Alternative forms of transport
- Changing cultural images of community and place

The primary aim of the workshop is to share experiences, methodologies and insights across different geographical and cultural settings in the Nordic countries. This workshop also welcomes papers that seek to address solutions in terms of transport and everyday travelling, from regional perspectives. Policy-oriented papers are especially encouraged.

WG 4.5 Place-based development and policy in rural communities

Convener:

Ilkka Luoto, University of Vaasa, Faculty of Philosophy, Regional Studies, Finland

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The place-based strategies applied in rural research, development work and policy, have been proposed as a way to meet the needs of sparsely populated areas in the rapidly changing operational environment in Nordic societies. In place-based philosophy, 'place' is understood as a central concept for human life and actions. It represents bonding, emotional attachment, identity and cultural enrichment. Secondly, place is a venue and condensation point of social relations, events and networks. Thirdly, place opens an arena for participation and sharing by creating a multi-layered platform for cross-sectoral partnerships. In the current economic climate, the effects of global trends differ within the statistically and administratively defined regions, inducing rapid and unpredictable consequences – dysfunction and new emergent functions – that are not easy to recognize or define territorially. This polarization of development leads to thriving and declining localities and at the same time, misinterpretations of a hidden regional potential, which could be founded, for example, in small rural communities. Should we have more suitable research methods targeted at the local level instead of the regional level? What kind of place-based development methods and tools could be used and how? Could a more holistic perspective of place give an additional value for researchers? The general idea of the working group is to map out how much interest and progress exists in the Nordic countries related to place-based theories, methods and models. For this working group, all papers that deliberate theoretical and practical understanding of places in the context of rural are welcomed. Especially, suggestions highlighting the idea of place as a central operational concept within rural research and development work are on the convener's wish list.

ABSTRACTS:

Grass-roots village action, social networks, regional democracy and place-based development in Finnish village communities

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This paper addresses grass-roots village action, social networks and the importance of regional democracy in place-based development work in rural Finland. It considers how the above factors can be used as tools/models in local rural development and in analysing the concept of place. The paper draws on rural research and the author's own empirical examples (master's thesis, doctoral thesis in progress) to examine the Finnish village community as a

place in which people's local identity and daily lives, village action and social and functional interaction between residents are important factors in preserving the vitality of rural areas. Rural Finland is currently undergoing major changes. Concerns on the part of local government staff and key local representatives involved in rural development work about rural depopulation, and the disappearance of infrastructure and village action are raised in discussions about rural policy. If relationships between village residents are unbalanced and there is no means for discussion with local government, the progress being made by rural communities risks being derailed. Village action at local level is based on voluntary cooperation. The purpose of village action is to increase the vitality of the village, develop a village community and to mobilise residents. Village action is defined as grass-roots, organised activity by local people to improve their own wellbeing, living conditions, community spirit and quality of life. Preserving a spirit of working together to achieve a common goal, and a local identity and culture in today's village communities takes a great deal of effort. For decades now, the Finnish Village Action movement has sought to respond to the challenges in order to keep Finland's rural villages alive. Village action and local democracy offer useful opportunities for fostering rural wellbeing and demand new operating models and innovation. Relationships of trust between residents of village communities, networks with local government, and social capital thus take on an important role in work to develop Finland's rural communities and in maintaining their vitality at local level. In Finnish rural democracy discourse, particular emphasis has been placed on the importance of the role of key representatives in the villages themselves in place-based rural development, in mobilising local residents, and building both collaborative social networks between local government and residents and a sense of community. They encourage local residents to take concrete steps to improve local quality of life and village services. The concept of place, rural development, operating models in neighbourhood democracy, and the social nature of village communities and visions for the future of rural areas are also examined in the light of the work of these key representatives of village action.

Place-based development in community-oriented production of services – the stories of two villages

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Local welfare in rural areas is increasingly based on independent development for local needs – collective action, independent production of services and different models of village economies based on the sense of community. In presentation I will describe the construction of community-oriented production of services in rural areas – how villages have started to

organize services by themselves in a situation where public and private sectors are centralizing their functions, and thus step by step withdrawing from rural areas. To present the pattern of two villages, Eskola in Finland and Skattungbyn in Sweden, I will introduce cooperation way to produce services based on place-based development. Both villages have taken strongly but differently to manage everyday life and confirm services in the village.

