

Nordic Rural Futures: pressures and possibilities
Research conference on the future of Nordic rural areas, May 3–5 2010, Uppsala, Sweden

Book of Abstracts

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Words of welcome

Welcome to the first Nordic research conference on Nordic rural research. The aim of this conference is to establish an arena for researchers with an interest in the Nordic rural areas as an empirical field and to offer young researchers an arena to discuss their ongoing research with key scholars from the region. For this purpose, a biennial conference circulating between the Nordic countries are planned inviting established researchers as well as PhD-students from the fields of political science, anthropology, sociology, human geography and rural economics etc. In addition to plenary sessions and group work the conference therefore also hosts a PhD-course.

This first conference is held under the theme 'Nordic Rural Futures: pressures and possibilities', and has the following subthemes: New understandings and use of nature and landscapes; Flows of people, ideas and images; Politics and policy. The thematic focus has been developed by the Nordic planning group and we want to thank the Nordic participants of this group:

Karl Benediktsson, Professor of Human Geography, Faculty of Life and Environmental Sciences, University of Iceland,

Marit S. Haugen, Research Manager, Centre for Rural Research, Trondheim, Norway,

Hanne Tanvig, Senior researcher and adviser, Forest & Landscape, University of Copenhagen,

Hilkka Vihinen, Professor of Rural Policy, MTT Agrifood Research Finland,

Michael Kull, Principal Research Scientist, MTT Agrifood Research Finland.

This research conference is the outcome of a long process. The research council Formas, The Swedish Board of Agriculture and especially the Swedish National Rural Network have been important partners in this process and both the Swedish Board of Agriculture and the Swedish National Rural Network are partners in the organisation of the conference. Special thanks to: and we also want to thank the members of the planning group:

Leif Berndtsson, Research coordinator, Swedish National Rural Network,

Lars Pettersson, PhD, Swedish Board of Agriculture and Jönköping University.

Uppsala 22 April 2010

Ann-Kristin Ekman

Cecilia Waldenström

Stina Powell

Dept of Urban and Rural Development, Swedish University of Agricultural Sciences

Content

| | |
|---|------------|
| Planning Committee | 6 |
| Conference Programme | 7 |
| Workshops and locations | 9 |
| Practical information | 10 |
| Map over Tammsvik | 10 |
| Detailed workshop programme | 11 |
| Abstracts | 27 |
| wg 1:1 Theorising rural change | 27 |
| wg 1:3 Outdoor recreation and nature based tourism in rural areas – implications and challenges | 33 |
| wg 1:4 Rural entrepreneurship – theory and practice of business development in rural economies | 46 |
| wg 1:5 The rural and the beast | 53 |
| wg 2:2 From rurality to ruralities: an inquiry into the new rural spaces | 61 |
| wg 2:5 Invisible populations – second home mobility, tourism and rural change | 68 |
| wg 2:7 Immigration to rural areas a) Rural development, immigration and ethnicity b) Is everything on the move? Methodological challenges | 74 |
| wg 2:9 Doing rural – identity, generation and development | 81 |
| wg 3:1 Rural service provision and local care regimes | 87 |
| wg 3:3 Social sustainability - what, why and for whom? | 93 |
| wg 3:2/3:5 Intersectional approaches to regional and rural policies/ Nordic politics of the rural | 98 |
| wg 3:6 Forest governance | 111 |
| wg 3:8 Entrepreneurship, innovation and regional development in rural areas | 117 |
| wg 3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches | 128 |
| Participants | 133 |

Planning Committee

| | |
|---------------------|--|
| Cecilia Waldenström | Assistant professor, Rural Development, Swedish University of Agricultural Sciences, Uppsala, Sweden |
| Ann-Kristin Ekman | Professor in Rural Development, Swedish University of Agricultural Sciences, Uppsala, Sweden |
| Leif Berndtsson | Research coordinator, Swedish National Rural Network |
| Lars Pettersson | Ph.D, Swedish Agricultural Board and Jönköping University, Sweden |
| Hilkka Vihinen | Professor of Rural Policy, MTT Agrifood Research Finland |
| Michael Kull | Principal Research Scientist, MTT Agrifood Research Finland |
| Hanne Tanvig | Senior researcher and adviser, Forest & Landscape, University of Copenhagen, Denmark |
| Marit S. Haugen | Research Manager, Centre for Rural Research, Trondheim, Norway |
| Karl Benediktsson | Professor of Human Geography, Faculty of Life and Environmental Sciences, University of Iceland |

Conference coordinator

Stina Powell, Research Officer, Department of Urban and Rural Development, Swedish University of Agricultural Sciences, Uppsala, Sweden.

Conference Programme

Monday, May 3

- | | |
|-------------|--|
| 12.00–13.00 | Lunch |
| 13.30–14.00 | Welcome and information |
| 14.00–14.45 | Keynote 1 The increasing use of foreign labour in European agriculture: Reflections on some unintended consequences Professor em Ottar Brox, Norwegian Institute for Urban and Regional Research, Oslo, Norway |
| 14.45–15.15 | Coffee |
| 15.15–17.15 | Workshop Session 1 |
| 18.15–19.00 | Mingle |
| 19.00– | Dinner |

Tuesday, May 4

- | | |
|-------------|---|
| 08.30–10.00 | Workshop Session 2 |
| 10.00–10.30 | Coffee |
| 10.30–12.00 | Workshop Session 3 |
| 12.00–13.00 | Lunch |
| 13.15–14.00 | Keynote 2 Places and spaces between urbanity, network society and traditional rural areas Professor Johannes Nørgaard Frandsen, Institute of Literature, Media and Cultral Studies, University of Southern Denmark |
| 14.00–15.00 | European rural policy: old wine in old bottles: is it corked? challenges for 2013-20 Professor John Bryden, Research Professor NILF, Norway Emeritus Professor University of Aberdeen, and UHI President, International Rural Network |
| 15.00–15.30 | Coffee |
| 15.30–17.30 | Workshop Session 4 |
| 18.30– | Dinner |



Wednesday, May 5

- 08.30–09.15** **Keynote 4 So little time, so much to do! A note on the urgency of futures studies**
Professor Erik Westholm, Institute for Future Studies, Stockholm, Sweden
- 09.30–11.30** **Workshop Session 5**
- 11.45–12.30** **Conclusions/Summing up**
- 12.30–13.30** **Lunch**

Workshops and locations

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

- WG 1:1 Theorising rural change*Lugnet, Receptionen*
- WG 1:3 Outdoor recreation and nature-based tourism
in rural areas – implications and challenges ...*Gabriella, Receptionen*
- WG 1:4 Rural entrepreneurship – theory and practice
of business development in rural economies ...*Henrietta, Receptionen*
- WG 1:5 The rural and the beast*Matilda, Brunnsvik*

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

- WG 2:2 From rurality to ruralities: an inquiry into the
new rural spaces*Ida, Receptionen*
- WG 2:5 Invisible populations - second home mobility,
tourism and rural change*Emil, Receptionen*
- WG 2:7 Immigration to rural areas*Klara, Brunnsvik*
a) Rural development, immigration and ethnicity
b) Is everything on the move? Methodological challenges
- WG 2:9 Doing rural – identity, generation and
development*Lukas, Receptionen*

THEME 3 POLITICS AND POLICY

- WG 3:1 Rural service provision and local care regimes ...*August, Receptionen*
- WG 3:3 Social sustainability – what, why and
for whom?*Sebastian, Receptionen*
- WG 3:2/3:5 Nordic politics of the rural.*Elvira, Receptionen*
- WG 3:6 Forest governance*Filippa, Receptionen*
- WG 3:8 Entrepreneurship, innovation and regional
development in rural areas*Mälarhallen, Lustgården*
- WG 3:9 Rural landscapes in transition – the need for new
integrated planning and policy approaches*Alexander, Brunnsvik*

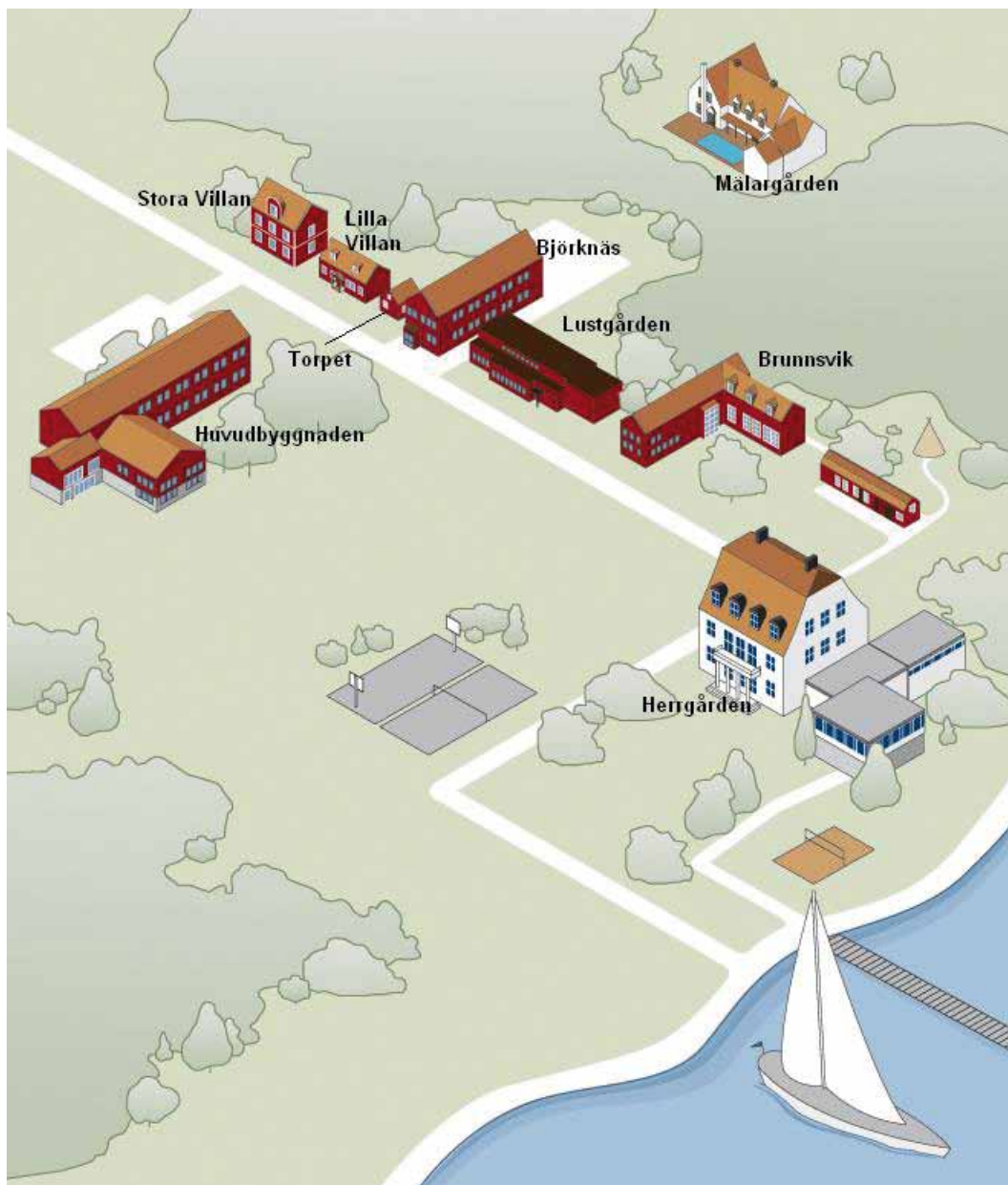
Practical information

Lunches and dinners are served at Herrgården, where there is also a pub open at night.

Hotel reception can be found at Huvudbyggnaden.

Registration, welcome, and keynotes at Mälärhallen in Lustgården.

Map over Tammsvik



Detailed workshop programme

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

1:1 Theorising rural change

CONVENOR

Wijnand Boonstra, Swedish University of Agricultural Sciences, Uppsala, Sweden

Tuesday May 4

08.30–10.00

(Session 2)

Theorizing dialectical relations among capitalist development, property rights, rural change and ecology: past and present

Cristián Alarcón Ferrari, Swedish University of Agricultural Sciences, Uppsala, Sweden

10.30–12.00

(Session 3)

Rural change in the 20th century – turning points in the Finnish built environment

Eeva Aarrevaara, Lahti University of Applied Science, Finland

Fish, societies and fishermen – a global case study of adaptation regimes in times of growth

Wijnand Boonstra, Swedish University for Agricultural Sciences

15.30–17.00

(Session 4)

Landscape change in the face of the CAP reforms: driving forces, change patterns and policy intervention in three Danish landscapes.

J.P. Vesterager, L. Søderkvist Kristensen, J. Primdahl, Centre for Forest and Landscape, University of Copenhagen, Denmark

Time-geographical prism – a theoretical tool to analyse power of nature and landscapes in the rural information society

Elin Wihlborg, Linköping University, Sweden

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

1:3 Outdoor recreation and nature based tourism in rural areas – implications and challenges

CONVENOR

Marie Stenseke, University of Gothenburg, Sweden

Monday May 3

15.15–17.15 (Session 1)

The role of nature based tourism of rural development – does the world heritage Kvarken Archipelago need tourism as a key development indicator?

Kristina Svells, Åbo Akademi University, Finland

Integration of nature conservation and outdoor recreation in the rural landscape

Marie Stenseke, University of Gothenburg, Sweden

Tuesday May 4

08.30–10.00 (Session 2)

Outdoor recreation demand: user types and activity types

Linda Lundmark, Umeå University, Sweden

Nature-based tourism in the interior of Norrland: impacts and Challenges

Patrick Brouder, Umeå University, Sweden

Angler and hunting tourism: who controls the resources in the northern parts of Sweden?

Yvonne Gunnarsdotter, Swedish University of Agricultural Sciences, Uppsala, Sweden

Outdoor recreation patterns and views of nature – differences between inhabitants in rural and urban areas

Gabriel Bladh, Sven-Erik Karlsson, University of Karlstad, Sweden

10.30–12.00 (Session 3)

A case research of rural tourism development based on LAG activities

Kasper Teilmann, Copenhagen Business School, Denmark

The right of public access in Sweden – rural and urban aspects

Klas Sandell, University of Karlstad, Sweden

Recreation in urban forests – the attitudes of households and private forest owners in Sweden

Olof Olsson, Umeå University, Sweden

15.30–17.30

(Session 4)

Crisis in rural settlements of the Russian North: overcoming ways and means

Galina Kharitonova, Kola Science Center, Russia

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

1:4 Rural entrepreneurship – theory and practice of business development in rural economies

CONVENORS

Christer Olofsson, Richard Ferguson, Helena Hansson, Swedish University of Agricultural Sciences, Uppsala, Sweden

Tuesday May 4

10.30–12.00

(Session 3)

Terroir, storytelling and cultural heritage as opportunity for island entrepreneurship

Steffen Korsgaard, Aarhus University, Denmark

Discussant: Richard Ferguson

Understanding farmers' attitudes towards diversification and specialization of the farm – an application of theory of planned behavior

Helena Hansson, Richard Ferguson, Christer Olofsson, Swedish University of Agricultural Sciences, Uppsala, Sweden

Discussant: Patrik Umaerus et al

15.30–17.30

(Session 4)

Farm tourism hosting: a question of gender and competence?

Berit Brandth, Marit S. Haugen, Arild Kroken, Centre for Rural Research, Trondheim, Norway

Discussant: Steffen Korsgaard

Business management in the development of rural firms

Richard Ferguson, Helena Hansson, Christer Olofsson, Swedish University of Agricultural Sciences, Uppsala, Sweden
Discussant: Berit Brandt et al

"Business as usual" or challenging the gendered structures in family forest farming

Patrik Umaerus, Gun Lidestav, Ann Dolling, Ylva Lundell, Swedish University of Agricultural Sciences, Umeå, Sweden
Discussant: Britt Kramvig

Wednesday May 5

09.30–11.30 (Session 5)

Transmigrant networking and business performance

– The case of immigrant entrepreneurship in rural Sweden

Ali B. Najib, Uppsala University, Sweden
Discussant: Helena Hansson

"The future can only be imagined" – innovation in farm tourism from a phenomenological perspective

Britt Kramvig, University of Tromsø, Berit Brandth, Norwegian University of Science and Technology, Trondheim, Marit S. Haugen, Centre for Rural Research, Trondheim, Norway
Discussant: Ali B. Najib

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

1:5 The rural and the beast

CONVENOR

Karl Benediktsson, University of Iceland

Monday May 3

15.15–17.15 (Session 1)

Wild, tame or feral futures? Animals in Nordic rural spaces

Karl Benediktsson, University of Iceland

Conceptions of equine welfare

Nora Schuurman, University of Eastern Finland, Joensuu, Finland

"Phenomenal udders and perfect hip scores": cattle, masculinity and artificial insemination catalogues,
Jacob Bull, Uppsala University, Sweden

Tuesday May 4

08.30–10.00 (Session 2)

Consumer trust in animal-farming practices. Exploring the high trust of Finnish consumers

Pekka Jokinen, Saara Kupsala, Markus Vinnari, University of Eastern Finland, Joensuu, Finland

The eider duck as symbol of human/nature relations

Knut Fageraas, The Norwegian Institute for Cultural Heritage Research, Norway

Beasts as threats, challenges or opportunities? Large carnivore policies in northern Finland

Outi Moilanen, University of Oulu, Finland

10.30–12.00 (Session 3)

Developing large carnivore tourism. Or tourism development in no man's land?

Marcus Ednarsson, Umeå University, Sweden

Hunting for wolves-improving participation? Regionalized collectivity in Swedish carnivore management

Annelie Sjölander-Lindqvist, Serena Cinque, Marianne Karlsson, University of Gothenburg, Sweden

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

2:2 From rurality to ruralities: an inquiry into the new rural spaces

CONVENORS

Jørgen Rasmussen, Association of Danish Small Islands, Jørgen Møller, University of Aalborg, Denmark

Monday May 3

15.15–17.15 (Session 1)

Insular rurality – densely cultural territories surrounded by sea

Jørgen Rasmussen, Association of Danish Small Islands, Denmark

Biographies of landscape: locals' perceptions on landscape heritage in European context

Helen Sooväli-Sepping, Tallin University, Estonia

Tuesday May 4

08.30–10.00 (Session 2)

Small towns, villages and hamlets in Denmark – a forgotten planning problem?

Jørgen Møller, Hans Henrik W. Johansen, Jan Kloster Staunstrup, Aalborg University, Denmark

The EU LEADER Programme and different discourses of the rural: a Finnish and an Italian case study

Fulvio Rizzo, University of Eastern Finland, Joensuu, Finland

10.30–12.00 (Session 3)

Rural peripheries, integrated rural development and regional governance – a comparative European case study

Ingo Mose, Franziska Wittenberg, Carl von Ossietzky University of Oldenburg, Germany

Peripheral rurality – on the brink of emptiness or..?

Peter de Souza, University College of Hedmark, Norway

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

2:5 Invisible populations – second home mobility, tourism and rural change

CONVENOR

Dieter K. Müller, Umeå University, Sweden

Tuesday May 4

15.30–17.30 (Session 4)

Second homes and socio-cultural change sustaining a village's social fabric? The role of second home owners in peripheral communities

Edward H. Huijbens, Þóroddur Bjarnason, University of Akureyri, Iceland

What about social capital in a mobile world? The impact of second home tourism on the development of associations in the Stockholm archipelago.

Roger Marjavaara, Umeå University, Urban Nordin, Stockholm University, Sweden

The internationalization of rural municipalities: Norwegian second home owners in Northern Bohuslän

Dieter K. Müller, Umeå University, Sweden

Wednesday May 5

09.30–11.30 (Session 5)

How do the service demand of second home owners and the supply of services meet in South Savo in the future?

Manu Rantanen, Marjo Särkkä-Tirkkonen, Hanna-Maija Väisänen, University of Helsinki, Finland

Second home living – what challenges do municipalities have when local population seasonally doubles?

Mariann Villa, Brit Logstein, Oddveig Storstad, Norsk senter for bygdeforskning, Norway

Impacts of increase in tourism on the regional economies of North Karelia and South Ostrobothnia in Finland

Nina Hyytiä, MTT Agrifood Research, Finland

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

2:7 Immigration to rural areas

- a) Rural development, immigration and ethnicity
- b) Is everything on the move? Methodological challenges

CONVENORS

Gunnel Forsberg, Charlotta Hedberg, Stockholm University, Susanne Stenbacka, Uppsala University, Sweden, Mai Camilla Munkefjord, Finnmark University College, Finland

Tuesday May 4

08.30–10.00 (Session 2)

We need all the people we can get – every soul is needed!

Charlotta Hedberg, Stockholm University, Sweden

Intermarriages and migration to the Swedish countryside

Svante Karlsson, Magnus Strömngren, Umeå University, Sweden

10.30–12.00 (Session 3)

Moving to the countryside – migrants in rural areas of Denmark

Helle Nørgaard, Aalborg University, Denmark

Transnational ruralities – immigrants' experiences and practices in a glocal society

Susanne Stenbacka, Uppsala University, Sweden

Farm tourism and gendered negotiations: reinforcing traditional gender roles or expanding female spaces?

Anniken Førde, University of Tromsø, Norway

15.30–17.30 (Session 4)

Migration cycles over the life course in the periphery of Northern Iceland

Thoroddur Bjarnason, Edward Hujbens, University of Akureyri, Iceland

Rural jobs – renaissance of the legacy or far beyond?