Challenges of LEADER Strategy work in Finland for 2014-2020

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Drawing on a recent ex-ante evaluation work, we present an empirically oriented overview of the preliminary strategies of the Finnish Local Action Groups (LASGs) for 2014-2020. We focus particularly on modes of knowledge and learning manifest in the strategy work by making use of Polanyi's ideas on tacit and explicit knowledge as well as Nonaka's and Takeuchi's ideas on knowledge formation. Our central observation is that despite the track record of Leader work in Finland, there are notable challenges in mobilizing the tacit knowledge within the LAGs and their networks in the place based strategy work. Consequently, there is a continuous need to develop measures to encourage and facilitate knowledge creation in the LAGs and their networks.

Culture as a way of dealing with complexity

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Culture is increasingly considered as a tool in planning for rural areas. But what is the difference between cultural strategies as a way of doing planning and the more well-known communicative planning approaches? Does it answer to some of the challenges faced by communicative planning? This paper is based on a study from four rural municipalities in the southern part of Norway that investigates both how culture is conceptualized and what kind of cultural strategies local developers pursue. In the paper we will elaborate on one particular way of dealing with culture, namely culture as part of a strategy for "holding together" the local community, or "preventing cultural fragmentation" as one of the cultural plans under study states (Kulturplan for Flekkefjord). In the paper we will in other words understand culture as local identity and internal sociocultural processes, and by cultural strategies we will mean attempts to revitalize public social life, to create a sense of coherence, pride, and

common identity among its inhabitants. Cultural strategies does not in other words aim at more tourists, place promotion or business development in cultural industries, but rather works towards spatial fixity in an increasingly complex world. The paper will discuss such cultural strategies in the light of recent developments within planning theory. In western and Norwegian planning we have witnessed a communicative turn through the introduction of deliberative planning and democracy, in which the search for consensus has been at the forefront (Forester, 1989; 1999; 2009; Healey, 2006; Innes and Booher, 2010). This model of deliberative, communicative, or collaborative planning rests ontologically and epistemologically on the communicative action theory of Habermas (1984). In a way communicative planning could be said to answer to the problems created by rational planning, to counter the process where the “system world” of rational planning have colonized the “lifeworld”, i.e. the process where Habermas claims that the system world of the state administrative apparatus (steered by power) and the economy (steered by money) set their own imperatives over those of the lifeworld. Abram and Murdoch (2001) observed this process, for instance when “arguments about land-use planning became locked into a certain governmental logic” (Abram 2010, xi), and their call is therefore to look at all the issues that are excluded when planning’s opposed rationalities clash. The challenge of course is how to incorporate such issues into planning practice. One answer comes from communicative planning where there is a direct participation of people that ideally fosters human development, enhances a sense of political efficiency, reduces the sense of estrangement from power centres, nurtures a concern for collective problems and contributes to a formation of knowledgeable citizenry capable of taking more active interest in government. The means to achieve this has been dialogue; in other words communication. Bringing people together and inviting them to participate in a dialogue about their future is the key to solving some of the challenges faced by rational planner’s way of dealing with complexity. However, this communicative approach has been criticized for its insufficient perspective on power, its rationalistic premises, for assuming it’s possible to lead a neutral or rational dialogue and for its universalistic aspirations. It has therefore been suggested that agonistic planning could answer to some of the flaws in the communicative planning model (Lysgård and Cruickshank, 2013). In this paper we want to add to this analysis by discussing local attempts at “holding together” through culture in the light of planning theory. Culture, with the rise of rational planning, was regarded “a kind of black-box explanation for everything we cannot properly understand, everything that is not thought to be rational” (Abram 2010, xi). What happens when the we focus on culture instead of communication as both the source of the problems and the way to solve the challenges for rational planners? Incorporating culture in planning could be regarded as an alternative and maybe more efficient way of reestablishing an association between authentic customs and culture and particular places. The paper will therefore discuss the potential of focusing on culture instead of communication in dealing with the challenges of fragmentation and complexity faced by small rural societies.