Anna Karlsdóttir, University of Iceland

Not on the move, yet? Methodological and theoretical conceptualisation of rural migration and mobilities in Nordic Research

Mai Camille Munkefjord, Finnmark University College, Norway

Wednesday 5th May

09.30–11.30 (Session 5)

Anthropological film as a tool in studies of place and mobilities
Beate Mortensen Nesheim, Finnmark University College, Norway

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

2:9 Doing rural – identity, generation and development

CONVENORS

Peter Waara, FoU Söderhamn/Uppsala University, Helena Kåks, Dalarna Research Institute, Peter Möller, Dalarna University, Sweden

Monday May 3

15.15–17.15 (Session 1)

Attractive rural development – who decides?
Mikaela Vasstrøm, Roger Normann, Jørn A. Cruickshank, Agder Research, Hans Kjetil Lysegård, University of Agder, Norway

"Doing identity as a rural woman entrepreneur"
Hanna-Mari Ikonen, University of Tampere, Centre for Advanced Study (UTACAS), Finland

Tuesday May 4

15.30–17.30 (Session 4)

Young people's relation to places with a dominating tourism industry
Peter Möller, Dalarnas forskningsråd, Sweden

The choice to stay
Johanna Jansson, Dalarnas forskningsråd, Sweden

Living in the countryside – values and constraints. A field study in Asby village, Ydre municipality, Sweden
Per Assmo, Linköping University, Anders Palmqvist, University West, Sweden

THEME 3 POLITICS AND POLICY

3:1 Rural service provision and local care regimes

CONVENORS

Ildikó Asztalos Morell, Uppsala University, Sweden, Maarit Sireni, University of Joensuu, Finland

Tuesday May 4

15.30–17.30 (Session 4)

Conditions for diffusion of social farming in Denmark

Pia Heike Johansen, University of Southern Denmark

Constructing the rural in the local political debate on the privatization of elderly care in Sweden

Ildikó Asztalos Morell, Uppsala University, Sweden

Eldercare in Swedish rural areas

Cecilia Bygdell, Uppsala University, Sweden

Wednesday May 5

09.30–11.30 (Session 5)

Childcare in the construction of rural women's identities.

A Finnish comparative study

Maarit Sireni, University of Eastern Finland, Joensuu, Finland

New entrepreneurial forms of community-based care and development in rural areas

Päivi Turunen, Marika Marusz, Högskolan Dalarna, Sweden

Service provision in sparsely populated areas in Jämtland, Sweden – experiences from a comparative case study with special focus on demographic challenges

Franziska Wittenberg, Carl von Ossietzky University of Oldenburg, Germany

THEME 3 POLITICS AND POLICY

3:3 Social sustainability- what, why and for whom?

CONVENOR

Kjell Hansen, Swedish University of Agricultural Sciences, Uppsala, Sweden

Tuesday May 4

08.30–10.00

(Session 2)

Social sustainability as economic flexibility and patterns of continuity

Ann-Kristin Ekman, Swedish University of Agricultural Sciences, Uppsala, Sweden

Can social sustainability be measured?

Helena Nordström Källström, Elvira Caselunghe, Swedish University of Agricultural Sciences, Uppsala, Sweden

10.30–12.00

(Session 3)

Citizens participation and community orientation – indicators for social sustainability of rural welfare services

Aila-Leena Matthies, M Kattilakoski, N. Rantamäki, University of Jyväskylä, Finland

Researching political concepts – or research as a political tool?
What is social sustainability?

Kjell Hansen, Swedish University of Agricultural Sciences, Uppsala, Sweden

THEME 3 POLITICS AND POLICY

3:2/3:5 Nordic politics of the rural

CONVENORS

*John Bryden, University of Aberdeen and UHI, Scotland, International Rural Network,
Lars Larsson, Malin Rönnblom, Umeå University, Sweden*

Monday May 3

15.15–17.15 (Session 1)

Intersectional approaches

Chair: Lars Larsson

Discussant: Malin Rönnblom

The strong region discourse in a weak region. New subject positions for non-traditional actors or business as usual?

Christine Hudson, Umeå University, Sweden

Vibrant culture in monocultural spaces? Problematizing regional contracts in Iceland

Magnfríður Júlíusdóttir, University of Iceland

Tuesday May 4

08.30–10.00 (Session 2)

Rural survival – policy, implementation and evaluation I

Chair: Malin Rönnblom

Discussant: Lars Larsson

Policies, rural people and place, and "rural policy" in a Nordic context. A critical assessment

John Bryden University of Aberdeen and UHI, Scotland, International Rural Network, Kaaren Refsgaard, Norwegian Agricultural Economics Research Institute, Norway

New level of rural policy delivery: rural development programme 2007-2013 in Sweden

Petri Kahila, Moa Hedström, Nordregio, Stockholm, Sweden

10.30–12.00 (Session 3)

Rural survival – policy, implementation and evaluation II

Chair: Malin Rönnblom

Discussant: Lars Larsson

Prospects of multifunctional agriculture as a facilitator of sustainable rural development: Swedish experience of Pillar Two of the CAP

Madeleine Granvik, Gunnar Lindberg, Karl-Anders Stigzelius, Erik Fahlbeck, Yves Surry, Swedish University of Agricultural Sciences, Uppsala, Sweden

Challenging in modelling policies for sustainable rural development

John Bryden, University of Aberdeen and UHI, Scotland, International Rural Network, Kaaren Refsgaard, Norwegian Agricultural Economics Research Institute, Norway

Improving and adapting the agri-environmental policies in the EU: lessons learned from existing experience in Denmark

Jens Peter Vesterager, University of Copenhagen, Denmark

15.30–17.30

(Session 4)

Local approaches to rural change

Chair: Lars Larsson

Discussant: John Bryden

Are they in it for problem solving or are they in it for power?

Annette Aagaard Thuesen, Danish Institute of Rural Research and Development, Denmark

Reinventing the parish – towards multilevel participatory governance?

Martin Berry, Linköping University, Sweden

Rural development based on non-traditional agricultural production in rural peripheral areas

Lise Lyck, Copenhagen Business School, Denmark

Wednesday May 5

09.30–11.30

(Session 5)

Comparative analysis of rural development approaches

Chair: John Bryden

Discussant: Malin Rönnblom

Business and community approaches to rural development

Lars Larsson, Umeå University, Sweden

Comparing the projectification of EU rural development policies in two regions of Europe: the cases of North Karelia (Finland) and South Tyrol (Italy)

Fulvio Rizzo, Karelian Institute, University of Eastern Finland, Joensuu, Finland

THEME 3 POLITICS AND POLICY

3:6 Forest governance

CONVENORS

*Carina Keskitalo, Swedish University of Agricultural Sciences/ Umeå University,
Gun Lidestav, Swedish University of Agricultural Sciences, Sweden*

Monday May 3

15.15–17.15 (Session 1)

Future forests in the making. Global trends affecting forest governance

Karin Beland Lindahl, Erik Westholm, Institute for Future Studies, Stockholm, Sweden

The role of procedural and contextual factors in collaborative forest planning – A comparative study between Northern Lapland in Finland and the Central Coast in British Columbia
Kaisa Raitio, Swedish University of Agricultural Sciences, Uppsala, Sweden

Factors influencing local forest governance and environmental communication practices in Sweden: global trade, energy transitions, climate change and competition between economic sectors

Cristián Alarcón Ferrari, Swedish University of Agricultural Sciences, Uppsala, Sweden

Wednesday May 5

09.30–11.30 (Session 5)

Can voluntary standards govern? – Assessing the environmental impacts of forest certification

Johanna Johansson, Umeå University, Gun Lidestav, Swedish University of Agricultural Sciences, Umeå, Sweden

Swedish forest commons – a matter of governance?

Eva Holmgren, Carina Keskitalo, Gun Lidestav, Swedish University of Agricultural Sciences, Umeå, Sweden

Prospects of forestry development in the Murmansk region

Ludmila Ivanova, Kola Science Centre, Russia

THEME 3 POLITICS AND POLICY

3:8 Entrepreneurship, innovation and regional development in rural areas

CONVENORS

Johan Klaesson, Hans Westlund, Lars Pettersson, KTH and Jönköping International Business School, Sweden

Monday May 3

15.15–17.15 (Session 1)

Inside the muddle: entrepreneurship discourses and agency

*Darren Halpin, The Robert Gordon University, Scotland,
Kari Mikko Vesala, University of Helsinki, Finland*

Benchmarking two cross-border research and innovation networks for the development of Northern Research and Innovation Platform

Päivi Iskanius, Katri Suorsa, University of Oulu, Thule Institute, Oulu, Finland, Jukka Teräs, Scuola Superiore Sant'Anna, Pisa, Italy

Tuesday May 4

08.30–10.00 (Session 2)

Multidimensional rural entrepreneurship

Hans Westlund, KTH/Jönköping International Business School, Sweden

Frames of entrepreneurship promotion in rural areas

Miira Niska, Kari Mikko Vesala, University of Helsinki, Finland

Agri-entrepreneurship development strategies in Iran rural regions with SWOT model

Abdorreza Rokneddin Eftekhari, Hamdollah Sojasi Quidari, Mahdi Taherkhani, Tarbiat Modares University, Tehran, Tahere Sadeghloo, Tehran University, Iran

Different modes of rural entrepreneurship

Hanne Tanvig, University of Copenhagen, Denmark

10.30–12.00 (Session 3)

Innovations and business growth in equine enterprises

Leena Rantamäki-Lahtinen, Sanna Tiilikainen, MTT Economic Research, Finland

DETAILED WORKSHOP PROGRAMME

Firm formation in rural and urban regions explained by demographical structure

Lars Pettersson, Pär Sjölander, Lars M Widell, Swedish Board of Agriculture, Sweden

Do startups in the agricultural sector generate employment in the rest of the economy? – An Arellano-Bond dynamic panel study

Lars Pettersson, Pär Sjölander, Lars M Widell, Swedish Board of Agriculture, Sweden

15.30–17.30 (Session 4)

Export behavior of firms in urban and rural regions

Sara Johansson, Lars Pettersson, Swedish Board of Agriculture/ Jönköping University, Sweden

Regional determinants of self-employment

Johan Klaesson, Jönköping International Business School, Sweden

THEME 3 POLITICS AND POLICY

3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches

CONVENORS

Lone Søderkvist Kristensen, Jørgen Primdahl, University of Copenhagen, Denmark

Wednesday May 5

09.30–11.30 (Session 5)

Framing the environment - An example from a Norwegian nature management dispute

Jørund Aasetre, Ingrid Bay-Larsen, Jostein, Asplan Viak AS, Norway

The shadow of participation - instrumental local participation legitimizing central governance? - the case of Setesdal, Norway

Mikaela Vasstrøm, University of Copenhagen, Denmark

Rural landscape planning from below. Lessons from five planning experiments in Skive, Denmark

Jørgen Primdahl, Lone Søderkvist Kristensen, University of Copenhagen, Denmark

Abstracts

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:1 Theorising rural change

CONVENOR

Wijnand Boonstra

Rural change in the 20th century – turning points in the Finnish built environment

Eeva Arrevaara

Theorizing dialectical relations among capitalist development, property rights, rural change and ecology: past and present

Cristián Alarcón Ferrari

Fish, societies and fishermen – A global case study of adaptation regimes in times of growth

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Landscape change in the face of the CAP reforms: driving forces, change patterns and policy intervention in three Danish landscapes

J.P. Vesterager, L. Søderkvist Kristensen, J. Primdahl

Time-geographical prism – a theoretical tool to analyse power of nature and landscapes in the rural information society

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Rural change in the 20th century – turning points in the Finnish built environment

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:1 Theorising rural change

The Finnish landscape and the traditional built environment faced significant transitions during the 20th century. The present rural environment possesses a confused character, and one cannot avoid discussing what kind of transmissions have been passed through and what kind of arguments have been presented for the different ways adopted to rural building. The ingenious building in the rural areas, the vernacular architecture, was the starting point for the transmission process. The interest of this study is concentrated on the professionalization process taking place during the 20th century in the traditional building and its effects on the built environment. The study is connected with the research of vernacular architecture and social studies concerning the emergence and the transmission of professions (e.g. Schön 1998; Abbott 1988; Konttinen 1991). Professional studies also comprise questions on how different professions participate rural planning and design and what kind of co-operation or contradictions the professional groups confront (e.g. Werne, 1980).

The concepts of the study – vernacular architecture and its relationship with modern design, cultural environment and the design profession – together make contribution to the study of the turning points of the rural transmission. The turning points are considered as the chosen time periods during which the change of the rural environment was the most significant (e.g. Meinander, 2007). The main elements of change are the population in rural areas and the position of agriculture and forestry as a means of livelihood as well as the change of the amount of cultivated areas during the 20th century. The effects of industrialization and urbanization are noticeable especially during the postwar period in Finland.

The role of the architects is also studied considering their part and influence in rural planning and comparing it with other building professionals. The discussion concerning the suitable way of building in rural areas was lively in the beginning of the 20th century. In the postwar period, the professional discussion concentrated on the rational way of building while the environmental and cultural aspects of building were left unnoticed. The new appreciation of the building culture started to gain more interest in the late 1970's, and in the meantime, the way of rural building was considered as an important topic again.

The viewpoints of the study are descriptive: with the help of them the research aims to understand and describe the transmission processes including argumentation influencing the rural built environment and landscape.

Theorizing dialectical relations among capitalist development, property rights, rural change and ecology: past and present

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:1 Theorising rural change

This paper argues for a refocusing on the question of capitalist development in the study of historical changes in rural areas. In line with a wide body of research dealing with how capitalist development has changed and currently changes society-ecosystem relations vis-à-vis rural areas, the paper assesses two crucial historical moments in the articulation of the rural and the non-rural relations. The first historical moment to be considered here is the process of industrialization and mechanization of agriculture and its links to property rights over land. The second process to be assessed is the neoliberal project and the way it has organized agricultural systems for the production of cheap food for international markets while at the time it deprives extended masses of people from access to foodstuffs. Here, both processes are understood as eminently contradictory processes in which dialectical relations can be found and their material realities can be demonstrated. At the methodological and theoretical level, the approach presented here involves a reflection on what can be denominated structural fieldwork and its relation to world system analysis where the unit of analysis is the system of states historically making and remaking the world economy. The paper argues that this approach allow us to analyze and understand trends in the evolution of society-ecosystem relations in rural areas in a better way.

Fish, societies and fishermen – A global case study of adaptation regimes in times of growth

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:1 Theorising rural change

A reform of the current relations between people and the environments in which they live in is needed in order to sustain human societies globally. But, what are the prospects of such reform? This paper takes up this question by reviewing the growing scientific literature emphasising the complexity of human-environment interaction. Scholars from both the natural and social science come to argue that human-environment interaction can never settle in a steady-state nor be controlled completely. Its complex dynamics comprises a mix of intended (planned) and unintended effects;

failures; unpredictability, path-dependency, unstable equilibriums, and time lags between cause and effect. Underneath this scientific consensus, however, lie profound differences regarding the scope for plan and policy making. What to do if failure, unpredictability and unintended effects are part and parcel of intervention attempts? It is here that the scientific consensus breaks up and the different ontologies and epistemologies regarding human agency, governance and power come into play.

Landscape change in the face of the CAP reforms: driving forces, change patterns and policy intervention in three Danish landscapes

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:1 Theorising rural change

During the past 50 years the Common Agricultural Policy (CAP) has had major influences on European agricultural, rural landscapes through interference with price fluctuations on agricultural products, and lately through regulation in terms of rules and subsidies. Other interacting key factors in this development include: the technological development in agriculture, urban pressures and the general development of the composition of the rural population and corresponding actions of farmers and rural dwellers. Through the past 15 years the CAP has undergone several reforms: the Mc Sharry reform in 1992, the Agenda2000 in 1999 and the Fischler II reform in 2003. The reforms have transformed the CAP from a unilateral policy subsidizing farm production with partial social concerns for the producers to a complex policy consisting of multiple measures combining regulation, and subsidy schemes to promote a multifunctional and sustainable rural development. Most recently the CAP has been changed by the permanent abolition of the mandatory set aside demand in 2008.

To illuminate the driving forces for the landscape changes we investigate the causes of these changes through use of farm interviews in three case study areas in three distinct but representative parts of Jutland. Comprehensive analysis of the areas were completed in the mid 1990s and serves as a baseline for the current studies. We link changes and causes to development tendencies and identify what policies may have influenced farmers' decision making. Furthermore we characterize the development according to various farmer typologies and development frameworks and include concerns about the changing rural population and changes of the farming occupation in the rural population.

The paper concludes that in addition to the changing set aside area outcomes of changing policies the recent 12-13 years partly represent conclusions of the early 1990s: extensification of land use from arable to forestry, and permanent grassland, and increase in uncultivated small and linear elements such as hedgerows, ponds, thickets however

at lower change rate than the one seen in the early 1990s etc. The driving forces urbanisation and agricultural structural development are key change factors. CAP reforms have had limited immediate influence on farmers decisions and thus on corresponding landscape changes except for the changes in set aside. The CAP plays a role in agricultural structural development and landscape design but only as one among many policy interventions in the complex interactions between individuals, society and environment, affecting outcomes of agricultural policies on rural landscapes.

Time-geographical prism – a theoretical tool to analyse power of nature and landscapes in the rural information society

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
 WG 1:1 Theorising rural change

Our contemporary Nordic context is often described as a post-industrial information society. However, this context appears differently in rural areas compared to the urban norm. Social change is shaped through the complex interactions between nature individuals, society, technology and their environments. To explain and understand contemporary processes of change we demand “new” theories and approaches to see what can be considered as development. Such a theoretical approach and related concepts have to have general as well as explanatory implications, building on in-depth empirical stories. All these aspects are offered by Torsten Hägerstrand’s time-geographical approach. It emerged from an in-depth study from the late 1940’s in the Asby parish. Time-geography has theoretical ambitions, even if it is mainly ontological. The study “Innovationsförloppet ur korologisk synpunkt” presented in 1953 has since then been the basic reference for diffusions of innovations as well as time-geography. Hägerstrand’s study mirrored the shift from the agrarian into a more industrial rural society. Today we can see consequences of the emerging sustainable information society when studying the same place – Asby parish, for example they are on top of Swedish e-buying.

The information society is realized through improved information and communication technologies and there is a transition from an economy based on material goods to one based on knowledge. Thus the time-geography has to be extended into a time-spatial model. A basic concept of time-geography is the prism, indicating the reach of an individual in space over time from a specific situation and in relation to the capacities and resources of the individual. The prism concept is often used to describe, but it has potentials to explain the action spaces of individuals’ in specific situations. Time-geography in general has been criticized for involving only a “weakly developed theory of power” . The physical grounding of time-geography provides a focus for the prism that could be analytical extended.

The theoretical grounds in this paper is a profound approach building on a case study in Asby, attempting to extend Hågerstrand's theoretical concept prism to understand rural changes as not only place bound, and rural spatial implications of the information society.

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas – implications and challenges

CONVENOR

Marie Stenseke

Outdoor recreation patterns and views of nature – differences between inhabitants in rural and urban areas

Gabriel Bladh, Sven-Erik Karlsson

Nature-based tourism in the interior of Norrland: impacts and challenges

Patrick Brouder

Angler and hunting tourism. Who controls the resources in the northern parts of Sweden?

Yvonne Gunnarsdotter

Outdoor recreation demand: user types and activity types

Linda Lundmark

Crisis in rural settlements of the Russian North: overcoming ways and means

Galina Kharitonova

Recreation in urban forests – the attitudes of households and private forest owners in Sweden

Olof Olsson, Annika Nordlund, Kerstin Westin

The right of public access in Sweden – rural and urban aspects

Klas Sandell

Nature protection on the top of the world – stakeholder involvement and local development in nature protection planning in Northern Norway and Kola Peninsula, Russia

Håkan T. Sandersen, Ingrid Bay-Larsen, Ludmila Isaeva, Victor Petrov

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Integration of nature conservation and outdoor recreation in the rural landscape

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Outdoor recreation patterns and views of nature – differences between inhabitants in rural and urban areas

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Outdoor recreation and nature based tourism are increasingly important activities in urban societies, which also influence social transformations in rural areas. Using data from a national survey, different patterns of outdoor recreation participation for specific groups (generations, gender, classes and ethnicity) will be presented and analysed in this paper, focusing on urban/rural dimensions. The question of why people are involved in different types of activities is analysed through a theoretical framework of a personality model and a stratified perspective on society, and implications for societal change in rural areas are discussed. The research has been carried out as a part of the Swedish interdisciplinary research program “Outdoor Recreation in Change”.

Data from the national survey “Friluftsliv 2007”, show that outdoor recreation participation; different types of nature-based activities, and experiences gained from them; are based on preferences partly emanated from different views of nature. Such views of nature are to a great extent developed through place-based processes of socialisation and practices related to different life-modes and life-styles. Historically, activities with a utility point of view connected to rural harvesting traditions or working class conditions can for example be contrasted to more experienced-orientated upper-class traditions or newer urban e.g. in fishing and hunting activities. While classical activities of friluftsliv like skiing and hiking often builds on views of a pure aesthetic experience of nature, motorized activities like snow-mobiling brings other functional values in the forefront. Many outdoor recreation activities are thus place bound, connected to seasonal variations and related to different life-modes, which means that analyses of geographical dimensions of outdoor recreation patterns are important. Views of nature have also to be understood in a national or regional symbolic context, where story-tellings, art and literature are necessary ingredients for understanding different aspects of what is seen as “Swedish” nature. As a conclusion some implications for land use and landscape management in rural areas are discussed.

Nature-based tourism in the interior of Norrland: impacts and challenges

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Project F of the Outdoor Recreation in Change programme addresses nature-based tourism as a tool for sustaining rural communities. Action 3 and Action 4 deal with the impacts of nature-based tourism within the local communities and how these impacts are managed, including socio-cultural and economic impacts.

Action 3 should include some measure of the economic impacts of nature-based tourism and this submission shall include the research design for an economic impacts study to be carried out later in 2010. The intention is to receive constructive feedback on the rationale behind the design and its appropriateness in aiding the realisation of the project goals.

Action 4 deals with managing tourism impacts, especially in regards to protected nature and here the results of an exploratory quantitative study carried out in late 2009 among tourism entrepreneurs in Norrbotten shall be presented. The study includes basic measures of how tourism entrepreneurs value nature, especially protected areas. These measures shall inform a research design on nature-based tourism and protected areas to be undertaken in 2011.

The impacts to be discussed are economic - the significance of nature-based tourism in terms of sustainable rural communities, and the challenges to be discussed are management issues - how best to utilise nature and the potential of protected areas for future tourism development.

Angler and hunting tourism. Who controls the resources in the northern parts of Sweden?

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Out of the interest for outdoor recreation and adventure angler and hunting tourism is rapidly developing. In the county of Västerbotten in northern Sweden approxima-

tely 20 enterprises offers hunting and or fishing activities of various kinds. Of these fishing is the most successful so far. The obvious economic potential for rural areas is accompanied with conflicting interests of different actors. The effects of commercialisation could be competition between groups committed to different activities in the same area. It could also lead to changed relations between local actors, e.g. landowners and those without land, and even to the exclusion of some actors. Another challenge is to balance between value creation in the local community and the upholding of common access to rights. Tourism also leads to environmental impact on game, plants and landscape. New forms of angling and hunting are likely to be developed in the process of commercialisation, affecting present practises of fishing and hunting. One example is a project concerning hunting regulations for white grouse, as response to an intense debate in Sweden for many years.

This paper explores the northern parts of Scandinavia known as Sapmi/Lapland where Norway, Finland and Sweden has chosen different ways to handle reindeer herding and the rights of indigenous people. In Sweden access to hunting and fishing for reindeer herding Sámi people sometimes overlaps the right of private landowners and State property. Both land and water is divided into different categories of regulations according to rights, a situation that causes conflicts. A crucial question is who should have the opportunity to arrange wild life tourism. The question becomes increasingly important when tourism is the only growing sector in an area where service, job opportunities and inhabitants are declining. For reindeer herders tourism can become more profitable than meet production. The paper draws on a field study in the parish of Ammarnäs in Västerbotten County and it also analyses the background for the contemporary political moratorium concerning the status of the Swedish Sami people as well as the unclear situation for hunting and fishing rights.

Outdoor recreation demand: user types and activity types

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas—
 Implications and challenges

In focus for the research presented here is the demand for outdoor recreation activities emanating from the Swedish population. The material used is from a Swedish national survey distributed and collected in 2007/2008. The purpose is to find out how demand for outdoor recreation activities can be arranged in 'user types', based on individuals, and 'activity types', based on activity characteristics. Previous studies indicate that there is a need to find 'user types' and 'activity types' that better reflect the general pattern. This is important since changes in demand have implications both for planning and for domestic nature-based tourism. With an aging population base one

important distinction for the future potential for nature-based tourism is whether the variations are mainly cohort dependent or if they are time dependent variations. The aim is achieved by statistical analyses using a combination of cluster analysis, to find the commonalities between users, and discriminant analysis to group the activities together. This allows for a more complex and relevant modeling of demand in Sweden. Preliminary statistical analysis of the data material indicate that demand for outdoor recreation activities is largely age dependent and that elderly people tend to choose more passive activities. However, there are also elements of cohort dependent change. Apart from time and age, socio-economic factors such as income and family structure affect the individual ability to consume outdoor recreation activities.

Crisis in rural settlements of the Russian North: overcoming ways and means

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Geographical conception of “the Russian North” includes regions where severe climatic conditions make it impossible to grow cereals and to produce bread and colonized by Russian population. The conception includes the Murmansk, Arkhangelsk, and part of Vologda regions as well as Komi and Karelian Republics.

The first settlements in the Russian North were established by colonists from the Novgorod Republic in XII-XIV centuries in order to export natural resources to the West European countries and the Moscow state. Therefore catching sea animals, fishing, making salt, collecting river pearls and wood processing became traditional trades of northern settlers.

Industrial development of the northern territories of the USSR caused the necessity to create rural settlements for providing the population with perishable goods, which by technical reasons could not be delivered from other regions of the country. Population of the regions was constituted by migrants from the central rural regions of the country. Residents of rural settlements were united to different kinds of collective farms (kolkhozes): cattle breeding, reindeer breeding, fishing and animal farming. The state allocated them land plots, machinery, seeds, pedigree cattle and mineral fertilizers for free; also the state financed melioration of lands for ploughed fields and pastures. The largest rural settlements had paved roads and agro-industrial complexes. Special measures were taken for social development for liquidation of the gap between the urban and rural life styles, especially for rural settlements resided by local minorities.

However already at the planned economy there was noticed a mass outflow of young

people from the rural settlements, because they were attracted by an easier life in urban settlements.

During the period of mass reforms (1991 – 2009) the economy of rural settlements in the Russian North was practically destroyed. Having lost the state support agricultural production could not compete with products delivered from other regions. Farming was not developed properly. At present death rate exceeds birth rate in all rural settlements in the North. Annually several rural settlement are liquidated because of lack of permanent population.

Regional governments take measures to solve the problems of rural settlements: from allocating privileged loans to rendering assistance to population moving to other settlements.

Rural settlements of the Russian North keep culture traditions and handicrafts. Many of them are located in unique landscapes and clean environment. In the Murmansk region such settlements are located on the Terskiy coast, where descendants of Pomors – the first Russian colonists – reside. Recently tourism has been developing on these territories, their development programs include plans on establishing tourist-recreation zones, where innovation projects on development of the tourist industry will be realized.

Recreation in urban forests – the attitudes of households and private forest owners in Sweden

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
 Implications and challenges

The use of urban forests for everyday recreational purposes is growing in Sweden. When the strategically planned parks and walking lanes familiar to the urban environment fail to satisfy peoples need to recreate, focus is turned towards accessible and semi-structured forests with inclusive social qualities. These are in Swedish municipalities commonly available within walking distance from the home. The increasing role of the urban forest as a place for recreation is affecting people's attitudes and beliefs towards nature and in line with the public re-evaluation of the forest as a mere economic good to a bearer of wide-ranging values. However, urban forests are constantly threatened by the powerful interests of spatial planning, mainly in the form of land exploitation and city growth. These trends create barriers and amplifies distances, while also making the forest more physically and emotionally inaccessible.

Previous studies on people's attitudes towards urban forests have highlighted the needs of big city residents, living in areas where the recreational footprint is high.

These studies often fail to find answers that are transferable to smaller municipalities or in including the aspects of different target groups. In the case of the few Swedish studies that exist, these have mainly considered the relevance of urban forests for preserving wildlife and nature values, whereas the forests inherent social qualities have been examined to a lesser degree.

This paper in progress is therefore a study of the general attitudes, values and beliefs towards outdoor recreation in urban forests. The aim is to highlight how these attitudes differ throughout Sweden, to identify what conflict areas that exist between different target groups and to measure and compare individual preferences regarding the structure of the urban forest. The analysis is based on a survey within the Future Forests project at Mistra and was distributed to 2000 households and 2000 private forest owners in Sweden in order to measure individual thoughts on the accessibility, development, management, responsibility and usage of the urban forest. Since there are contrasting views on the primary role of the forest, depending on factors such as age, occupation, socioeconomic and cultural background, both the consensus and the conflicts of the respondents are emphasized in the paper. The survey data obtained for this paper also enables further research on the relation between spatial planning and our increasing demand for urban forests with good social values.

The right of public access in Sweden – rural and urban aspects

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

To be presented at the research conference "Nordic Rural Futures: Pressures and Possibilities" carried out by the Department for Urban and Rural Development, Swedish University for Agricultural Sciences and the Swedish National Rural Network, May 3-5 2010, and its workshop: "New understandings and use of nature and landscapes: Outdoor recreation and nature based tourism in rural areas – implications and challenges (Convenor: Marie Stenseke).

In Sweden the so-called Right of Public Access is of fundamental import for the public's visits to and presence in the countryside in the form of outdoor life activities, recreation and nature-based tourism. Similar – although not identical – relations apply in Norway and Finland. The basic principle for the Swedish Right of Public Access is that it is the existing landscape with its characteristic features and traits and associated enjoyment that is "accessible", as long as the tolerance limits for what one can and cannot do, principally "disturb not, destroy not", are not transgressed. Although the Right of Public Access is named as a concept in both The Environmental Code and the Swedish Constitution, its content is not specified. In principle,

the Right of Public Access can be seen as the “free space” that is formed between the different laws’ terms of reference, in the main: economic interests, privacy and nature preservation/conservation. The terms of reference relating to the Right of Public Access’ free space are thus to be regarded as relatively broad grey zones in terms of what one can do, what one ought or ought not to do and what one cannot do. The bottom line is that the landowner has to accept that other people temporarily visit or cross his/her land and water, providing that no economic damage is done or that privacy is infringed. Government agencies are expected to enforce and safeguard nature protection/conservation with the aid of e.g. various national park/nature reserve provisions and regulations and legal protection. The fourth demarcation – the landscape itself and its use – means that the fact that agricultural land, forestry, infrastructure etc., disappears or is accrued according to the landowner’s interests, legislation, government agency plans etc., is to be regarded as given from a public access perspective. Thus, with regard to the Right of Public Access, with very few exceptions is it possible to maintain that the landscape should or should not be made use of in certain ways. All in all, this means that it is the landscape itself that must “tell” the user about the possibilities and limitations of things like land use and time of year (e.g. how vulnerable the land is); weather (e.g. for lighting fires); visibility (e.g. how close one can be to a house) etc. Like with all stories, though, one has to learn to read, listen and interpret; something that is of course challenged in today’s highly mobile and multicultural society.

Apart from reviewing the growth and basic content of the Right of Public Access as outlined above, aided by current studies this presentation will focus on: today’s position and role of the Right of Public Access, including the public’s views, knowledge situation and its role for their outdoor life; differences between those living in towns and in the countryside; tourism entrepreneurs’ views of the Right of Public Access in relation to their work and activities; and issues relating to change and the future.

Nature protection on the top of the world – stakeholder involvement and local development in nature protection planning in Northern Norway and Kola Peninsula, Russia

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Local empowerment in nature protection is at focus in several international environmental conventions, like the Convention on Biodiversity, RAMSAR Convention, the

Rio Declaration etc. This has led to the emergence of integrated conservation and development projects (ICDPs) worldwide and to the inclusion of local stakeholders in protection planning and management. This study focuses on Norwegian and Russian protected areas, and asks what characterizes the dynamics between stakeholders (e.g. property owners, business operators, ENGOS, local, regional and national/federal authorities) at different levels? In particular governance structures are investigated as to how these facilitate or limit stakeholder participation and local development initiatives. Also the clustering of interests across various stakeholder groups and governing levels are enlightened. Qualitative interviews have been made with local actors and decision makers associated to eight case areas in Northern Norway and the Kola Peninsula. Although societal, political and historical factors generates highly different contexts within which the stakeholder interplay takes place, certain similarities related to local influence, administrative hierarchies and the fragmentation of incentives and post-protective measures are identified. In conclusion, local stakeholders in Norway and Russia actively take part in the establishment and management of protected areas, despite strict hierarchical governing structures.

Integration of nature conservation and outdoor recreation in the rural landscape

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

During the last decades, biodiversity has become a central objective in landscape management and planning in Sweden. The focus on biodiversity is underpinned by international conventions (i.e. CBD, Convention on wetlands) and regulations in the European union (habitat directive, bird directive and Natura 2000). At the same time there is an increasing gap between people and their physical surroundings. Urbanisation is a quite recent process in Sweden, why younger generations' experience of unsettled land differs from the one of their parents. This implies new perspectives on "landscape", "nature" and the use of rural land. In Swedish contemporary policy strategies, there are explicit ambitions of an increased integration of nature conservation - outdoor recreation. One main challenge that can be identified is how to preserve nature qualities at the same time as encourage recreational use.

The aim of the study presented is to develop knowledge about the conditions for integrating recreational aspects in nature conservation; to provide recommendations as for how to design successful processes. Two developing nature conservation projects, Kosterhavet (plans for national park) and Kinnekulle (Life-project and plans for biosphere reserve), involving distinct recreational aspects have been examined and analysed.

The focus of the research project is on how the integration of recreational aspects in conservation and management processes can be improved in the wake of ambitious conservation goals. In the study, factors such as actors, organisation, and conflicting interests, have been investigated, as also the influence of zoning concepts such as ROS and LAC. Interviews have been carried out with various stakeholders. Furthermore, documents produced in the processes have been examined.

The role of nature based tourism of rural development – does the world heritage Kvarken Archipelago need tourism as a key development indicator?

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

As the first natural world heritage in Finland (2006), the Kvarken archipelago, is confronted by many challenges. The importance of identifying stakeholders on a multi-level scene in order to minimize the friction and enable the future development of this, and hopefully other world heritages in Finland. The world heritage per se has a special status as it is one of 2 transnational, serial nominated world heritages based on geological values. The 'other part' is the High Coast (2000) in Sweden. One can see the transnational construction slowly establishing but there is a need for more knowledge about transnational world heritages to see a blooming governance, management and tourism construction between the two parts.

The paper will be an identification of key actors of governance and the tourism impact of the new symbolical label given the area, e.g. 'world heritage'.

Today there are five governing 'key actors' identified on the scene on the Finnish side (the The Ministry of the Environment and its' governing representatives West Finland Regional Environment Centre, Metsähallistus, the regional council of Ostrobothnia and the Geological Survey of Finland (GTK), five world heritage municipalities and a multitude of regional and local interest groups. Who the actual influencing actors are is to be investigated and presented.

A natural environment has its' limitations for human impact and it's important in an early stage to identify the character both of governance actors and visitors in order to introduce a sustainable tourism plan for the future. Nature based tourism is in focus and a change in society brings the tourism and service sector to an even bigger 'key player' in the rural surrounding. With the tourism development an urge of financing is needed and the identification and examples will be presented in the paper.

The paper will be guided by four preliminary hypotheses:

1. The institutionalization of the Kvarken Archipelago World Heritage was in the beginning legitimized by nature preservation arguments. However later the World Heritage was institutionalized by geological arguments and strong activities of a handful regional and national actors, who wanted a new regional symbol for the future development of the region Ostrobothnia.
2. At the local level the established World heritage area will enhance the transformation of the area from an agrarian fishing community to a late modern service economy with tourism as core activity.
3. Internal differentiation of the World Heritage area will take place: core areas will develop in contrast to peripheral parts of the area.
4. The status as World Heritage will bring in the views of new social groups and actors into decisions concerning the development of the area.

A case research of rural tourism development based on LAG activities

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:3 Outdoor recreation and nature based tourism in rural areas–
Implications and challenges

Local Action Groups (LAG), implemented under the EU Rural Development Regulation (RDR), constitute a central component in improving local rural development by investing EU subsidies in local areas in locally initiated projects. The Danish LAGs are locally grounded and administer funding for projects within the objective: “improving the quality of life in rural areas and encouraging diversification of economic activity” (COM 2005 article 4). The LAGs are structured as a local public-private partnership including local NGOs and voluntary nature, culture, and leisure associations.

With a point of departure in the local cultural, natural and social recourses, it is argued (Saxena and Ilbery 2008, Cawley and Gillmor 2008) that rural tourism is a well fitted activity to reach the policy objective in improving the quality of life and encouraging income diversification. The policy objective for the LAGs contains seven sub measures, one of which is ‘tourism promoting activities’; however, other LAG-measures might have the ability to attract tourism to the local area. Other existing organizations also have interest in developing tourism based activities, for example the municipality, regions and local tourism boards have strategies and development goals for the promotion of tourism.

It is the objective of this paper to investigate whether and how these organizations are collaborating on developing and implementing common initiatives that benefits rural

tourism development. In reaching this objective the research will identify potential collaboration barriers. Therefore, this paper addresses the questions: How do LAGs collaborate with other organizations in order to optimize benefits of rural tourism? What are the potential barriers for optimal collaboration? Potential barriers that will be studied include whether traditional municipal planning will interfere with the project-based approach applied by the LAGs.

The study is based on a case study in Region Mid-Jutland and is founded on document analyses and stakeholder interviews. Analysis of existing development strategies and action plans dealing with rural tourism will be assessed against each other and similarities and dissimilarities will be addressed. Qualitative interviews with LAG members, planners from municipals, regions, and regional tourism boards will be conducted to investigate additional potential discrepancy between LAG project implementation, and the objective from other organizations.

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

CONVENORS

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Farm tourism hosting: a question of gender and competence?

Berit Brandth, Marit S. Haugen, Arild Kroken

Business management in the development of rural firms

Richard Ferguson, Helena Hansson, Christer Olofsson

Understanding farmers' attitudes towards diversification and specialization of the farm – an application of theory of planned behavior

Helena Hansson, Richard Ferguson, Christer Olofsson

Terroir, storytelling and cultural heritage as opportunity for island entrepreneurship

Steffen Korsgaard

"The future can only be imagined" – innovation in farm tourism from a phenomenological perspective

Britt Kramvig, Berit Brandth, Marit S. Haugen

Transmigrant networking and business performance – the case of immigrant entrepreneurship in rural Sweden

Ali B. Najib

"Business as usual" or challenging the gendered structures in family forest farming

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Farm tourism hosting: a question of gender and competence?

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

Rural- and farm tourism is met with increasing interest by many parts of the population, and is presently one of the fastest growing market segments of tourism. This is accompanied by an awareness of the requirements for entrepreneurial competence as a success factor. In this paper we will focus on the farm-tourist hosts and who they are by means of education and competence. A gender perspective will be central in the analysis. The paper is based on an on-line survey to 448 farm tourist businesses (response rate 66,5) in spring 2009. In addition we have done interviews with a sample of women and men hosts on 18 farms. Quotations from these interviews will be used mainly to illustrate and enrich the quantitative material. We are interested in what education farm-tourist hosts have, what need for further education and competence they express, and how this varies according to different situations. Questions that will be analysed are: Do men and women hosts have different levels of education? How does this vary according to their position and involvement in the business (manager, partner, assistant, not involved) and whether the farm is originally his or hers? Does the level of education influence the scope of tourism activity relative to traditional farming and what type of products that are offered (food, activities, accommodation)? Is there a distribution of highly educated couples as compared to couples with mixed or little education, and how does this influence the business? How do gender, education and competence influence the prospects and plans for the future of the business?

Business management in the development of rural firms

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

Earlier research on mainstream SMEs has found that the background and competence of business managers has an impact on the development of firms. Factors such as education, experience, age, gender, networks and teams, and decision-making practices

have been shown to play a role in how small firms develop. In this study, through a quantitative analysis of a survey of 670 farm businesses, we investigate the role of managers' backgrounds and competencies in the specialization contra diversification of rural farm-based businesses.

Understanding farmers' attitudes towards diversification and specialization of the farm – an application of theory of planned behavior

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

Farmers' choices of diversifying or specializing their farms are outcomes of their strategic behavior. Thus, to understand why farms develop through diversification into non-agricultural activities or through specialization within agriculture, an understanding of factors underlying the strategic behavior would be of significance. Especially important would this be in light of the extensive policy interest in more diversified farms, an interest that can be observed throughout Europe. Theory of planned behavior explains human behavior as the outcome of a function of the individual's attitude towards a specific behavior, perceived control and perception of other people's attitudes towards the behavior. The aim of this paper is to relate farmers attitudes, perceived control and perception of other people's attitudes to the observed degrees of diversification and specialization .

The paper builds on the Swedish part of the FADN-data, which contains detailed book-keeping data at the farm level. The FADN-dataset thus allows for a detailed analysis of the farmers' degree of diversification or specialization. The FADN dataset is pooled with data collected through a mail questionnaire sent to a sample of 929 farmers in November 2009 (response rate 73%). In the questionnaire it was inquired about items that are hypothesized to reflect the farmers' attitudes towards diversification and specialization, their perceived control and their perception of other people's attitudes towards diversification and specialization. Data will be analyzed with factor analysis to obtain factors that measure the farmers' attitudes, perceived control and perception of other people's attitudes. These factors will then be used as explanatory variables in regression analyses that relate the obtained factors to the observed degree of diversification and specialization.

Terroir, storytelling and cultural heritage as opportunity for island entrepreneurship

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

Creating meaningful employment and sustainable economic growth in rural areas such as islands is a major challenge in the Nordic region. Entrepreneurship is a vital mechanism to drive this process, and there is a need to identify, understand and develop opportunities and business models that can leverage the natural and cultural resources of islands into sustainable and successful business ventures.

In this paper I explore how three entrepreneurial ventures in island settings have leveraged local natural and cultural resources to create successful businesses that not only bring economic activity but also contribute to the social and cultural context of the islands.

The entrepreneurial ventures include Læsø salt, Fur Bryghus and Øhavets madhåndværk. Læsø salt started as an archeological experiment reviving the salt production at Læsø, which was an essential part of the island's economy in the Middle Ages. The experiment became a business success, and today 60 tonnes of Læsø salt is produced and sold to gourmets internationally. Fur bryghus, was one of the first micro-breweries to make a name for itself. The brewery uses the local water which, due to the particular geologic settings of the island of Fur, is particularly well suited for brewing. Øhavets madhåndværk, placed in the island of Strynø produces high-quality marmelades from fruit grown on the island.

Preliminary findings of the case study suggest that a major reason for the success of these ventures is that they have weaved together natural and cultural/historical resources unique to their island settings and created opportunities for business. In the cases the natural geological settings and their effect on the taste of local foodstuff, here referred to as terroir (Barham 2003), are accentuated in the production of foodstuff. Furthermore, the cultural and historical heritages of the islands are used both in the food stuff production and in the marketing of the products. The ventures have thus succeeded in creating a very powerful story surrounding their high quality terroir product.