Place-making: Narrowing the gap between theory and practice

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The study of place has a history in the fields of sociology, human geography and regional studies. Currently, many scholars are debating it again under the concept of place-based development. In the UK, place-based approaches have been connected to David Cameron's conservative politics of the 'big society', though, its ideological roots can be traced back to the locality and community studies of the 1970's and 1980's. In Finland place-based approaches are often linked to the 'village research tradition' and recent EU policies, especially the Leader Community Initiative. In many theories 'place' is understood as a central concept for human life. It represents emotional attachment, identity and cultural enrichment (*emotion*). Secondly, it is seen as a target of desire and an array of intentional meanings for consumption (*desire*). Thirdly, place is a venue and condensation point of social relations, events and opportunities for doing (*action*). And finally, it acts as an arena where participation, networks and governance meet each other (*volition*). Conclusively, emotion, desire, action and volition are representing modes of 'place-making' where using, maintaining and altering place is seen as characteristic of human involvement (Sack 2010: 146). It can be said that there is a wide gap between the vast literature of place theory and rural development practices. In this presentation, I'll try to narrow that gap with the aid of some examples and ideas rising from the contemporary rural and societal phenomena in the Nordic context.

Experience based place development in rural communities

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Recent decades have seen the emergence of a "new rural paradigm" in relation to rural development strategy, characterized by emphasis on *places* instead of sectors, *investments* instead of subsidies, *endogenous* assets and capabilities instead of exogenous support and *governance* instead of government. An important focus in the new paradigm is strategic investment to develop an area's local specificities. Inspired by the "the experience economy paradigm", many rural areas try to develop experience oriented products and activities based on their specific environmental and cultural resources. Choice of strategy and degree of success vary considerably between places. A strategy that many small places in Norway seem to succeed with is 'eventification' of place. Examples are festivals and other kinds of arrangements that contribute to a 'new era'; creating of a new place identity and increasing the inhabitants' enthusiasm, proudness and place attachment. This aim of this paper is, firstly, to address the role of peripheral rural areas in the experience economy. It aims at challenging

the dominating narrative of 'blooming, vibrant cities' versus 'inviolate peripheries' that is found in the main stream literature of the experience economy. Through a selection of Norwegian case studies, it is demonstrated that creativity, knowledge, entrepreneurship and innovation are to be found in all kinds of places... there are lots of vibrant rural communities! Secondly, the aim of the paper is to discuss how eventification of a place can influence the identity of the place, as well as the way the inhabitants identifies themselves with the place. This discussion draws on never theories of place and place identity.

WG 4.6 Open session on Policies and politics of the rural

Convener:

Tuija Mononen

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Rural and agricultural politics and policies increasingly open for new constellations in the rural development bringing new kinds of conflicts to the fore. A dilemma inherent to the balance of subsidiarity and common regulations emerges. Changing regional policies, the new CAP and welfare state regimes also affect rural areas. This is an open session for papers that fit under the theme *Policies and politics of the rural*, but not into any of the proposed workshops. The convener may suggest independent sessions on specific topics based on submitted abstracts or refer abstracts to existing workgroups.

ABSTRACTS:

What about multifunctionality in neo-productivism?

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Post global food and financial crisis in 2008, the *rhetoric's* of Norwegian agricultural policies shifted from emphasising the multifunctional values of a small scale, family based agriculture all over the country towards emphasising growth as the main objective of agricultural activities. This shift has been conceptualised as neo-productivist. With climate change and increasing occurrences of extreme weather events, an expected outcome is instability in food production, prices and distribution. So what then with the multifunctional Norwegian agricultural model? Can a wanted growth in production be achieved in the current model developed with "multifunctionalism", or must the current policy be changed in a fundamental way? What are the challenges when it comes to sustainability, climate and food supply? The paper suggest that a diverse agriculture with emphasis on the many functions have better

chance to achieve ecological, economic and social sustainability than agricultural activities and goals that seek to maximize economic but also ecological, benefits on its own. Elaborating on the values of multifunctionality adding goals of growth, the term "multimalisation" is being introduced to illustrate that a balanced set of variables in a number of economic, social and ecological target areas must be taking into consideration to measure both the potential for sustainable growth but also how well prepared an agricultural system is to meet the shocks and crises that can affect food production in Norway and across the world.