The success of these ventures thus suggest an approach to island entrepreneurship that can be used in multiple island and rural settings to create sustainable economic growth as well as social and cultural enrichment. The study thus contributes to on the one hand our understanding of island and rural entrepreneurship and proposes avenues for both future entrepreneurial activity and research on island entrepreneurship. On the other hand it also contributes to our understanding of how entrepreneurs weave together resources into opportunities for sustainable business venturing (Baker and Nelson 2005).

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"The future can only be imagined" – innovation in farm tourism from a phenomenological perspective

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

This article relates to the fast growing research literature on innovation by adopting a phenomenological perspective of change and how change comes about. It is based on a project on farm based tourism where we have visited eighteen farms in Norway. Results show highly differentiated products but similar routes in transforming a farm, not longer seen as economically viable, into a vivid way of doing life and doing work that brings a complex of considerations together. The concept of imaginative horizons is used and seen as part of the transformative process turning the farm into a farm based enterprise. The same turn becomes a way of keeping the relationship and interdependence between the past and the present vivid and meaningful.

Transmigrant networking and business performance – The case of immigrant entrepreneurship in rural Sweden

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

The purpose in this paper is to investigate the different types of transnational and non-transnational networking used by immigrant small business owners and to explore the effects of these transnational networking on business performance. The paper also investigates whether immigrant entrepreneurs' attitudes towards the home country and the degree of embeddedness in local community influence the specific type of business activities that immigrant entrepreneurs pursue. Currently, it is commonly acknowledged that transnational networking plays a vital role in the emergence, sustainability and performance of immigrant entrepreneurial activities, little empirical research has been devoted to the effect of various forms of transnational networking and their effect on the performance of immigrant entrepreneurship, and no research of impact of transnational networking on rural immigrant entrepreneurship has been found. This paper aspires to address this gap in research, drawing on interviews with eleven immigrant small business owners in two small rural towns of Krokum and Strömsund. It is argued that the attributes of individual immigrant entrepreneurs enable them to follow distinct routes to starting/running a business, work in a context that allow them to break out both from the confines of rural economy and from the marginal ethnic enclave for the marketing of their products/services. Further, immigrant entrepreneurs seem to rely less on local setting for the supply of labour and financial capital and they seem to involve transnational networking in their business strategies. Hence, rural immigrant entrepreneurs emerge as key instrument in enhancing the integration of rural economy in the local, national and global markets.

”Business as usual” or challenging the gendered structures in family forest farming

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:4 Rural entrepreneurship – theory and practice of business development in rural economies

In Sweden, there are about 250,000 family forest farms (FFF), covering 14 million hectares of land and water, representing a market value of some 250 billion SEK, and providing our forest industry with some 40–50 million m³ round wood per year. Thus, the potential for both conventional business and diversification into new ventures is extensive. According to a member survey by The Federation of Swedish Farmers (LRF), there is a growth and diversification of alternative businesses run by private forest and farmland owners (Lantbrukarnas riksförbund 2009).

However, traditional perceptions and on farming and forestry as well as gender structures, seems to hamper the development of new rural entrepreneurship. Such an assumption, can be based on previous research on family farming/family forestry, gender studies on labor market and small business, and social capital, claiming e.g. that the potential for new ventures are not limited only to the access to land and capital but also by the availability of social and commercial networks. In all respects gender is of great matter. Just like the labor market in general is gender segregated, with an underrepresentation of women in traditional male profession, women have not yet fully made their way into forestry. This gender structure is not solely depending on the constructing of gender within family forestry, but is interconnected to the gender construction in society, especially as most private forest owners are active as professionals outside the forest farm.

Through an analysis of the LRF member database, focusing on what business activities the forest and farmland owners run today and their own expectations of the forthcoming development, we will explore the impact of gender on traditional and new business. We also intend to test the hypothesis that the less traditional (from a forestry perspective) and the less commodity oriented production, the higher the proportion of practicing women will be. Results will be discussed in relation to the theories of gender in family farming/forestry and the impact of social and commercial capital and networks.

THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:5 The rural and the beast

CONVENOR

Karl Benediktsson

Wild, tame or feral futures? Animals in Nordic rural spaces

Karl Benediktsson

"Phenomenal udders and perfect hip scores": cattle, masculinity and artificial insemination catalogues

Jacob Bull

Developing large carnivore tourism – or tourism development in no man's land?

Marcus Ednarsson

The eider duck as symbol of human/nature relations

Knut Fageraas

Consumer trust in animal-farming practices – exploring the high trust of Finnish consumers

Pekka Jokinen, Saara Kupsala, Markus Vinnari

Beasts as threats, challenges or opportunities? Large carnivore policies in northern Finland

Outi Moilanen

Conceptions of Equine Welfare

Nora Schuurman

Hunting for wolves – improving participation? Regionalized collectivity in Swedish carnivore management

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Wild, tame or feral futures? Animals in Nordic rural spaces

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:5 The rural and the beast

In October 2009, a small flock of feral sheep that had been living for some decades in an inaccessible part of the Westfjords of Iceland was rounded up by a team of men from the neighbouring communities. Some nineteen sheep were caught, but five more perished as they ran off steep cliffs attempting to evade their captors. Those caught were sent to the abattoir the following day. The controversial episode created a minor storm in Iceland, where competing visions of rurality, nature and human-animal ethics were at stake.

This incident serves to highlight several issues of contention regarding the ‘nature’ of Nordic rural spaces – issues that arguably will only become more prominent. It is indeed impossible to think about Nordic rural futures without thinking about animals. Old imaginings of the rural idyll as the verdant and virtuous space of tame and contented animals still coexist somewhat incongruently with altogether less idyllic images of factory farms where animals are tied into circuits of global capitalist production. Alongside these visions of the ‘productive’ countryside, increasing proportions of rural space are transformed into post-productivist landscapes of leisure or wilderness preservation. Wild beasts play a fundamental role in the construction of these landscapes. The paper will argue for an increased attention to animals in Nordic rural studies.

”Phenomenal udders and perfect hip scores”: cattle, masculinity and artificial insemination catalogues

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:5 The rural and the beast

Livestock farming is intrinsically bound up with rural landscapes; both the physical manifestations and social imaginings. In addition, particular animals become associated with particular places. As a consequence, the genesis of landscapes, species and breeds is intertwined as the presence of certain animals becomes embedded in social and personal narratives of place. Thus animals play crucial roles in defining under-

standings of space, place and identity. Furthermore, identity issues in the contested spaces of the rural are wide-reaching. In particular, rural spaces have been identified as being white male and heterosexual, and rural masculinity is an obvious component of this wider critique. In the academic literature, rural masculinity has been discussed under two themes; first that the rural makes men – that there is a rurality in the masculine. In such accounts, the male form is set against the physical landscape through farming, forestry, military training or extreme sports. Second, it can be suggested that there are masculinities which are definitely rural as opposed to urban – the masculine in the rural – with such work focusing on the social spaces of the countryside.

Given the significance of animals to rural landscapes and a recognition of the role of animals in shaping social and personal identities, livestock farming offers much to understandings of rural masculinity. Consequentially, this paper will interrogate how agricultural trade magazines in the form of artificial insemination catalogues construct rural space, animals and masculinity. It will show how the animals are described by particular qualities and traits, some of them quantified, such as hip scores, others reliant on the practical and practiced eye which can identify ‘phenomenal udders’. Furthermore it will discuss characteristics beyond these more productive qualities, to demonstrate how bulls are depicted in ways which emphasise characteristics comparable to the hyper-masculine constructions of rural masculinity. Therefore this paper will discuss the interplay between men, animals and magazines to demonstrate how the bull is discursively (re)produced as both the beast in the rural and the rural in the beast.

Developing large carnivore tourism – or tourism development in no man’s land?

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:5 The rural and the beast

In pace with growing stocks of the four large carnivores, tourism businesses oriented towards carnivores have sprung up in various places, even as carnivores in general and wolves in particular have long been the subjects of extensive debate and conflict. This paper is a part of a project financed by the Swedish Environmental Protection Agency (SEPA) and focuses on how large carnivore-based tourism has been experienced by the tourism entrepreneurs and representatives of the carnivore management in Sweden. This study has been carried out as an ethnographic study where different stakeholders with fruitful experiences have been interviewed. The issue of large carnivores has also for a long time been focused on different hunting issues, but in this study this landscape interest has been left out in favour of tourism. One interesting result is that even if many of these entrepreneurs have developed

some really interesting cutting-edge ecotourism products, they still meet a whole lot of obstacles on the way for their enterprises to become a natural part of the utilization of the boreal landscape in the middle of Sweden. These obstacles could be categorized as follows:

- Local attitude/opinion towards large carnivores
- Natural uncertainty
- Legal uncertainty
- Lack of knowledge or understanding about tourism within wildlife management

In many ways this development can be understood as a development in a no man's land and is in a serious need of an armistice between the different sides of the carnivore conflict.

The eider duck as symbol of human/nature relations

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:5 The rural and the beast

Vega is an island municipality in Northern Norway and was appointed World Heritage status in 2004. It is appreciated by UNESCO as a cultural landscape reflecting a distinctive, frugal way of life based on fishing, egg collecting and eider down harvesting. Vega is comprehended as an ideal example of a traditional Nordic community and the presence of 'the natural' in the rural context. In this picture, the eider duck plays an important role as a symbol of human relations to nature, sustainable living and cultural heritage in the age of climate change.

At Vega, numerous small islands which earlier had been seen as vital and well-adapted communities became in the post-war period inhabitable outposts. Norway was to develop economic activities that were more efficient, with more capital-intensive production, than the traditional basis of inshore fishing, eggs and duck down. On the main island of Vega, emphasis was put on agriculture as a specialized farming industry and the fisheries were capitalized. At the same time the small islands were depopulated. Only a few people kept up the old activity of eider down harvesting and the tradition was almost forgotten. But through the WH status the tradition has been revitalised and gained attention locally, nationally and globally.

The eider ducks carry complex cultural meanings. They appear as transcendental creatures which most of the year live as wild birds. During the spring and summer they become part of the human sphere and allow people to domesticate them, building small shelters (e-houses) and making nests, collecting eggs, and harvesting the down, all in exchange for protection against their natural predators. In other words, between

seasons they transform from beast to livestock. In their more or less tame period when nesting, they also appear as a contrast to other species, in conceptual terms alienating not only the predators, but other seabirds as well, underlining the wildness of those seabirds. In the autumn and winter it is the other way around, since people have less knowledge of the eider ducks' life and whereabouts than of most other animals in the local environment. All the attention given to these birds during the summer season can to some degree be explained by their economic importance, but this must also be understood in a broader historical context signalling traditional nature/culture relations and today new interpretations of such relations addressing contemporary environmental perspectives.

Consumer trust in animal-farming practices – exploring the high trust of Finnish consumers

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:5 The rural and the beast

In late modern societies there is critical reflexivity about food production methods and, therefore, the consumption of animal originated foodstuffs has become a central issue in the politicisation of food consumption. However, the cultural structures of Western societies are in transition and the cultural distance between urban and rural ways of living has increased considerably. For instance, in Finland there is a rather strong public discussion going on about how consumers can actually be aware of the ways in which farm animals are treated.

It has often been claimed that consumer worries about the treatment of animals in modern agricultural systems are widely spread in the European Union area. In particular, it has been argued that consumer trust in the mainstream production system has declined because of various food scandals, such as bird flu, salmonella and dioxin crises. However, this does not seem to be necessarily the case. The Nordic countries are typically known as high-trust societies in terms of food issues, and especially the Finnish citizens tend to express low concerns about animal welfare and high levels of trust in the conventional livestock production. In the comparison of the EU-25 countries, the perception of the welfare of cows and pigs is the most positive in Finland. Also the trust in the existence of the EU-wide animal welfare legislation is the highest. The Finns believe strongly that animal welfare is given the right level of importance in their own country's agricultural policy.

Trust is a multi-dimensional concept with a number of different connotations. The high trust in institutions and legislation raises interesting questions on the politicisation of food consumption, on various positions and identities of the citizen-consumer and on the social institutions that may be required to facilitate more sustainable choices. This paper has two objectives. First, with data from group interviews carried out in Finland,

it is explored how citizen-consumers express trust and distrust in animal-farming practices. Second, this paper aims to identify structural and cultural sources for the various types of trust (such as institutional, habitual, and reflexive trust). The paper concludes by discussing changes taking place in the various trust spheres in animal welfare issue.

Beasts as threats, challenges or opportunities? Large carnivore policies in northern Finland

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:5 The rural and the beast

In the rural areas of Finland, discussion on large carnivores has continued intensely. As earlier studies show, large carnivore management is challenged with conflicting demands in many areas. When looking the situation from the viewpoints of local stakeholders, it becomes clear that predator animals pose an interconnected case of threats, challenges and opportunities. This paper focuses on large carnivore management in northern Finland and takes an anthropological perspective to study the experiences of local stakeholders who participate in predator-related activities in their home regions. The study is based on fieldwork made during the years 2005–2008 in the areas of Finnish Lapland, Northern Ostrobothnia and Kainuu region.

In sparsely populated and often remote areas, large carnivores pose multiple pressures to local lives and livelihoods and have impacts not only on the local economy but also on the social and cultural spheres of life. Recently the situation has turned out particularly difficult in the south-eastern reindeer herding areas of Finland, where reindeer losses to predators have risen sharply and socio-economic effects of the situation have begun to show. But large carnivores are also seen as an important part of Finnish rural landscapes and images of wilderness. Wild beasts can offer possibilities for local livelihoods, for example in contributing to the development of nature-based tourism. Besides creating new business opportunities, large carnivores are also seen to be creating tensions related to different land use activities. The relations between humans and beasts are also seen to be changing as predator animals are said to be losing their timidity towards humans.

The management of large carnivore populations is a challenge that requires participation from management authorities, but also from different local and regional actors. The way national management plans are implemented becomes a key factor when evaluating the success of predator policies as a whole. It also becomes clear that although a wider framework for large carnivore policies is required, there must be place for local adaptations. Considering the future of Nordic rural areas, participatory approaches, better communication and coordination is needed in order to increase the socio-cultural resilience and wellbeing of both humans and beasts.

Conceptions of equine welfare

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES
WG 1:5 The rural and the beast

As the ways of relating to animals have been transformed in Western societies due to the modernization and urbanization processes, the role of animals as companions has strengthened. Simultaneously, the question of animal welfare has entered the political agenda as part of the politicization of agricultural animal production. The question of animal welfare has also become topical in the equine culture, which has similarities with both livestock production and pet keeping. The horse is typically a rural resident, although the owners of leisure horses are predominantly urban dwellers. The question of equine welfare thus has a rural–urban dimension, which expresses itself in the discourses of the human–animal relationship and knowledge.

The human–horse relationship can be seen as a combination of different aspects such as emotionality and instrumentality and the tendency to anthropomorphize animals by giving them human characteristics. While the purposes and practices of animal keeping have modernized, knowledge about animals has increased and differentiated, and the traditions of tacit, practical knowledge have been challenged by increasing scientific knowledge. This has created an inclination to “naturalize” animals by emphasizing their biological qualities. In contrast, the animal can be perceived as an individual having an active role in the formation of both knowledge about itself and conceptions of equine welfare.

In this paper, conceptions of animal welfare are studied in the context of the equine industry and culture. The research material consists of magazine articles from six issues of the Finnish magazine *Hevoset ja Ratsastus* (Horses and Riding) of the year 2008. The articles were analyzed using theoretically informed content analysis.

Conceptions of equine welfare within the equine industry and culture are somewhat controversial. The controversies appear between the uses of the animal for various types of work and the risks of the work itself. The emotional relationship of the owner to the horse appears strong and is culminated in the notions of the suffering of the owner when the horse is in pain, and in the question of euthanasia. The research also illustrates the problems of analyzing anthropomorphist interpretations of animals. Using the concept of empathy allows for a more detailed analysis. Here, the basis of empathy varies according to the owner’s knowledge about the animal and ways of perceiving it.

Hunting for wolves – improving participation? Regionalized collectivity in Swedish carnivore management

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THEME 1 NEW UNDERSTANDINGS AND USE OF NATURE AND LANDSCAPES

WG 1:5 The rural and the beast

Although measures were introduced in 2001 by the Swedish government to improve dialogue between conflicting interest groups and authorities, social conflicts regarding large predators continue. To foster increased possibilities for sustainable coexistence between humans and large predators, the Swedish parliament passed in October 2009 a resolution on management reforms. For people living in predator inhabited areas to experience possibilities to influence local environment decisions, it was decided that a regionalized management of wildlife resources was to be introduced. Licensed hunting on wolves present such a reform that politicians and decision makers expect will lead to improved coexistence and acceptance when people are provided better opportunities for public involvement. In January 2010, more than 10,000 hunters went out in the woods to participate in the cull.

Telephone interviews with hunters and regional authorities were carried out in the immediate aftermath of the hunt to investigate how they perceived and conceptualized the hunt. In short, how did the hunters participating and the authorities' staff 'make sense' of the hunt and their involvement?

The combined results of the interviews indicate that although the responsible politicians may have regained local trust through the decision to regionalize wildlife management, the hunters perceive their participation as an obligation to safeguard their local environment and local community traditions. As in the past, the wolf is by many rural residents conceived as detrimental to humans and the human activities of farming, hunting and other outdoor activities in forested areas and people find that their relationships with local environments have been disturbed by the recovery of wolf populations. Others hold instead that the wolf, as part of a threatened ecosystem, must be protected to promote fauna diversity.

In contrast to the authorities who see the hunt as a historical turn, the hunters interpret their involvement as a responsibility; finally, through a reform of the managerial system they have been given the opportunity to truly contribute to the continued existence of rural Sweden. Given the interpretation of the hunt as an opportunity to exert influence on carnivore management, they constitute themselves as contributing to a society where the wolves no longer are untouchable. According to the hunters, licensed hunting meant that local traditions and cultural practices have been recognized and can therefore be sustained and celebrated as the link between past and the present. We suggest that the hunter's participation in the licensed hunt of 2010 is to be regarded as a social movement through which cultural practices were awarded continued significance.

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:2 From rurality to ruralities: an inquiry into the new rural spaces

CONVENORS

Jørgen Rasmussen, Jørgen Møller

Insular rurality – densely cultural territories surrounded by sea

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The EU LEADER programme and different discourses of the rural: A Finnish and an Italian case study

Fulvio Rizzo

Rural peripheries, integrated rural development and regional governance – A comparative European case study

Ingo Mose, Franziska Wittenberg

Peripheral rurality – on the brink of emptiness or...? -A discussion paper

Peter DeSouza

Small towns, villages and hamlets in Denmark – a forgotten planning problem?

Jørgen Møller, Hans Henrik W. Johansen, Jan Kloster Staunstrup

Biographies of landscape: locals' perceptions on landscape heritage in European context

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Insular rurality – densely cultural territories surrounded by sea

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:2 From rurality to ruralities: an inquiry into the new rural spaces

This paper focuses on islands and their rural aspects. Singular islands and archipelagos have remarkable similarities with rural areas on the mainland, as well as essential differences. The surrounding sea constitutes unique possibilities and challenges in at least three aspects: In terms of mobility and maritime lifestyle, in the radical transition towards using natural resources in new ways, and generally creating an identity to develop islands as sustainable all-year communities.

At present islands seem to have obvious potentialities for becoming attractive and innovative places, which could reduce the demolishing divide between their territories and urban centers. Unlike many rural areas the remoteness of islands could thus actually become an advantage, especially because of their geographical condition as a clearly demarcated entity, which generate them as a densely cultural territory. In spite of their apparent limitations, they often are experienced “from within” as an extraordinary, open space containing specific possibilities for human knowledge of concentration and social wisdom.

The risks of increased fragmentation and related kinds of vulnerability seem not so imminent on many islands as in typical rural villages: Above all obvious threats against an island-community creates an intensified sense of powerful community and a clearer identity, which often enable the islanddwellers to displace otherwise widespread contradictions or serious social tensions. This phenomenon is thus quite informative for comparative analysis of how boundaries in insular in relation to rural contexts are taking place, so to speak.

On the other hand the remoteness of islands has historically meant an explicit condition of powerlessness; a situation certain overseas islands are still struggling with. One might characterize this as one of the most serious and grotesque, and yet at the same time puzzling as well as fascinating aspects of the world community, still operating with a dynamics of this highly anachronistic kind. Islands should therefore have a special assignment in the globalization-processes to embody innovative rooms for self-organization, including realizing the connections of insular and rural conceptions and processes.

This paper will thus present and develop some major aspects of the ethos of island-dwelling viewed in relation to conceptions of rurality.

The EU LEADER programme and different discourses of the rural: a Finnish and an Italian case study

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

wg 2:2 From rurality to ruralities: an inquiry into the new rural spaces

In the last 200 years – particularly since the passage from a subsistence economy to a market economy – Western Europe has experienced deep social, economic, and technological changes which have had an enormous impact on European rural areas. ‘Modernisation’ of the West has resulted in the emergence of urban cultures and the disintegration of pre-modern rurality (Cruickshank 2009). Primary production, one time the engine of growth in many areas of Europe, has progressively shifted to a declining role both in terms of economic output, and of full-time agricultural employment (OECD 2006: 39). The shrinking of the agricultural sector, as Mor-mont (1990: 34) suggests, has put into place “a multiplicity of social spaces...each of them having its own logic, its own institution, as well as its own network of actors – users, administrators, etc. – which are specific and not local”. Furthermore, it has contributed to a variety of perceptions concerning the rural concept. Nowadays, according to Woods (2005), the dominant approach to define rurality is the one that characterizes rurality as a social construct. “Rural people, farmers, professionals, academics, policy makers and other actors involved selectively draw upon the reservoir of social representations in justifying, articulating or privileging particular causes, social relations and interests” (Frouws 1998: 56).