Gender equality as an end or a means to a goal in Swedish Forestry sector

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In order to adapt to the increased competitive environment, the bio-economy and the rising pace of innovation, the Swedish forestry sector is facing major challenges. In difference to one or two decades ago, the connection between gender equality, competitiveness and sustainability has become more vivid in the political debate in Sweden. This has brought on a shift in the articulation of gender equality work, moving from a concept of justice, inclusion and legitimacy to a more business oriented approach to the problems of gender inequities. Based on an assumption that gender equality isn't fixated but are constructed through policies, we analyze and discuss the processes and articulation of national gender equality strategy in forestry to focus on the relation of governance and gender mainstreaming. Our aim is to draw attention to the effect of changing forms of government on the production of gender equality and gender in the context of de-politicalisation.

Territorial cohesion support by the EU's CAP Rural development policy in the Czech Republic – ways of the assessment and critical reflection

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The term "rural area" generally evokes associations connected with agriculture, poor transport accessibility, low educational level of the population, selective migration combined with the selective migration of young people to towns and, as a result, rural ageing, idyllic countryside with good environmental status but without job opportunities outside the agricultural industry etc. Indeed, these characteristics can be identified in some rural areas but the truth is that there is not just a single homogeneous rural area with homogeneous

problems. On the contrary, one can identify many types of rural areas and, therefore, the list of possible characteristics of rural areas referred to above cannot be generalized and the areas cannot just be considered to be disadvantaged or declining. Quite the contrary: one is able to specifically identify advanced and developing rural areas not only against the background of towns and urbanized areas, for example, but also in the immediate vicinity of crucial transport corridors. Therefore, rural areas do not have to always mean and do mean problematic areas associated with population out-migration. Thus, rural development has gradually been included in researches and scientific interest in the last two decades and started to be fully reflected by various policies in the EU (mainly as a II. pillar of the EU's Common Agriculture Policy) and of course in the Czech Republic. In terms of its content, rural development policy is a cross-cutting dimension, which complicates the coherence of approaches within transport, environmental or employment policies. The still dominating perception of rural development with an emphasis on the support of "agriculture" is relatively problematic. This emphasis is particularly specific to the EU. Even under these circumstances, the EU's CAP rural development policy should maintain its complex and integral character with reflection of the territorial cohesion which was defined as a specific horizontal objective of the EU's CAP rural development policy in the Council Regulation (EC) No. 1698/2005, about the support for rural development by the EAFRD, which says that "*rural development policy should also take into account the general objectives for economic and social cohesion policy set out in the Treaty and contribute to their achievement, while integrating other major policy priorities*". Therefore the policy-making level needs to reflect and analyse the mentioned relation. The main goal of this paper is to provide an overview of ways for the territorial cohesion assessment, to present existing methods for this assessment applied in the EU and the Czech Republic, and to discuss main results of such analyses.

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Public-private partnerships in vulnerable Icelandic fishing villages

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Most Icelandic fishing villages came into existence in the first decades of the twentieth century and grew rapidly with technological advances and heavy investments in fishing vessels and processing plants. This growth was not sustainable and led to the collapse of the herring stock and overfishing of cod and other important species. The introduction and development of individual transferrable fishing quotas (ITQ) in the eighties and nineties transformed the fisheries, contributing to sustainable resource management and a highly profitable fishing

industry. The increasingly capital-intensive market for ITQ led both to investment in technologies that reduced the need for unskilled labor and the concentration of quota and production in larger communities with a more diverse service base. This has seriously undermined the smaller fishing villages that can lose their right to fish and thereby their economic basis if owners of fishing companies choose to move or sell their ITQ in an open market. The resulting insecurities have affected even those villages that had not lost, or even gained, ITQ through the transactions of private fishing companies. Attempts have been made to counteract this instability by various means, most notably through short-term allotment of community-based ITQ to fishing vessels in communities that have recently lost significant ITQ. Such attempts have however yielded limited success, in part because of the lack of community obligations attached to community-based ITQ. In 2013, an experimental project was introduced, based on the notion of public-private partnership in community development. Fishing companies can apply for participation in a program where they can obtain non-proprietary use rights of certain amounts of ITQ according to a five-year contract. Partners are chosen according to the obligations they are prepared to assume for the socio-economic development of specific small, isolated fishing villages. This approach has already yielded promising results and may become a template for all community-based ITQ in the Icelandic fisheries.

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