The goal of this paper is to investigate what type of discourses of the rural have been unlocked upon the engagement of the EU LEADER Programme into the institutional context that characterize two regions of Europe, North Karelia in Finland, and South Tyrol, in Italy. To what extent the emergence of the ‘new rural paradigm’ has influenced the way how policy makers, academics, farmers, and rural developers interpret their image of the rural? Within this context, emphasis will be given to what role the agrarian structures of these two regions – namely land ownership, agricultural politics and policies – have had in shaping the current debate on rurality.

Rural peripheries, integrated rural development and regional governance – a comparative European case study

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:2 From rurality to ruralities: an inquiry into the new rural spaces

All over Europe rural areas experience ongoing processes of structural change. That applies particularly to rural peripheries which are facing special challenges. This is especially true with regard to present adjustments in regional policies where competitive elements are gaining increasing momentum. As a result, suitable alternatives to the traditional focus on agriculture in rural peripheries are needed. In this context integrated approaches receive continuous interest and are highly respected also in terms of sustainable regional development. The heterogeneous composition of private, public and economic actors participating in governance processes leads to questions regarding adequate forms of cooperation, legitimacy and innovation to name but few.

In a recent research project funded by the German Research Council (DFG, 2008 – 2011) we analyse integrated approaches to rural development and the role regional governance can play in related processes. The project is the successor of earlier research focussing on the identification of integrated rural development concepts (see Brodda 2007). The empirical work of the present project is based on four case studies in Jämtland (Sweden), the Western Isles and Skye & Lochalsh (Scotland),

Warminsko–Mazurskie (Poland) and Extremadura (Spain). The case studies should help to understand functional connections of regional governance networks and the significance of different actors in rural peripheries. In the style of the actor-centred institutionalism (see Scharpf 2000) actors, their constellations and interactions are in special focus of analysis.

Findings of a first round of field studies indicate the decisive influence of the political framework as represented by national policies. All selected case study areas are affected by processes of decentralisation and regionalization, even though the depth of effects varies from country to country. Other important observations are the strong obligation of rural policies in Scotland to the periphery although based on a rather experimental use of instruments. Contrary to this Sweden seems to undergo significant modifications of rural policies in favour of the simultaneous orientation towards growth and regional competitiveness for the whole of the country.

In our presentation we would like to discuss some of our first findings from the empirical studies concerning identifiable concepts of integrated rural development and corresponding types of regional governance in the different countries with special focus on Jämtland.

Peripheral rurality – on the brink of emptiness or...? – A discussion paper

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:2 From rurality to ruralities: an inquiry into the new rural spaces

This paper will focus on those areas that could be defined as the periphery and margins of the rural and of rurality. As indicated this includes both a geographical and functional approach. The contribution emphasizes a conceptual and taxonomic discussion, while at the same time elaborating some possible preconditions and intellectual highways for an empirical exploration. The basic question is when rural turns peripheral and the rural dimension of periphery. It will be argued that there is a general lack of empirical analysis in these specific areas and functions, which also means that aspects of regional and/or rural policies, which usually are developed with perspectives given priorities to areas with a regional/central orientation or areas surpassing some kind of threshold indicators for population, densities of activities etc, do this on a background of misinformation or misunderstanding of the issues at stake.

The general ambition is also based on the simultaneous ambition of improving our understanding and substantiating the more general concepts of periphery and marginality. This, in turn, indicates that what we are or should be approaching are, on the one hand simultaneous aspects of geographical, functional and relative distance and, on the other, the different interpretations of advantages and disadvantages of different dimensions of proximity.

The former discussed in terms of relations between centre and periphery, with the impacts of sub-centres, and the analytical impact of in-between zones and activities. The latter highlighting the special aspects of place and locality, neighborhood and social communities.

This general intellectual endeavor will be approached from the following dimensions:

- Definitions, categorizations on the basis of some examples from the literature.
- Discussions of the suitability of sampled variables to define peripherality.
- Discussions of sample of variables to define rurality in peripheral locations.

Small towns, villages and hamlets in Denmark – a forgotten planning problem?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:2 From rurality to ruralities: an inquiry into the new rural spaces

Denmark is a country of small towns and hamlets, and the history of our smaller towns, villages and hamlets is as varied and as diverse as the history of our larger urban centres. Periods of prosperous development together with periods of slow or no development interspersed with periods of stagnation or decline have all shaped the history of present day Danish villages. But where we earlier with some certainty could point to the fact that our smaller urban settlements all had reached the same phase of development, and that all of our smaller settlements to some extent had the same potential for development, this is no longer the case. The smaller towns, villages and hamlets throughout the country may still share a collective past, but the future is no longer a given or determined outcome for small-town Denmark. The economic and functional dependence on agriculture in determining the extent and direction of the economic, cultural, functional and spatial development of these small towns has been broken. Instead it is becoming more and more apparent that our smaller settlements are becoming more diverse in both their spatial and functional expression and in their development.

And one of the first steps in the new orientation and differentiation of our ways of planning calls for a more detailed analysis of the settlement patterns of the Danish rural and semi-rural population. Traditionally the Danish definition of an urban settlement has excluded settlements of under 200 inhabitants, but recent research by Møller and Staunstrup has shown that many people in the rural areas of Denmark live in clearly delineated settlements of between 25 and 200 inhabitants.

So far these small settlements have not been included in Danish research, in no small part due to the fact that these settlements have slipped through the statistical grid of the Danish definition of an urban settlement, and little or no planning attention has been directed at these smaller urban settlements.

The paper will try and rectify this situation. Using and applying the latest GIS-technology the population changes in these small towns, villages and hamlets over the last 25 years will be mapped, analysed and categorised. Coupled with considerations of the relative distances of these smaller urban settlements to the nearest major urban centres the aim of this paper will be to present a more thorough understanding of the varied and differentiated development that the small towns, villages and hamlets of modern Denmark have undergone in recent history.

Biographies of landscape: locals' perceptions on landscape heritage in European context

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

wg 2:2 From rurality to ruralities: an inquiry into the new rural spaces

Locals' perceptions to cultural heritage, to landscape heritage, are of particular importance. The need of studying the heritage rises from different understandings of common memory. The concept of heritage is twofold: firstly a sense of belonging, i.e. a form of heritage that is inextricably linked to an area; secondly it involves sense of time, based on the history and geography of time. Atkinson (2005) points out the selectivity of heritage – the powerful have the advantage. The capital invested in the supporting 'their' heritage strategies has lasting impacts on the landscape as monuments, buildings or districts deemed emblematic to the era to be celebrated and preserved (see Urry 2002).

Increasing number of studies has addressed the heritage sites as nodes where the competing histories – or dissonant heritages – of different social groups collide (Atkinson 2005). Accommodating 'dissonance' means recognising the complex histories of social groups and their places, while simultaneously accepting parallel and competing accounts of the past. This paper takes as starting point the need of studying different aspects of landscape heritage in the context of specific cultures. What is considered landscape heritage and how sensitive heritage is to changes in society? What is picked to be protected, and what instruments are used to protect heritage?

The study area Rebala Heritage Reserve is situated 27 km from Tallinn, and by that this region, which struggles hard to maintain its agricultural activity in the area, is the hinterland of the capital of Estonia. Within 25 sq. km there are ca 3,000 archaeological remains, making the area one of the densest archaeological sites in Estonia. The idea of the reserve is to preserve the present environment as genuinely as possible, to protect the numerous historical remains from tampering and destruction, but also to provide information for the visitors (<http://joelamtme.ee>).

The study is based on two sources: 1. 21 in-depth interviews conducted during 2008–2009; 2. the ongoing process of theme plan for Rebala Heritage Reserve.

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

CONVENOR

Dieter K. Müller

Sustaining a village's social fabric? The role of second home owners in peripheral communities

Edward H. Huijbens, Þóroddur Bjarnason

Impacts of increase in tourism on the regional economies of North Karelia and South Ostrobothnia in Finland

Nina Hyytiä

What about social capital in a mobile world? The impact of second home tourism on the development of associations in the Stockholm archipelago.

Roger Marjavaara, Urban Nordin

The internationalization of rural municipalities: Norwegian second home owners in Northern Bohuslän

Dieter K. Müller

How do the service demand of second home owners and the supply of services meet in South Savo in the future?

Manu Rantanen, Marjo Särkkä-Tirkkonen, Hanna-Majja Väisänen

Second home living – what challenges do municipalities have when local population seasonally doubles?

Mariann Villa, Brit Logstein, Oddveig Storstad

Sustaining a village's social fabric? The role of second home owners in peripheral communities

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

This paper will explore second home owners' role in the maintenance of the social fabric of small peripheral village communities in N. Iceland. The aim is to understand the role of second home development and possible advantages for communities. The paper pursues two research agendas set out by Hall, Müller and Saarinen (2009, p. 195). Firstly the paper is about how second home owners participate in local communities, here the focus is on both the formal contributions in terms of economic and employment benefits and also the informal social networking that can contribute to the maintenance of the village's social fabric. Inversely, and secondly, the paper also seeks to explore the contribution of second home ownership to the constitution of multiple identities of the second home owner. The paper will use census data from 2009 made as part of a larger project in which the authors participate. The data gathered provides a clear picture of which houses are second homes and the ways in which these are used in terms of length of stay and time of year. This data served as a platform for assessing the formal impact of second home ownership in the villages. Secondly the paper will base its findings on in-depth interviews made with several second home owners in the autumn of 2009 and early year 2010. With this data the role of the second home in sustaining the social fabric of the villages will be established and the home owners identity construction.

Impacts of increase in tourism on the regional economies of North Karelia and South Ostrobothnia in Finland

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

Improvements in tourist industry and an increase in tourism are defined as one of the actions eligible for financing from the European Regional Development Fund. Tourism

is included in rural policy actions and targets in Finland as well. For example, one of the Theme and Work groups under the Rural Policy Committee is concentrated on rural tourism. Further, Finland implements three different programmes under the European Agricultural Fund for Rural Development (EAFRD). These programmes are divided into four different axes, of which the Axis 3 covers, among other things, development objectives for rural tourism. Thus the importance of the tourist industry is recognised and acknowledged as an important source and potential for rural development.

This study examines the economic effects that an increase in tourism related demand creates in two Finnish rural provinces South-Ostrobothnia and North Karelia and in their central towns Seinäjoki and Joensuu. The study compares how the different economic structures of the research areas are reflected on the results and more importantly, do the urban centres collect the major part of benefits targeted to the rural regions.

Bi-regional, rural-urban social accounting matrices (SAM) were built of the regions. The data was collected from various sources, adding up and disaggregating information given by the Regional input-output tables of Statistics Finland. SAMs are able to display a large amount of information in a simple and illuminating way. Simultaneously, they reveal the linkages between the income distribution and economic structure of the system and can bring together data from different sources (Pyatt 1988). In this study, the bi-regional SAMs are used as a base year data for a computable general equilibrium model (CGE). The model draws on the standard framework of the IFPRI-model (Lofgren et al 2002). The standard CGE model consists of a set of linear and nonlinear simultaneous equations that define the behaviour of the different actors following the SAM disaggregation of activities, commodities, factors and institutions. Two different type of simulation are carried out with the model. In the first simulation separate 'Tourist household' is included in the SAMs. The consumption structure of the 'Tourist household' is drawn from the information of the Tourist Satellite Accounts provided by Statistics Finland. In the simulation, demand of the tourist households is increased by 10%. The other simulation captures effects following 10 % increase in demand for 'Accommodation and catering' – services.

What about social capital in a mobile world? The impact of second home tourism on the development of associations in the Stockholm archipelago

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

The importance of proximity has for long been stressed as being of fundamental importance for firms and individuals, and in the end explaining the economical success of different places and regions. Further, an environment with close proximity between necessities is argued to favour specialised competence that generates a common local and regional labour market. It is also argued that milieus characterised by close proximity stimulates learning and the innovation capability of the particular place and hence, an important factor for a sustainable local and regional development. Consequently, places where people meet and interact is of major importance for the development and innovative capabilities in society. These meeting places can be both formal and informal, in urban areas or in the countryside. However, studies on proximity and its importance on local performance have mainly been targeted on industrial milieus in urban areas and with a focus on individual's permanent place of residence and work. Few studies have emphasized the importance of proximity in rural areas or the importance of temporal mobility and its effect on local and regional development.

The second home mobility facilitate good conditions for long-lasting and stable network relations because the owners and their family members will return to their house more or less regularly and over a long period of time. The owners are relatively strong, both in terms of income and formal education. There are therefore serious reasons to believe that the second homes can be an important positive factor for developing meeting places, here measured as associations, and hence increasing the local social capital. The purpose of the project is to examine the impact of temporal mobility on the creation of associations in rural and peripheral locations in Sweden. The phenomenon of temporal mobility is here represented by second home tourism. The study area is the Stockholm archipelago, Sweden.

The internationalization of rural municipalities: Norwegian second home owners in Northern Bohuslän

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

Abstract: Ageing populations, changes in working life, technological development and an increasing globalization have recently created renewed interest in second homes. This is also applicable for the Nordic countries where second home owners from not least Central Europe have purchased recreational properties. Recently however diverging economic development within the Nordic realm has caused internal second home flows, too. This is often overseen in the scientific literature on second homes since statistics of these international second home owners seldom are available. As

a result knowledge about motives, activities, and aspirations of these second home owners is largely absent. At the same time it can be argued that cultural differences as well as a recently limited relationship to the destination imply a more consumptive approach towards the destination; meanwhile Swedish second home owners are expected to have more long lasting relations and personal ties to the destination area. Hence their engagement in local community issues may be higher. This paper addresses particularly the Norwegian second home owner in Northern Bohuslän, a region located between the metropolitan regions of Gothenburg and Oslo, and at the same time a major summer destination for Swedish tourists. The purpose of this paper is to analyze whether Norwegian second home owners differ from their Swedish neighbors regarding motives for ownership, community participation and future plans. The analysis is based on a survey among all second home owners in five Bohuslän municipalities during autumn 2009. In the survey the respondents were asked to answer questions regarding their motives for purchase, their activities in the second home region, their community involvement and their future plans for the property. For the analysis the answers of the Norwegian respondents are compared to those of the Swedish respondents. Moreover, the time of purchase is used as an additional factor for explaining different relationships to the second home destination. A preliminary conclusion is that second home ownership in Northern Bohuslän carries different meanings to Norwegians and Swedes. Certainly there is a trend to a more consumptive attitude towards the second home, but still a majority of all second home owners feels a deep relationship to the area.

How do the service demand of second home owners and the supply of services meet in South Savo in the future?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

Because of increasing and changing demand for rural goods and services of second home owners there have emerged new possibilities and needs to develop micro business.

There are 45 000 second homes in South Savo, a province in South-East Finland. The majority of the second houses are situated in rural areas. In many municipalities there are even more part-time residents than permanent residents. Hence, there is a need to understand better the changing needs for local markets.

Forty second home owners were interviewed and the questionnaire was sent to 2 000 persons in order to find out how the second homes and services nearby are used and how this will change in the future. After the study a survey was done to find out how the supply of services meets the demand.

The most important trends that contribute to the service demand are the ageing of second home owners and the length of time they spend in second homes. Average age is now about 60 years and it will still go up in the future. The time spent in the second house is increasing especially in summer time. The way of life is also changing; e.g. experiences are increasingly important to them.

The use of rural goods and services will increase. Besides the traditional services like building and earth moving there is a trend to ask more for cultural and welfare services. Especially local products and cultural events will be increasingly important.

The second home owners want to support local food enterprises by buying their products. Daily groceries are bought mostly from the shops of the municipality centers. The selection of the products is adequate, but there are often not enough local and fresh products. Products will be bought increasingly directly from farms. The need of some services, like catering services, is increasing. Also premium quality services should be developed and focused to meet the needs of wealthy couples and families.

Most of the enterprises have recognized the increasing service demand of second home owners in South Savo. However, supply and demand do not meet well enough. There is a need to innovate new products in collaboration with different actors. For instance the role of villages is important in the organizing of summer events.

Second home living – what challenges do municipalities have when local population seasonally doubles?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:5 Invisible populations – second home mobility, tourism and rural change

55 percent of Norwegian households own or dispose a second home, and second home users spent on average 36 days in their second home during 2007. During seasons of second home tourism, this mobility between homes double or more the inhabitants in several communities. What challenges do local host municipalities face, and how do they cope with these enlarged populations? Are they fully prepared for the 'invasion', are there important differences between municipalities in strategies towards second home inhabitants, and what do municipalities experience as main challenges – as well as possibilities? The paper is based on a recent national survey (December 2009) to Norwegian municipalities, conducted as part of the research project Rural Mobility. In the survey the municipalities are asked about their planning policy and involvement of the second home owners in planning processes, their social service capacity during seasons of extended population, as well as strategies for being a second home site.

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 Immigration to rural areas

a) Rural development, immigration and ethnicity

b) Is everything on the move? Methodological challenges

CONVENORS

Gunnel Forsberg, Charlotta Hedberg, Susanne Stenbacka, Mai Camilla Munkefjord

"We need all the people we can get – every soul is needed!" Processes of immigration and demographic consequences to Swedish rural areas

Charlotta Hedberg

Intermarriages and migration to the Swedish countryside: the rise of a new rurality?

Svante Karlsson, Magnus Strömgren

Moving to the countryside – migrants in rural areas of Denmark

Helle Nørgaard

Transnational ruralities – immigrants' experiences and practices in a glocal society

Susanne Stenbacka

Migration cycles over the lifecourse in the periphery of Northern Iceland

Thoroddur Bjarnason, Edward Hujbens

Farm tourism and gendered negotiations: reinforcing traditional gender roles or expanding female spaces?

Anniken Førde

Rural jobs – renaissance of the legacy or far beyond?

Anna Karlsdóttir

Not on the move, yet? Methodological and theoretical conceptualisation of rural migration and mobilities in Nordic Research

Mai Camilla Munkefjord

Anthropological film as a tool in studies of place and mobilities

Beate Mortensen Nesheim

"We need all the people we can get – every soul is needed!" Processes of immigration and demographic consequences to Swedish rural areas

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 a) Rural development, immigration and ethnicity

Immigration might bring demographic and qualitative/transnational contributions to rural areas. The influx of new groups to the countryside implies that a substantial number of inhabitants populate the area, who also bring their networks and link rural areas globally. In order to evaluate the contribution of immigration to rural areas it is crucial to gain knowledge about the migration processes into rural space. Based on detailed register-based longitudinal data, this paper gives an overview to processes of immigration to Sweden from a rural perspective. Demographic consequences are investigated in terms of population and age structures. Particular emphasis is put on the labour market and the employment status of immigrants in rural versus urban areas. This is analysed together with internal migration, to investigate whether employment plays a role for out-migration of immigrants from rural to urban areas.

Intermarriages and migration to the Swedish countryside: the rise of a new rurality?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 a) Rural development, immigration and ethnicity

Abstract: This paper investigates the rural geographies of migration related to inter-marriages. The places where people meet their partners have traditionally been local, but increasing international travel (related to tourism, education and worklife), and, of course, the internet, have widely broadened the marriage fields. Immigration related to the extension of marriage fields has become a reality in Sweden during the last decades. Rural areas are no exception, and the increasing level of inter-marriages in the countryside can be both seen as result and driver of the higher levels of mobility and interconnectivity in the globalised world. Thus, the countryside takes part in an ongoing nuptial globalisation. In this paper, a longitudinal individual database (ASTRID) is used to identify flows of foreign born migrants to the Swedish countryside. The paper seeks answers to the question of whether marriage impacts on migration to rural areas. The approach is descriptive, but a regression analysis is used

to control for variety, and associated anomalies. The results show that migrants from Southeast Asia, irrespective of sex, are overrepresented in rural areas. Specifically, marriage between Swedish men and Southeast Asian women is more common in rural than in urban areas, but it only marginally affects the settlement pattern. In fact, both male and female migrants from Southeast Asia prefer rural areas. Although marriage-related immigration is a relatively marginal phenomenon on the whole, it may exert an important influence at the level of the individual migrant and of the local society, which ultimately would change the rural.

Moving to the countryside – migrants in rural areas of Denmark

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 a) Rural development, immigration and ethnicity

Denmark is undergoing a process of centralisation and concentration of economic growth, employment and people in and around its larger cities. Other more peripheral areas have been stagnating and loosing both jobs and inhabitants over a long period of time. Important social, cultural and economic changes are taken place in the countryside due to various restructuring processes and more recently some of these changes are related to in-migration. There are few Danish studies on migration into rural and peripheral areas but e.g. Andersen (2008) Ærø et al. (2005) show how those moving to rural areas have very different reasons for moving and have different expectations and needs. Other international studies e.g. Boyle & Halfacree (1998), Chavez (2005), Clooke, Goodwin & Milbourne (1998), Cuba & Hummon (1993), Hidalgo & Hernandez (2001) Mesch & Manor (1998) rather focus on processes of change from the view of the local population, migrants and relations between them.

This paper reports on a study on migrants who have moved long distances to settle in rural and peripheral areas of Denmark. The study focuses on moving motives, background and expectations of migrants in relation to living in rural and peripheral areas. One important theme is the relationship between migrants or newcomers and locals stressing social change, attachment and integration from the view of migrants. Our study is based on an understanding that there are multiple reasons and motivations that influence migration decision-making thereby applying a biographical approach inspired by e.g. Giddens (1984), Boyle and Halfacree (1998) seeking to 'demonstrate the complexity of the seemingly simple act of migration and its embeddedness within the everyday context of daily life for those involved'. Our study further finds inspiration in the concept of 'elective belonging' by Savage et al. (2005) in terms of understanding peoples sense of being at home as related to 'reflexive processes in which they can satisfactory account to themselves how they come to live where they do'.

Transnational ruralities – immigrants’ experiences and practices in a glocal society

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 a) Rural development, immigration and ethnicity

How local is a “local society” that has a population consisting of people from all parts of the world? Maybe there is now a consensus about the effects of globalization, which involves an increased flow of people, goods and ideas, interdependence as well as intertwinement. This consensus has resulted in several studies on how globalization affects people in urban regions, and later on how transnationalism can help us to understand the practices and networks that develop during these processes. One way to study such processes is to start in a small society and to capture the networks, ideas and practices that develop from the intersection of local society and the households’ immigrant backgrounds.

In this study, the perspective for such an investigation is the perspective of immigrant households in a rural community in Northern Sweden. The aim is to investigate their everyday life from a biographical and gender perspective. Focus is set on firstly the transnational aspects of everyday life; in what way are social networks or other contacts transnational? Secondly, the immigrants’ attachment to local society is explored. Both these aspects need to be understood from a biographical perspective. The rural is lived and experienced locally but with a vivid connection to the global and with ties to earlier experiences and places. The study is developed within the frames of the ongoing project “The world goes rural”, which explores the “new ruralities” by investigating the impact of migrants with a non-Swedish background on some rural areas in Sweden. The empirical analysis shows that rural life can be transnational and that the interaction of the global and the local contains tensions concerning for example attachment versus distancing.

Migration cycles over the lifecourse in the periphery of Northern Iceland

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 b) Is everything on the move? Methodological challenges

In this paper we explore innovative ways of studying migration patterns through a case study of the fishing villages of Olafsfjordur and Siglufjordur on the far

northern coast of Iceland. The combined population of these two villages peaked at more than four thousand inhabitants in 1948 but has declined steadily since. In the first decade of the twentieth century the population of these two towns has declined about 2% annually and reached a low of about two thousand inhabitants in 2009. These migration patterns are of course embedded in the general macro-level economic, cultural, social and political changes that have swept Icelandic society over the past century, but they also reflect the somewhat unique geographical position of these two isolated towns as well as the local effects of changes in the fishing industry. In this project we use a variety of data sources to map the processes at work, including detailed analysis and validation of official records, a total population survey conducted in both towns, generational interviews, and focus groups of young people. Results demonstrate the role of outmigration in the life course of the local population and the overarching importance and challenges of return migration in the viability of remote communities. Finally we will present for discussion our plans for a generational survey of all people born in these two towns in 1940, 1950, 1960, 1970 and 1980 to be conducted in 2010.

Farm tourism and gendered negotiations: reinforcing traditional gender roles or expanding female spaces?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 b) Is everything on the move? Methodological challenges

Farm tourism has become an important element of 'post-productive' farming, and is seen as a valuable alternative for rural women. New activities like accommodation at the farm, farm restaurants, direct sale and green care change gender roles and gendered relations in agriculture. Many studies have shown that farm women have easily entered new service roles, making them an extension of their domestic role, representing the 'traditional' (Garcia-Ramon et al 1995, Iakovido and Turner 1995, Nilsson 2002, Tucker 2007). This paper questions the assumption that farm tourism simply reinforces traditional gender roles, and examines whether these new activities can contribute to gendered empowerment and expanding female spaces.

Based on a case study of Norwegian and French farm women entering different farm tourism activities, the paper discusses how such new practises influence gender roles in agriculture. By focusing on women challenging established gender roles the aim is to explore new female spaces. Having studied the individual and collective practices of creative farm women, the main argument is that gendered relations are changed in ways research on women in agriculture have failed to detect. Farm tourism is a 'mise en scène' of family life, based on traditions, and reproduces the

gender-based division of work. At the same time these activities challenge established gendered practises, mix private and public spheres and create new female spaces. Women in farm tourism are not merely carriers of traditional gender roles – they are also innovative actors creating new spaces for rural women. Aspects of traditional women roles have become an important tool for new strategies. Established perspectives on gender roles and models of studying women's agency are thus being challenged.

Rural jobs – renaissance of the legacy or far beyond?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 b) Is everything on the move? Methodological challenges

While the waves of slowfood regimes hit the imminent crisis in contemporary industrialized food systems, the appearance and content of the rural being is being transformed. Multifunctionality of agriculture and rural development seems though to depend on something more. In Iceland farmers depend on income sources from something else than primary activities associated with the conventional rural. The main findings of a research in Icelandic agriculture implied that one of the most crucial factors underlying agricultural and rural development in the North was a functioning labour market in the home region as over 72% of farmers of both sexes relied on income from job sources outside of the farm. While a similar finding was reached in a study in Norland, Norway – this ratio is the highest in a comparative European perspective. Socio-economic research on occupational development in coastal communities in Iceland also supports this as communities with continuous outmigration suffer loss of jobs and less various occupational choices as an effect of structural changes in resource management systems. This presentation will provide reflections on comparative elements of multifunctional development within the rural and address possible new approaches to the question of occupational mobility vs. Spatial mobility in rural development and associated gender perspectives.

Not on the move, yet? Methodological and theoretical conceptualisation of rural migration and mobilities in Nordic Research

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 b) Is everything on the move? Methodological challenges

Rural areas in the Nordic countries are experiencing wide-spread migration flows. Traditionally, migration studies have investigated structural and behavioural factors explaining a change from A to B in people's permanent residence. But, how does recent Nordic research address and conceptualise rural migration and mobilities? What methods and what theoretical approaches are used in order to understand the rural migrants, their mobile practices and the places they relate to? In order to answer these question, this paper draws on a content analysis of about 30 articles on rural migration and mobilities published by Nordic researchers from 2005 onwards in some selected journals such as Norsk Geografisk Tidsskrift, Geografiska Annaler, Mobilities and Journal of Rural Studies.

Anthropological film as a tool in studies of place and mobilities

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:7 b) Is everything on the move? Methodological challenges

Rural areas in the Nordic countries are experiencing wide-spread migration flows. To produce knowledge about mobile practices, and to make sense of how people relate to different places, different methods are used. However, few Nordic social scientists take advantage of the communicative potentials involved in producing visual pieces of knowledge to different audiences. This paper will explore some of the potentials in using Anthropological film as a methodological tool in studies of place and mobilities. To visualise some of the discussions, I will not only speak, but also show a few short cuts from some of my own previous film productions that are highlighting themes such as place, landscape, belonging and mobilities.

THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:9 Doing rural – identity, generation and development

CONVENORS

Peter Waara, Peter Möller, Helena Kåks

Attractive rural development – who decides?

Mikaela Vasstrøm, Roger Normann, Jørn A. Cruickshank, Hans Kjetil Lysegård

Doing identity as a rural woman entrepreneur

Hanna-Mari Ikonen

Young people's relation to places with a dominating tourism industry

Peter Möller

The choice to stay: participation and exclusion among young adults in rural regions

Johanna Jansson

Living in the countryside – values and constraints. A field study in Asby village, Ydre municipality, Sweden

Per Assmo, Anders Palmqvist

Attractive rural development – who decides?

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:9 Doing rural – identity, generation and development

The EU has since 1990 initiated inter-regional programmes to support development, integration and competence development across borders. LISA-KASK is such inter-regional project aimed at developing methods for generating rural development in a wide sense. The project involves 10 municipalities, three regional partners, and three research institutions from Denmark, Sweden, and Norway

The involved municipalities share similar rural development challenges related to local mobilization, attractive living, and business development with special attention to the tourism economy. The general ethos in the project is that local participation and decision making is necessary to create attractive rural areas and generate development. Such inter regional projects with its loose governance structure and weakly defined goals problematize several aspects of working with rural development today.

The research project correlated to LISA aims to discuss elements of “good” practice and the construction of attractiveness based on a Norwegian case study and relates these to international findings to find common themes and new perspectives. This research project, questions not only the substantial themes related to rural development but also the processual themes. What makes a place attractive and for whom? How does the definition of attractiveness occur? How are the local citizens mobilized? Is the governance structure well suited to work with rural development? Is the rural development project truly participatory or is the concept merely used instrumentally?

The project works with a levelled data collection and mixes different participatory methods to gain processual, normative, and negotiated data. In this sense the research aims to collect information about the definition and enactment of rural development through involvement with a variety of participants in different settings. At the broad level data is collected from community meetings through participant observation, with the intention of gaining information about how attractive rural areas are perceived, and how the process is normatively portrayed. At the intermediate level the researchers plan and conduct continuous competence-group meetings with participants from the community, local authorities, and stakeholders, aimed at sharing experiences, reflect on learning and discuss current process in relation to normative ideas on rural development. In this way, negotiations, power issues, and conflicts are opened and used to generate learning and reflections that again can be used to improve the project process.

Doing identity as a rural woman entrepreneur

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:9 Doing rural – identity, generation and development

This on-going study deals with the told identities of a group of people who sometimes are addressed in discussions on rural development in Finland: rural women entrepreneurs. Entrepreneurship is approached here as gendered and situated work. How enterprising takes shape is guided by the intersection of gender, age, family situation and background of the person who acts as an entrepreneur as well as the social and geographical spaces where enterprising takes place. The material of this study consists of 16 follow-up interviews with the same entrepreneurs I have interviewed for the first time in 2001–2002. In the new interviews from year 2009 these women, from whom many have given up enterprising but who still live in the countryside, tell about their situations today. What conditions have led them to their current situations and how are they interpreting their life course, work and place of residence now? The interest lies in the development, de-development and non-development of entrepreneurial identities and/or occupational identities.

I see the concept of identity as fluid, flexible and contextual. The aim is to get a grasp of selves in production, so I look for multiple subject positions taken in the interviews. Those who have given up enterprising have been asked to reflect on the identifications that have replaced their entrepreneurial identities. By analyzing subject positions one can catch the boundaries and conditions of agency – not all positions are available to everybody. Searching for subject positions allows the researcher to reach several elements of which the interviewees' identities comprise.

In a wider context, it is addressed how the developing or non-developing of rural women's enterprising identities relates to the discourses of promoting (female) entrepreneurship and regional development more generally. Entrepreneurship and means of enhancing it have been discussed quite a long time. It has not only been rhetoric but also resources have been allocated to many target groups. Still, enterprising has not expanded extensively. In this study, some hints are attained about on which terms (e.g. rural or urban) entrepreneurship ideals are formed, on whose terms rural women make their decisions and is there perhaps a contradiction between these two that should be considered.

Young people's relation to places with a dominating tourism industry

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:9 Doing rural – identity, generation and development

Rural areas in Sweden have during the past decades experienced a decline in both job opportunities and population. This decline is mainly a consequence of the restructuring in nature based industries that during the 20th century dominated the economy in rural Sweden. For many rural areas tourism has been seen as possible solution to create new jobs and a more positive development.

In this paper the focus will be on local communities with a dominating tourism industry and more specifically how the tourism industry in these areas affects young people's relation to the place. There are several reasons to study young people in these areas. They are the largest group that moves out from rural areas. They also represent a large proportion of the workforce in the tourism industry. Many areas with a dominating tourism industry can, at least during peak season, offer a higher level of service provision and supply of entertainment than other rural areas without a dominating tourism industry. In some aspects these rural tourism areas includes young lifestyles, which previous youth research has revealed is otherwise strongly connected to urban places. The aim of this paper is to examine how tourism influences the relation to the place for young people. The focus will be on a number of themes including how young people experience the connections to young lifestyles in these kinds of places, the importance and effects of seasonality in these places' identity and how young inhabitants, workers and tourists experience the place's attractiveness.

Interviews will be conducted with young inhabitants, seasonal workers and tourists that return in a regular basis in the community of Sälen, which is one of the biggest ski resorts in Sweden. An individual can belong to more than one of these categories at once. The study will contribute to a broader understanding of how young people's relation to the place in rural areas is affected by a dominating tourism industry. This knowledge is important to further understand the development of these places not only as tourism destinations but also as places to live.

The choice to stay: participation and exclusion among young adults in rural regions

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES
WG 2:9 Doing rural – identity, generation and development

Young people who stay in their home districts instead of moving constitute an important but neglected group. Research has shown that politicians and other adults often tend to look upon young people who want to stay and “take over” as passive. In this paper we problematize and discuss, ascendancy and exclusion as important aspects of young adults lives in rural regions. We need more knowledge about young “stayers”, their experiences and expectations, as well as the strong collective notions which contribute to restricting different sorts of possibilities for them and for the regions they live in. With a greater understanding of “stayers”, who they are, their lives up til now and their expectations concerning the future, the possibilities for these persons of being resources for regional development are increased.

The paper will be based on life-story interviews with young adults from a rural region in the middle of Sweden. The selection of participants is done in order to get large variation in type of place, gender, class, ethnicity and earlier experiences. The interviews will be analysed as life-stories, a theoretical and methodological perspective which illuminates the interviewees ways of interpreting and constructing meaning in their lives.

The interviews show that “stayers” are in various ways well anchored in their home regions. Insider advantages play a major role in their decision to stay. The longer they stay, the greater are their social contacts, skills and material assets related to the location. When living in a place where you have stayed for a long time you are part of the social community, which involves a number of advantages. Theories of social capital are used as an analytical tool to describe this fact. Social capital can be viewed as a network formed by people who are involved, while at the same time people are shaped by the standards of the social capital. Social capital is relevant both to the identity of the individuals and the sites, and it can be useful or disadvantageous, depending on whether it creates a positive or negative climate. In this paper, aspects of participation and exclusion are discussed and problematized with regard to recent research.

Living in the countryside – values and constraints. A field study in Asby village, Ydre municipality, Sweden

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THEME 2 FLOWS OF PEOPLE, IDEAS AND IMAGES

WG 2:9 Doing rural – identity, generation and development

Rural livelihoods are in continuous decline in the contemporary western world. At the same time, technical solutions and improved infrastructure could enhance the possibilities for people to continue and prosper in rural areas. But how do people living in the countryside actually view their home in rural areas? The aim of this paper is twofold. Initially, the paper discusses the household as an integrated entity consisting of an integrated economic, social, environmental perspective – HOME. Through a field study, using the conceptual framework, the paper thereafter discuss and analyse how people regard values and constraints of living in the countryside.

The concept of an integrated holistic oriented perspective of household analyses is inspired by the work of time-spatial relations presented by Torsten Hägerstrand. By developing the concept of home into integrating economic, social and environmental components, the paper strive to find a way to analyse how people view values and constraints in their daily life.

The field work will be conducted through observations and in-depth interviews with the local population in Asby village, Ydre municipality. Preliminary results indicate that people living in Asby tend to regard and highly value non-monetary aspects in their daily life. Furthermore, results from the field study will hopefully provide results that can highlight what people regard as constraints, and thereby enhance an alternative, more social and environmentally sound livelihood practices.

THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

CONVENORS

Ildikó Asztalos Morell, Maarit Sireni

Conditions for diffusion of social farming in Denmark

Pia Heike Johansen

Constructing the rural in the local political debate on the privatization of elderly care in Sweden

Ildikó Asztalos Morell

Eldercare in Swedish rural areas

Cecilia Bygdell

Childcare in the construction of rural women's identities. A Finnish comparative study

Maarit Sireni

New entrepreneurial forms of community-based care and development in rural areas

Päivi Turunen, Marika Marusz

Service provision in sparsely populated areas in Jämtland, Sweden – experiences from a comparative case study with special focus on demographic challenges

Franziska Wittenberg

Conditions for diffusion of social farming in Denmark

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

The paper discusses the conditions for social invention in Denmark in the cross field between agriculture and teaching of children. The background is that in Denmark the share of part time farmers looking for a supplementing income is rising and so is the share of children that require special education. The paper analysis the condition of social invention on the background of the SoFar study of Social Farming in Europe, a case study of a farm school in Northern Jutland and a questionnaire send out to 500 respondents inside farming in Northern Jutland. The analysis draws on the concepts repetition and social invention introduced by Gabriel Tarde (1834-1904) to explain the social and its dynamics. In addition the analysis draws on face saving practices introduced by Goffman (1967) to explain the dynamics of social interaction. The results from the analysis point at that social farming should neither be understood as a social invention inside the agricultural sector nor inside the educational. It is both and therefore social farming should be accepted as a cluster of social inventions of its own. It also points at that both the supply side (the part time farmers) and the demand side (children with need for special education, their parents and teachers) are ready for more social inventions inside the field of social farming. The lack of knowledge from actors inside for example financing, research and private and public administration about social farming, however make up such a big opposition that the diffusion of social farming in Denmark seems as a very slowly process.

Constructing the rural in the local political debate on the privatization of elderly care in Sweden

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

Swedish welfare provision of elderly care has evolved as a state owned service. This service becomes increasingly privatized during the last decade. There are an increasing number of communities which adopt the law of free choice of care providers which constitutes the legal framework for allowing state subsidized elderly care to be implemented by none-state providers. This paper is to scrutinize, using the example

of a Mälardalen region community, how were issues of sparsely populated areas versus densely populated areas articulated in the political debate preceding the implementation of the law leading to the privatization of parts of the homecare service of elderly. Furthermore the paper is to analyze which kinds of stakeholders (politicians, entrepreneurs, workers union, elderly, family members, etc...) emerged in the process and how did they argue for and against implementation and how these stakeholders articulated the issues concerning different settlement types. The paper is based on participant observations and interviews during 2009 and 2010.

Eldercare in Swedish rural areas

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

My coming thesis concerns care of the elderly in Swedish rural areas from the individuals and the family's perspective. Although care of elderly is a lively research topic, care in rural areas has not received much interest in Swedish research. I am in the beginning of my own research.

There are several actors in the Swedish elderly care, where the two dominant are the family and the municipalities. The recent decades the care given from the municipalities has decreased, which has had an impact on above all female family members. In my research I will examine which actors that are involved in the elderly care, and whether these have changed with the decline in care services given by the local government. Central in the thesis will also be a discussion about whether the care of the elderly also creates rurality. Interesting is to consider whether cut backs and the reorganization of the elderly care has taken a specific form in rural areas.

The thesis will be based on qualitative methods. I will do interviews with both the elderly in need of help, their relatives (spouses, children, in-laws and grandchildren) and other caregivers (the municipality and in existing cases voluntary organisations). My aim is to see care as a relation with several actors involved, that together create a local care regime.

I will base my thesis on interviews in one municipality: Heby in Uppsala county, Sweden. The municipality has about 13500 inhabitants and the largest population centre has 2600 inhabitants. The municipality can therefore be characterized as a marked rural area. A question for me is whether we can talk about one local care regime in a municipality or whether there are several. I intend to do interviews in two or three areas in the municipality of Heby to be able to discuss if care and the understanding of rurality differ in those areas. Can we talk about local care regimes at different scales? Important aspects of the rurality is local rural gender contracts and the new rurality.

Childcare in the construction of rural women's identities. A Finnish comparative study

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

Rural geographers have investigated childcare issues mainly from two perspectives, either focusing on the availability and use of childcare facilities by rural families, or relating child care to the cultural construction of rural women's identities and socio-culturally differentiated expectations surrounding rural women's roles. This study of three rural municipalities in Finland paper draws on both perspectives. Firstly, the access to, and quality of childcare services as well as the actual utilization of childcare facilities by rural families are compared. Secondly, the motives of women to use or not to use formal daycare services are explored, paying special attention to women's ideas of a mother's roles and responsibilities in rural families.

The three rural municipalities under scrutiny are contrasting cases in terms of their location and development trends. The data on the utilization of services and women's views and values were collected through the use of questionnaire (N=201). The empirical analysis and interpretation focus on the following four issues: the availability and quality of daycare services, women's strategies in combining motherhood and engagement in the labour force, transformation of rural women's gender regimes, and current differentiation of gendered identities in terms of urban/rural setting.

New entrepreneurial forms of community-based care and development in rural areas

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

The concept community care is rarely used in Swedish literature, research and practice. The term originates from Anglo-Saxon countries whose welfare models differ from Nordic models. In general, within the Nordic countries, community-concepts have brought forward problems that are illuminated in our presentation of this study. Pilot studies, consisting of three cases relating to service cooperatives are discussed from the concept community care. Furthermore, a genus perspective is included from an entrepreneurial perspective.

The results illustrated that there is a complex network of formal and informal care providers in the rural municipalities at a local community level. In spite of the fact that Nordic countries do not carry out community care as in the Anglo-countries, community based services exist within the third sector between the public- and private sectors? Moreover, there are a number of mixed services e.g. cooperatives combining tourism, business and home services at a community centre. Men as well as women have taken new entrepreneurial initiatives, but with a slightly different focus. The results also raised the question of the self-image of the Nordic welfare politics as universal.

Service provision in sparsely populated areas in Jämtland, Sweden – experiences from a comparative case study with special focus on demographic challenges

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THEME 3 POLITICS AND POLICY

WG 3:1 Rural service provision and local care regimes

Sweden belongs to one of the most sparsely populated countries in the European Union and especially the low population density of peripheral areas in northern Sweden is eye-catching. In Jämtland the living conditions are additionally aggravated by vast mountain regions as well as long distances between settlements. Notwithstanding, the population is regularly distributed all over the county. Concerning the supply of services recent Swedish regional policy aims at promoting a good level of service throughout the whole country, but at the same time Sweden faces demographic challenges to a great extent and that applies to the sparsely populated areas in Jämtland in particular. In that context the question arise of how to make a living with these special conditions. How are services provided to meet the basic needs of people living in sparsely populated areas?

According to the questions stated above I would like to present findings of an empirical study I did for my master thesis. The investigation focuses on concepts of coordinating service provision in times of demographic challenges. The analysis is based on a qualitative multiple-case study carried out in the County of Jämtland and its municipalities Härjedalen, Berg, Åre and Strömsund. In order to grasp major demographic influences on municipal actions by declining birth rates, ageing population and brain drain, the provision of childcare at preschool level, care of the elderly and adult education are selected as fields of interest.

The impact of the central government is quite remarkable in all analysed municipalities and determines the majority of approaches of service provision due to framework

legislation and national subsidies. Nevertheless, it turned out that some of them are suitable to face demographic challenges, even though there are no explicit adaptation processes until now. However, individual actions of municipalities indicate that there are opportunities to cope with the demographic change. On small scale examples like using infrastructure twofold, extending cooperation, improving communication and investing in education are most promising attempts. In my presentation I would like to discuss the findings from Jämtland and conduct general requirements for facing demographic aspects in terms of service provision.

THEME 3 POLITICS AND POLICY

WG 3:3 Social sustainability - what, why and for whom?

CONVENOR

Kjell Hansen

Social sustainability as economic flexibility and patterns of continuity

Ann-Kristin Ekman

Can social sustainability be measured?

Helena Nordström Källström, Elvira Caselunghe

Researching political concepts – or research as a political tool? What is social sustainability?

Kjell Hansen

Citizens participation and community orientation – indicators for social sustainability of rural welfare services

Aila-Leena Matthies, Mari Kattilakoski, Niina Rantamäki

Social sustainability as economic flexibility and patterns of continuity

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THEME 3 POLITICS AND POLICY

WG 3:3 Social sustainability – what, why and for whom?

This paper deals with how the concept of social sustainability can be used with some examples from a small village (Ängersjö) with very few inhabitants in the northern part of boreal Sweden. Ängersjö has provided the focus of a multidisciplinary project entitled “Flexibility as Tradition: Culture and Subsistence in the Boreal Forests of Northern Sweden over 1000 years” since the mid-1990s. The village has a long history dating back to the 15th century. In the following centuries the village expanded due to a division of land. During the 1920s and 1930s the forestry expanded rapidly thanks to a dramatic rise in demand for timber and the population in the village increased. This was in turn followed by rationalization of both farming and forestry and today there is no agricultural production in the village any longer meanwhile many households are fairly big forest owners. One ongoing discussion during the research project has centred on the flexibility of resource allocation versus (related) patterns of continuity in the social organisation over time. In the village there exists a core of people connected to the farms of origin (stamhemman), which constitute the cultural and economic resources that villagers are trying to protect from external influences. This makes the village in part inflexible and resistant to new ideas, but it does promote its continuity. The paper discusses if the concept of sustainability can be useful in describing the social organisation and economic flexibility over time when the village seen from a more aggregated level lacks most of the indicators of social sustainability and economic possibilities for the future.

Can social sustainability be measured?

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THEME 3 POLITICS AND POLICY

WG 3:3 Social sustainability – what, why and for whom?

A socially sustainable development or social sustainability is a frequently used concept in various situations as well as in rural development. Organisations and governments want different actions to increase the social sustainability in an area or situation. But how do we know that we have achieved our social goals? How can these goals be evaluated?

The aim of this paper is to discuss if and how a socially sustainable development can be assessed using social indicators. What indicators should be used? And to what extent are such indicators applicable?

When evaluating the Swedish Rural Development Programme 2000–2006 a study to find useful social indicators took place. In this work different attempts from a number of organizations of using social indicators were assessed. As a result from that study 8 categories for indicators were suggested for evaluation of the Swedish Rural Development Programme: 1) Participation, democracy and social status, 2) Networks and social relations, 3) Public welfare, security, safety and working environment, 4) Equal opportunities, 5) Education and learning, 6) Service, infrastructure and accessibility, 7) Subsistence and employment and 8) Financial distribution. Another result is the need of space to create local influence defining indicators.

These 8 categories are all relevant and well, but they also pose new challenges to evaluation processes: What are the contents of these categories? Do they have the same value or should they be prioritized? What categories are we missing out when we chose certain categories for measurement? There are also political and normative aspects of social indicators and with social sustainability in general. Can subjective experiences of social sustainability be taken into account? How do social indicators reflect the time aspect, change and development?

Indicators are used as evaluative tool in different kinds of contexts. Political efforts towards social sustainability have to be evaluated, and it is often done in quantitative terms, very much tending to neglect important aspects that are not measurable. To grasp even factors and conditions that are less evident in that sense, it could be successful to complete qualitative evaluations with quantitative indicators (of qualitative character). Or the other way: Qualitative analysis provides meaning to and guides the interpretation of quantitative measures. The limits of both quantitative and qualitative measures must be considered when developing useful tools to evaluate achievements in for example the Swedish Rural Development Programme.

Researching political concepts – Or research as a political tool? What is social sustainability?

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THEME 3 POLITICS AND POLICY

WG 3:3 Social sustainability – what, why and for whom?

As we all know, sustainability has been one of the prime political buzz words during the last decade or so. When it comes to biological and even economic sustainability, there seems to be consensus on the practices of doing research related to the concepts. For social sustainability there does not seem to be such joint practices.

On the one hand, there exists a political and scientific interest in finding indicators that allow measurement of social cohesion and development potential; on the other hand, if we consider social sustainability to be an aspect of the ways more general social relations are practised, the qualities to be discussed are of a much more elusive kind. In order to maintain our credibility as social scientists in a world of politically mastered evaluations and assessments, we need to find ways of turning the political concept of social sustainability into a research field for social science.

One of the problems with social sustainability as a concept is that (to put it simple) it is so difficult to state what it contains. The vagueness and plasticity of the concept – in terms of what, for whom, in what time scale, etc. – means that the same phenomenon just as well can be included as excluded. In this sense any society or community that is not on the immediate verge of breakdown, can be said to be socially sustainable. My paper will propose that one of the means to straighten up the concept is to focus on social anomalies; that is social phenomena, which most actors in a community experience as negative in relation to social relations. This will both help us mark the boundaries of what is considered to be a sustainable society, and help us to delineate core values within a given social system. This, in turn, will make it possible to discuss the concept of social sustainability from the point of view given by “native” value systems and in terms of in what light actors see the future of their community.

The discussion will be exemplified by empirical material from rural Northern Sweden.

Citizens participation and community orientation – Indicators for social sustainability of rural welfare services

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THEME 3 POLITICS AND POLICY

WG 3:3 Social sustainability – what, why and for whom?

The paper will discuss the key ideas of an on-going national-level research and development project, which aims at strengthening welfare service provision in Finnish rural areas by citizens' participation and community-orientation (KAMPA). The project is combining three research traditions: that of welfare services, rural studies and citizens' participation. This action research started in August 2009 for 5 years and its first phase is funded by the ministry of Agriculture and Forest of Finland. Two doctoral researchers are involved. Five to six different piloting regions will be selected mainly from the Northern part of Finland.

In the presentation we will theoretically connect to the so called “eco-social approach” which has been developed in social work and welfare politics for example

in Germany and in Finland. We analyze how participative and community-oriented patterns of providing welfare (and connected) services can contribute to sustainable development and social cohesion in rural areas from a social but also from cultural, economic and ecological perspective. Our thesis is that especially a broad involvement of local citizens at all stage of service provision can guarantee a better continuity of services in the sense of shared responsibility and democracy. But citizens' and users' involvement can also promote a better quality of the services as helping to meet better the variety of needs of modern everyday life. We discuss whether participatory approaches can open opportunities to face the significant challenge of combining diversity and universalism in future welfare services in the Nordic rural areas. But on the other side we are aware that welfare services and their professionals are often enough criticised as objectivizing or manipulating their clients. However, in many cases, the grass root level professionals are themselves manipulated by the current management of welfare services and by the economic pressure. The approach of co-producing services enables a new and more equal relationship also between professionals and users.

THEME 3 POLITICS AND POLICY

WG 3:2/3:5 Intersectional approaches to regional and rural policies/ Nordic politics of the rural

CONVENORS

John Bryden, Lars Larsson, Malin Rönnblom

The strong region discourse in a weak region – new subject positions for non-traditional actors or business as usual?

Christine Hudson

Vibrant culture in monocultural spaces? Problematizing regional contracts in Iceland

Magnfríður Júlíusdóttir

Are they in it for problem solving or are they in it for power?

Annette Aagaard Thuesen

Reinventing the parish – towards multilevel participatory governance?

Martin Berry

Policies, rural people and place, and "rural policy" in a Nordic context. A critical assessment.

John Bryden, Karen Refsgaard

Prospects of multifunctional agriculture as a facilitator of sustainable rural development: Swedish experience of Pillar Two of the CAP

Madeleine Granvik, Gunnar Lindberg, Karl-Anders Stigzelius, Erik Fahlbeck, Yves Surry

Business and community approaches to rural development

Lars Larsson

Rural development based on non-traditional agricultural production in rural peripheral areas

Lise Lyck

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Comparing the projectification of EU rural development policies in two regions of Europe: the cases of North Karelia (Finland) and South Tyrol (Italy)

Fulvio Rizzo

Improving and adapting the agri-environmental policies in the EU: lessons learned from existing experience in Denmark

Jens Peter Vesterager

New level of rural policy delivery: rural development programme 2007-2013 in Sweden

Petri Kahila, Moa Hedström

Challenging in modelling policies for sustainable rural development

Karen Refsgaard, John Bryden

The strong region discourse in a weak region – New subject positions for non-traditional actors or business as usual?

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THEME 3 POLITICS AND POLICY

WG 3:2 Intersectional approaches to regional and rural policies

In the move towards governance, Swedish regional policy has changed from a largely centrally steered approach closely associated with the social democratic aim of leveling out territorial differences and helping lagging regions. A more decentralized regional policy with a more neo-liberal vision has emerged in which regions must take responsibility themselves and for their own well-being and be able to compete effectively in the global economy in order to survive and thrive. There is a powerful rhetoric of inclusion – of all being needed in the struggle to be successful and achieve economic growth. In this discourse of “strong regions” with active, entrepreneurial citizens, what spaces and subject positions are being created for those who do not fit the strong region image? What happens to those not usually associated with economic growth? Are new spaces opening up for the silent in regional policies? What identities are being constituted for, for example, declining rural regions and non-traditional regional actors such as women’s groups, immigrants and ethnic minorities? What are the consequences of this? Are these groups being constructed as active subjects able to influence and shape regional policies or as the passive objects of policies? Using Carol Bacchi’s the ‘What’s the Problem? Approach’ (Bacchi 1999), these questions will be explored in relation to a relation to a sparsely populated, peripheral region, Västerbotten, in the far north of Sweden.

Vibrant culture in monocultural spaces? Problematizing regional contracts in Iceland

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THEME 3 POLITICS AND POLICY

WG 3:2 Intersectional approaches to regional and rural policies

In the last decade culture, creativity and valorization of an entrepreneurial spirit have gained prominence in regional development policy formulations in Iceland. Regional Growth contracts and Cultural contracts, encouraging private-public partnerships, innovative local clusters and fund-bidding for projects have been the order of the day. At the same time migration trends in some regions, show an increased gender-gap

due to greater outmigration of young women and a growing number of inhabitants of foreign origin.

In the context of these developments the paper seeks to problematize the lack of both gender and multiethnic analysis in regional policy documents which look to cultural economy as a new way to enhance regional competitiveness. From theoretical discussions on both intersectionality and culture-place relations an interesting question is how the relationship between culture and rural places is conceptualized in regional policy documents. Which subject positions, spaces and projects are privileged/marginalized?

At a more empirical level the paper draws examples from the intersection of gender and ethnicity in recent developments in the Eastern part of Iceland, which is the region leading the Cultural contracts development in Iceland.

Are they in it for problem solving or are they in it for power?

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THEME 3 POLITICS AND POLICY
WG 3:5 Nordic politics of the rural

This paper explores individual peoples' rationales behind joining Danish rural self-governed networks in the form of 1) traditional associations that have emerged in a very bottom-up manner or 2) LAGs that have emerged from a more top-down EU policy. It does so by drawing on the work by Jon Elster 'Solomonic Judgements: Studies in the Limitations of Rationality' and by analyzing two different empirical studies on Danish rural self-governed networks from 2003 and 2008.

The conditions for governing rural policy have changed considerably the last decades with a shift from a sector-based to a territorially-based rural development policy as well as a shift from government to governance, which implies a blurring of sector-based and hierarchical boundaries. Governance involves actors from within national, regional and municipal government as well as actors beyond government – for example individuals joining together in self-governed networks. These self-governed networks are gaining an increased role in the production of public purpose. We know that the relation between authorities and self-governed networks is characterized by interdependency since all actors are needed in the solving of so-called wicked problems that many rural areas are confronted with. We do, however, not know much about the individual network members' motives for joining the networks – something that might prove to be crucial for conducting the adequate type of meta-governance towards these network members. The paper therefore intends to discuss why people join different forms of self-governed networks. Are they in it for problem solving or are they in it for power?

The paper builds on two studies. The first study relates to the traditional associational life in a rural municipality of Denmark. The study was performed for the Ministry of the Interior and Health in 2003 and reported results about the extent of the associational life, the aims and activities of the associations and the motivations for joining the boards. The second study builds upon a survey to all LAG board members in the Rural Development and Fisheries Programmes 2007–2013 performed for the Ministry of Food, Agriculture and Fisheries in 2008. Also this study reported results about the motivations behind joining a LAG board.

Reinventing the parish – towards multilevel participatory governance?

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

Multilevel governance is a commonly used buzzword, but the ‘levels’ referred to are seldomly discussed in actual geopolitical terms, which contributes to the fuzziness of the concept. This is where the parish could serve a purpose as a geographic entity defining the ‘local’. The aim of this paper is therefore to discuss the possibilities and problems of reinventing the parish as a political level. This is not to say that the parishes should or ought to be re-established as political and administrative units detached from the municipalities, but rather to propose that the parishes could be useful when trying to revitalize local democracy and promoting rural development.

The concept of multilevel governance is a notion of political organization – an idea of how to organize and decentralize the decision-making process. However, the ‘levels’ in multilevel governance theory are rarely defined in terms of actual geographic settings – and differ greatly depending on the scope of the study and/or process. What is perceived as ‘local’ might therefore vary between organizational theory and the embedded citizen. This could, of course, affect the entire process of multilevel participatory governance as citizens and politicians, or political scientists for that matter, use the term ‘local’ in incompatible ways.

The argument of this paper builds on empirical studies in Ydre municipality, including participatory observations and in-depth interviews with citizens, politicians and bureaucrats. Field studies indicate that Ydre municipality by custom, one could almost say by heritage, is a parish-organized community where citizens identify themselves firstly as members of the strictly local – the village or parish – rather than of the municipality. Further more field studies propose that the citizens of Ydre seem to be very, almost extremely, active when it comes to being involved in non-profit organisations, groups and networks. The local embeddedness and interest in, as well as commitment to, local endogenous development appears to be strikingly high. In

this context the parish is therefore an empirically grounded concept and not a theoretical construct. Hence the field studies, as of so far, suggest that the parish ought to be reconsidered as a relevant political-administrative level – one that could revitalise the democracy through more participatory elements.

Policies, rural people and place, and "rural policy" in a Nordic context. A critical assessment

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THEME 3 POLITICS AND POLICY
WG 3:5 Nordic politics of the rural

In this paper we explore the importance of ideas of territorial and inter-personal equality for the survival of rural populations in the Nordic countries, where such ideas have been particularly strong. These ideas have a long history, and some have claimed they can be enshrined in the Swedish concept of 'Folkhemmet' (Brox, 2006). They are also deeply connected with the development of the welfare state on the one hand, and the ideas of balanced regional development on the other. Equally, such ideas have been attacked at various historical periods, and on different grounds, by technocrats with strong ideas of state planning, city regions and the like who claimed that territorial equivalence slowed down more rational and efficient distributions of conurbations and people in space (eg in post-War Norway); by those who believed that equality between people could only be achieved in Cities (eg in Sweden); and by 'neo-liberals' arguing for a downsizing of the welfare state and greater reliance on market forces (eg in Sweden, Denmark and Finland, at various stages since the 1980s).

Meanwhile, the EU acquired a competence in 'rural policy', starting with the experimental integrated rural development programmes of the early 1980s, and ending in the medium term Rural Development Programmes (RDPs) after 2000. This policy has involved a mixture of agricultural, environmental, social and regional funding and concepts, and the funds have been applied in both a 'targeted' and 'horizontal' way. The evolution of the policy has had much to do with the reform of 'regional' policies after the Single European Act (1986) and reorganization of the first Pillar of the CAP and related Norwegian market policies caused by the GATT Uruguay Round Agreement in 1994. However, it has also been influenced by the balance of payments and receipts from different policies at Member State levels, the power of the agricultural and environmental lobbies, and the weakness of the rural lobby. The most innovative and flexible mechanism of rural policy, which nevertheless has absorbed but a small fraction of the total CAP budget (perhaps 1%?), is LEADER, started in 1991 and now 'mainstreamed' as Axis 4 in the RDPs.

In contrasting the development of RDPs and EU type rural policy, with the erosion of policies of equity and equivalence, we can see the underlying politics and ideolo-

gies of equity vs efficiency. However, the main point is that rural settlements beyond the commuting belt of major and diversified labour markets represented by cities will not survive on RDPs alone. Policies of territorial and inter-personal equity and efficiency are absolutely necessary in addition to policies to assure adequate economic opportunities if this is to be a realistic possibility.

The problem with this is the 'politics of the rural'. Norwegian territorial policies have survived best among the Nordic countries, because they have a relatively large rural population, and that population has a greater weight than the urban population in terms of votes and seats in the Storting. Politicians have to pay attention to rural people. This is not so much the case in other countries, where urban and environmental lobby voices are stronger.

Prospects of multifunctional agriculture as a facilitator of sustainable rural development: Swedish experience of Pillar Two of the CAP

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

Agriculture is still one of the dominant activities in rural areas across the European Union, not least with respect to land use and its impact on landscapes. From a rural development perspective, the Agenda 2000 reform of the CAP in the EU marked a shift by introducing rural development as an integrated part of the agricultural policy. The present study focuses on the second pillar of the CAP and its aim to support the development and diversification of rural areas. In this process, it is acknowledged that multifunctional farming, more than any other rural activity, has a role to play in integrating the natural environment with the cultural landscape and socio-economic development. It is also accepted that assessments of these measures are becoming more complex, since the output of schemes cannot be evaluated merely in a quantitative way. Therefore, it is considered essential to open up the "black-box" and investigate the schemes in the context in which policies are applied. This paper is an attempt to provide insights on how the second pillar of the CAP influences and shapes sustainable rural development. This is discussed in terms of mechanisms and inherent possibilities, by addressing the question of how multifunctional agriculture can facilitate such development, as applied in the Swedish context.

Business and community approaches to rural development

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THEME 3 POLITICS AND POLICY
WG 3:5 Nordic politics of the rural

In promoting rural development governing bodies set up supportive structures. Integrated development through LEADER is an obvious example, however the approach is global. In this paper a comparative study of LEADER in Sweden and Community Futures Program in Ontario, Canada is presented. Similarities in Swedish and Ontario contexts encourage comparison, and the two governmental programs promote a similar multi-community, territorial and integrated approach to local economic development in rural areas. However, they differ in how development is promoted.

Community Futures was initiated to improve employment and living conditions in rural and remote areas in Canada, and developed into provision of local stimulation of self-employment through small business advice and start-up loans to applicants unable to secure commercial bank loans. This is conceptualized as business development (BD). LEADER promotes economic development through mainly community action and capacity building from which economic development is derived. This is conceptualized as community development (CD).

BD and CD as approaches to local economic improvement can be seen as two extremes at the opposite ends of the local economic development spectrum. They represent two government 'entry' points in the process of local economic development. From this observation a number of research issues can be identified:

- How are the BD and CD approaches related to program structure and rural policy?
- How is local development in rural areas promoted in the two programs from a BD/CD point of view?
- What kinds of outcomes do they produce, especially outside "core" objectives given attention in program evaluations?

Rural development based on non-traditional agricultural production in rural peripheral areas

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

Rural production is in this article seen as production without large scale economics in rural territories. As a consequence the traditional capital intensive farm production with fewer and fewer entities and with only few in the labor force taking part in the production, i.e. traditional agriculture production, is not dealt with. Focus is instead on production in rural areas based on diversity and on creating economic options for living in rural areas. The intention is through examples from five Danish municipalities in the region Mid Jutland to identify factors of importance for income creating, and to analyze the experiences of success and failure of different approaches to economic development in rural areas.

The municipalities have some common challenges, but have their own identity and history. The common challenges are tendencies to depopulation of people in the labor force, a tendency to higher average age of the local population compared to the Danish average age in other municipalities, problems with the service level and with creating of jobs and as a consequence for most of them problems with the income level compared to other municipalities. One of the municipalities is an island called Samsø. It is situated in Kattegat between Jutland and Zealand. It can be reached by ferries, and the transport time is close to two hours. Two of the municipalities are situated at the west coast of Jutland, Ringkøbing-Skjern and Lemvig. Both municipalities have a rivalry concerning which of two cities in the municipality shall be the main city. The last two municipalities Syd Djurs and Nord Djurs are situated on the East coast of Jutland and with distinct main cities in the municipalities. Furthermore, Syd Djurs is situated close to Aarhus, the second largest city in Denmark.

The examples include 1) use of experience economy, 2) innovation activities, 3) tourism, 4) green energy projects, 5) activating of landscape resources, 6) organizational experiences (top-down, bottom-up, private, public, and private-public partnerships, involving Danish and EU regulation), 7) placing of state institutions in the municipality, 8) regional context and transport factors.

All examples are analyzed by use of strategic, organizational and economic models and theories.

The main findings and patterns are presented in a guideline/model that can function as a learning and discussion tool for planning of rural development

Comparing the projectification of EU rural development policies in two regions of Europe: The cases of North Karelia (Finland) and South Tyrol (Italy)

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

The destructuring of the hierarchies that are typical of the mode of production of the traditional industrialized society has contributed to competition at all levels, both in world cities, as well in the smallest rural areas. This has involved the replacement of the principle of command by one of competition and negotiation as the system shifts from hierarchy to markets. Within the context of the decline of the command and welfare state models of government, policies that deal with rural development have shifted from exogenous to endogenous, as it is the case of the LEADER Community Initiative. One of the most important aspects that define endogeneity is the so called projectification of development policies, which is the tendency of projects of becoming the principal means of development. Scholars such as Kovách & Kristóf (2007) assert that the territorial projectification of European development policy has involved a shift in power relations. An important change has been that a growing number of civil servants, experts and managers play a more relevant role in designing and managing European as well as national development programs. The aim of this paper is to examine to what extent the territorial projectification of European rural development policy has involved a shift in power relations in the organization and implementation of the LEADER Programme in two regions of Europe, North Karelia in Finland, and South Tyrol, in Italy. What are the key actors involved and how their power relations are structured? Is it only a formal or a concrete change in power relations and why? The underlying assumption is that society, nowadays, functions through horizontal relations among individuals, groups, organizations, and institutions.

Improving and adapting the agri-environmental policies in the EU: lessons learned from existing evaluation experience in Denmark

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

Policies implemented under the EU Rural Development Programme (RDP) have been subject to numerous evaluations. The schemes have been evaluated from EU as well as member state perspectives, and the evaluations have focused on both efficiency and effectiveness. Nevertheless no comprehensive view of the influence these evaluations have had on developments in scheme design and implementation over time exists.

To provide a systematic overview for examining the influence of evaluations, two schemes implemented by different ministries are selected: the afforestation scheme and the agri-environmental scheme both implemented since 1990. The study basically link two different dimensions of policy practices: the design and implementation and the evaluation dimension by linking two timelines. One timeline describes the policies by key parameters in terms of characteristics of schemes objectives, uptakes levels, and payments. The second timeline describes evaluations in terms of scope and recommendations. The influence of the different evaluations on specific schemes is investigated through analysis of relevant documents and interviews with key persons who have participated in policy design and evaluations.

It is shown that the focus of the national evaluations has been dominated by a perspective of national environmental policies i.e. the Aquatic Environmental Action Plans, whereas evaluations requested by the European Commission have focused on the schemes from a perspective of efficiency and financial inputs and output rather than impact. In other words the national policy has been concerned with measuring the contribution from a scheme to national policy goals, where as EU evaluation has mainly been designed to evaluate the efficiency of schemes in terms of expenditure and check for violation of over payment. The evaluation guidelines as well as quality of evaluations have however changed over time. To a limited extent evaluation has subsequently influenced policy changes and implemented practices. Causes may be institutional reluctance to improve existing schemes based on external evaluation; natural delay of programme revision due to budgets defined by existing expenditure, and the need to record policy impacts before revising the policy in question. The fact that RDP impacts do not exclusively depend on policy intervention but also on other causes (climate, location) and are difficult to measure within a short time horizon cause evaluation to be particularly difficult in this case. The result is however that evaluation studies have mainly been utilized for controlling and legitimizing purposes and not as a means of improving impacts of existing policies or policy innovation.

New level of rural policy delivery: rural development programme 2007-2013 in Sweden

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THEME 3 POLITICS AND POLICY
WG 3:5 Nordic politics of the rural

Governance capacity reflects the extent to which new modes of governance efficiently reduce or resolve societal and/or administrative problems. It might be associated with the potential opportunities, such as power, information and knowledge that forms of governance have in order to undertake and tackle societal and administrative challenges. On the other hand, governance capacity may be attached to the actual performance of governance. Therefore, it takes a slightly bureaucratic standpoint on the degree through which particular types of governance will lead to more or enhanced results and solutions for societal problems.

We may approach the governance capacity from diversifying standpoints. Governance capacity may be considered as a statutory power and regulations of how public administration works. It can also be related to executive tasks of authorities and implementation of policy measures. The context of regional governance does not only comprise new possibilities and challenges for regional development. The new mode of policy making may also impede the formulation and implementation of development policy at the regional and local level. The changeover of traditional structures is often difficult and long-standing process. Regional governance and especially the introducing of an interactive governance is a complex institutional ensemble rather than unitary political process. The most essential and important is to lay stress on policy making instead of decision-making. The relevant question is not “who” but “how”.

A grounding aspect for this presentation is that participation and devolution of powers are key elements in effective rural governance. The presentation therefore intends to demonstrate how participation and devolution of powers can be implemented and understood in new rural policy programmes.

The presentation consists of an outline of rural policy in the previous programming period 2000–2006 and describes most important changes in the new programming period 2007–2013. First, intention is to have a description of the policy making structures that exists within the EU and in the participating countries. Second, we will thoroughly examine the devolution of powers as a mean to process implementation of the rural development programme, i.e. introduction of regional strategies as guidelines at county level in Sweden. In the implementation of the Swedish rural development programme for 2007–2013, the regional and local influence on planning and implementation is increased through the introduction of regional implementation strategies. These strategies provide instruments for regional planning and differentiation, and ensures coordination with and demarcation against other policy areas.

Challenges in modelling policies for sustainable rural development

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THEME 3 POLITICS AND POLICY

WG 3:5 Nordic politics of the rural

The main aim of this paper is to discuss the concept of sustainable territorial development in rural contexts, and how we can assess the impacts of different kinds of policy on efforts to move towards such a goal. The paper builds on recent research¹ (TOP-MARD) which explored the complex inter-relationships between policies, the multiple (public and private) functions of agriculture and farm households ('multifunctionality'), and the development of rural regions and the quality of life of people living there. System dynamics was appropriate in this case because of our interest in the interaction and feed back effects among economic, social and environmental systems. A model was developed in common between 11 European research partners and then adapted to the individual regions within the area of multifunctionality and sustainable rural development to analyse the impacts of different public policies. In this paper the model is applied to the Norwegian study area, Hordaland County. The study finds that reducing agricultural subsidies can lead to improvements in regional economic performance by releasing labour and capital to uses with higher returns and by creating positive feedback to the economy by improving environmental quality and overall quality of life. Finally we will broaden these results for a general discussion on the importance on the interlinking policies across sectors for territorial development, as well as fitting policies better to contexts.

¹ The research on which this paper is based was funded under EU Framework programme 6 from 2005 to 2008, can called TOP-MARD, Towards a Policy Model of Multifunctional Agriculture and Rural Development [Contract No. SSPE – CT – 2004 – 501749]. The author was the leader of the Norwegian part of the project. The paper here is based on a book chapter in Blumschein P, J Stroebel, W Hung and D Jonassen (eds): Model-Based Approaches to Learning. Sense Publisers Rotterdam Netherlands.

THEME 3 POLITICS AND POLICY

WG 3:6 Forest governance

CONVENORS

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Swedish forest commons – a matter of governance?

Eva Holmgren, E. Carina H. Keskitalo, Gun Lidestav

Prospects of forestry development in the Murmansk region

Ludmila Ivanova

Future forests in the making. Global trends affecting forest governance

Karin Beland Lindahl, Erik Westholm

Factors influencing local forest governance and environmental communication practices in Sweden: global trade, energy transitions, climate change and competition between economic sectors

Cristián Alarcón Ferrari

Can voluntary standards govern? – Assessing the environmental impacts of forest certification

Johanna Johansson, Gun Lidestav

The role of procedural and contextual factors in collaborative forest planning – a comparative study between Northern Lapland in Finland and the Central Coast in British Columbia

Kaisa Raitio

Swedish forest commons – a matter of governance?

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THEME 3 POLITICS AND POLICY

WG 3:6 Forest governance

Around 100 years ago, when Crown land in the interior of northern Sweden was privatized, part of the forest land was set aside as forest commons. Today, there are 33 such forest commons jointly managed and owned in common mainly by private forest owners. The forest commons may be looked upon as a means by which the state controls the production of and returns from the forests belonging to small and less affluent forest owners. Further, an attempt has been made to use the forests as a tool to move the self-interests of these small forest owners closer to providing public goods. Forest commons thus hold a contested status, as private lands under public control. This paper examines the extent to which forest commons are currently managed directly by the government, comparing this with the general trend in forest policy towards governance and less prescriptive measures, which often take account of market and participative goals. Building upon Appelstrand (2007), this paper describes the major policy instruments relevant for forest commons from 1861-2005. We conclude that direct government management remains dominant, with the major legislation pertaining to forest commons dating back to the 1950s. While governance may seem to be inherent in the forest commons concept, the development of governance has not been fully realised given the relatively strict government-steered framework.

Prospects of forestry development in the Murmansk region

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THEME 3 POLITICS AND POLICY

WG 3:6 Forest governance

Forests in the Murmansk region have traditionally been exploited for industrial purposes. In the 1960s harvested volumes exceeded 2 million m³. After that it was declining, especially during the crisis of the 1990s. At present the allowable annual cutting in the Murmansk region are at the level of around 720,000 m³. However, the actual cuttings depends on a number of conditions, including the market situation and thus do not exceed 13% of the allowable volumes.

At present up to 80% of total timber volume is harvested by 3 large forest industrial companies. In addition there are a number of small companies. All the companies also do primary timber processing.

Besides timber, forest resources are used for other purposes, such as reindeer herding. Another important type of forest use are recreation, culture, health, tourism and sports.

The goal of the research presented in the paper was to identify the trends in forest resources use in the Murmansk region.

Based on statistical data and interviews with various stakeholders the following trends in forest use in the region have been found:

- Timber harvesting volumes will hardly increase considerably due to high costs, low productivity of the forests and transport inaccessibility.
- Total area of forest for reindeer herding traditionally will not change significantly.
- An obvious increase in use of forests for cultural, health, tourist and sport purposes can be observed.

Future forests in the making. Global trends affecting forest governance

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THEME 3 POLITICS AND POLICY
WG 3:6 Forest governance

This study aims at exploring international trends that may affect future Swedish forest use – and governance. It is carried out as an introduction to a major interdisciplinary research programme, “Future Forests”, launched by the Swedish University of Agriculture, Umeå University and “Skogforsk”. This pilot study is based on a literature review and an interview survey. Interviews have been carried out with key actors in, as well as outside of, Sweden. The informants include forest corporations and owners, consultancies, Swedish ministries and agencies, NGO:s, UN organisations and academics. The purpose is to explore actors’ perceptions and expectations of the future as well as major trends affecting future Swedish forest use. Frame analysis has been used to explore actors’ visions, strategies and roles in shaping the future forest arena.

The study suggests that important developments affecting Swedish forests and their future use are intimately related to processes in other systems. Therefore the “forest sector” must be disembedded and approached as an open system in interplay with other systems in a global context. Demographic and macro economic developments, changes in global energy supply as well as climate change are fundamental transfor-

mations affecting all land use. Global competition over land and biological resources is likely to increase. New forest related value chains are developing. These shifts call for action and push towards a restructuring of the international policy framework. The interdependencies between local/regional management institutions, nation state frameworks, international regimes and traditionally separate sectors and policy areas are growing. How the overarching trends will materialize consequently depend on actors' visions and their capabilities to realise them in a rapidly changing governance system. In this paper we explore how this space for action is exploited by public institutions and market actors. We discuss changing policy frameworks and their implications. Most importantly, the paper highlights broader land use related transformations which may require new governance approaches and policy responses.

Factors influencing local forest governance and environmental communication practices in Sweden: Global trade, energy transitions, climate change and competition between economic sectors

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THEME 3 POLITICS AND POLICY

WG 3:6 Forest governance

This paper explores and interprets factors influencing forest governance and environmental communication practices in Sweden. The main aim of the paper is to articulate an explanation of how the interrelation of competition between economic sectors, global trade of forest products, ongoing energy transitions and climate change, transforms forest governances. For the purposes of analytical exploration the paper rests on empirical material obtained in a study area in Sweden. The chosen area has several elements of a complex web of socio-ecological relations based on the access and use of forest biomass e.g. pulp production, a national park, a bio-energy system based on woody biomass. Furthermore, there are local challenges originated in the implementation of national environmental objectives for forests.

In this the paper it is argued that different uses of forest resources at the local level, implies new spatial fixes influencing the local forest governance, and changes the content of environmental communication practices. These two outcomes are explored as being results of a change in the structures of political ecology and political economy in the study area. Finally a number of questions are presented, which are based on the implications of those changes for sustainability of ecosystems both at the local and global level.

Can voluntary standards govern? – Assessing the environmental impacts of forest certification

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THEME 3 POLITICS AND POLICY
WG 3:6 Forest governance

This paper raises the question of how forest certification schemes might influence forestry practices, particularly environmental protection measures in Swedish forestry. We argue that previous studies attempting to relate the initiation of forest certification to improved nature conservation have been narrow in their approach, especially those relying on third-party evaluations. The Swedish state has suggested that forest certification can be a way to reach the quality objective Sustainable Forests (including the interim target for an enhanced biological diversity) set by the Swedish parliament. Empirically we present data from the Swedish National Forest Inventory (NFI) regarding forest conditions and management. Moreover, we build on results from an annual national interview inquiry regarding small-scale forestry practices and forest certification as well as a follow-up questionnaire addressed to private small-scale forest owners with certified forest land. One assumption is that impacts on environmental conditions are more evident on large-scale forest holdings, especially due to the more stringent FSC certification standard. Our NFI analysis indicates some minor improvements in forest conditions corresponding to the interim target for an enhanced biological diversity, including volumes of dead wood, broad-leaved trees, old-broad leaved trees and old forests. Contradictory to our assumption, the improvements have mainly taken place on forest land owned by small-scale private forest owners, where only a minority is certified according to the Swedish PEFC-standard. Moreover, results show that small-scale forest owners tend to do more harvesting and silviculture on certified small-scale forest properties than on non-certified properties, which could result in negative environmental impacts. We argue that it is difficult to quantitatively measure what impacts forest certification has on improved nature protection, especially the cause and effect relationship since the environmental outcomes can depend on a number of factors. We have assessed public data available but nevertheless argue that more research is needed in this regard.

The role of procedural and contextual factors in collaborative forest planning – A comparative study between Northern Lapland in Finland and the Central Coast in British Columbia

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THEME 3 POLITICS AND POLICY

WG 3:6 Forest governance

Collaborative planning has become one of the key tools for reconciling multiple needs related to forests and other natural resources. Finland and the province of British Columbia in Canada have both developed collaborative planning for integrative management of their publicly owned forests. The processes to draft Natural Resource Plans (Finland) and Land and Resource Management Plans (B.C.) have been on-going since mid-1990s. The plans now cover all the publicly owned land in Finland and B.C. (24 % and 94% of the total land base, respectively), significantly affecting rural development in the area. The planning systems share many characteristics, such as the establishment of consensus-seeking stakeholder working groups and the mitigation of conflict by zoning and new types of forest management. They also lack formal regulation regarding the procedural or outcome elements of the plans, creating both flexibility and unpredictability in the planning.

Research on collaborative planning typically focuses on the procedural elements affecting communication between actors. It has been criticized for ignoring the role of the structural factors “outside the dialogue”, although these factors inevitably affect the planning alternatives available to the management agencies and the leverage of the different stakeholders. This paper combines the analysis of the procedural aspects with the identification of relevant contextual factors in a comparative analysis of cases studies from Finland and B.C.

The LRMP planning process for the Central Coastal in B.C. and the NRP process for Northern Lapland in Finland have both faced the challenge of reconciling indigenous peoples' rights, old-growth forest conservation and the development needs of communities suffering from unemployment. The international market actors and environmental groups have been intensively involved in the forest conflicts in these locations. In the Central Coast in B.C., an agreement between the key parties was reached in 2006, while the situation in Northern Lapland remains unresolved. In seeking to understand the different outcomes of the plans, the paper compares the process design and the contextual factors in the two cases. The analysis suggests that the interaction between the factors inside and outside the process is a key in explaining the different outcomes.

THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, innovation and regional development in rural areas

CONVENORS

Johan Klaesson, Hans Westerlund, Lars Pettersson

Firm formation in rural and urban regions explained by demographical structure

Lars Pettersson, Pär Sjölander, Lars M Widell

Frames of entrepreneurship promotion in rural areas

Miira Niska, Kari Mikko Vesala

Different modes of rural entrepreneurship

Hanne Tanvig

Inside the muddle: entrepreneurship discourses and agency

Darren Halpin, Kari Mikko Vesala

Benchmarking two cross-border research and innovation networks for the development of Northern Research and Innovation Platform

Päivi Iskanius, Katri Suorsa, Jukka Teräs

Innovations and business growth in equine enterprises

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Regional determinants of self-employment

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Multidimensional rural entrepreneurship

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Agri-entrepreneurship development strategies in Iran rural regions whit SWOT model. Case study: Khodabande country rurals

Abdorreza Rokneddin Eftekhari, Hamdollah Sojasi Qidari, Mahdi Taherkhani, Tahere Sadeghloo

Export behavior of firms in urban and rural regions

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Do startups in the agricultural sector generate employment in the rest of the economy? – An Arellano-Bond dynamic panel study

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Firm formation in rural and urban regions explained by demographical structure

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

In this paper we focus on the question of how population demography influences firm formation. In particular, we focus on this question with respect to the presence of differences between urban and rural areas, and if the demographical structure is a significant factor that can explain regional variation in firm formation? In the empirical analysis we perform a cross-sectional analysis where we use data on municipalities in Sweden. Furthermore, we make a distinction between the two types of regions in the Swedish economy (rural and urban) in order to analyze how these areas differ from each other with respect to our specific question of how population demography influences firm formation in rural and urban areas. By the use of spatial regression models the results show that households in the age where we can assume they have small children have a negative effect on the propensity of firm formation, households that are in the retirement age have a positive effect on the propensity of firm formation. We also find that rurality has a positive effect on firm formation. Our results correspond to other studies in the area with respect to a positive correlation between firm formation and age.

Frames of entrepreneurship promotion in rural areas

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

Although entrepreneurship promotion is a crucial part of Finnish rural policy and rural development, it is also a controversial issue. There are divergent interpretations of what entrepreneurship is all about and thus whose interest entrepreneurship and its promotion serves. Entrepreneurship has been presented as having special significance in rural areas that are coping with structural adjustments, such as agricultural decline and relocation of manufacturing firms. At the same time, however, it has been suggested that entrepreneurship promotion mainly benefits population centers, not the vitality of rural areas.

In this paper we study rural entrepreneurship and its promotion utilizing the frame

analysis approach. We study the framings that become relevant when entrepreneurship promotion is discussed; whose interests it serves and what is entrepreneurship promotion thus all about. At first, we study how developers and policy programmes frame rural entrepreneurship. Secondly, we study how rural entrepreneurs themselves frame their own action. Finally, we compare the framings of developers and entrepreneurs.

The paper is based on a case study of Suupohja area. Suupohja is a sub-region, located in Western Finland, South Ostrobothnia region. The sub-region has 25 000 inhabitants and includes five municipalities. Suupohja is also one of the selected 35 regions that execute the Finnish Regional Centre Programme. The data is from a project called Successful rural businesses and entrepreneurship promotion measures – a case study on the encounter between the small business promotion policy and the construction of entrepreneurial skills, which is funded by the Ministry of Agriculture and Forestry, Rural Policy Committee.

Different modes of rural entrepreneurship

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

Usually the concept of entrepreneurship includes the rationale of the “economic man” aiming at becoming prosperous within economies of agglomeration. Very often literature concerning rural development also highlights the importance of entrepreneurship, but without further thoughts transfers the concept above-mentioned. However, by introducing another concept of entrepreneurship – ‘the peripheral mode of entrepreneurship’ (Anderson, 2000; Jack/Anderson, 2003) – the agenda of rural entrepreneurship may become even more relevant to rural development and ask for tools that are more in the hands of rural development parties, than policies targeting ‘conventional’ entrepreneurship normally are. The paper will unfold different notions to entrepreneurship in a rural context as they can be found in a recent study (in press).

Inside the muddle: entrepreneurship discourses and agency

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

Entrepreneurship is a central 'frame' in contemporary western societies. It is an important tool in modern processes of governance in western democracies. It is, however, perhaps most familiar to us in a business context, but on closer inspection is evident in varied spheres of life. In this paper we review the literature on entrepreneurship discourses to discover that entrepreneurship is deployed in a way that is synonymous with the more general social scientific concept of agency. We argue that utilizing a conception of agency as a two-sided construct helps us to understand both the popularity of entrepreneurship discourses and the controversial aspects inherent in the use of these discourses. Implications for discussions of governance in business and other spheres of activity are discussed.

Benchmarking two cross-border research and innovation networks for the development of Northern Research and Innovation Platform

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

Innovation, understood in a broad sense to include product, process and organizational innovation in the firm, as well as social and institutional innovation at the level of an industry, region and nation, is a major contributor to industrial competitiveness and productivity, but also to the creation of economic growth and social welfare of regions. Promoting innovation activities is one of the most important regional development policy devices for rural, sparsely populated areas such as northernmost part of European Union representing.

The aim of this study is to benchmark two cross-border research and innovation networks and find the best practices for the development process of Northern Research and Innovation Platform (NorthChallenge). NorthChallenge is a horizontal research and innovation platform in the field of environment, energy and sustainable use of natural resources with a strong geographical emphasis of north and arctic aspects. The empirical material for this study is collected from two networks; Silicon Sea Belt Zone, in Japan, and the Innovation Systems Research Network (ISRN), in Canada. The Silicon Sea Belt Zone is the semiconductor belt zone in Asia ranging from South Korea to Japan, China, Taiwan, and Singapore, and is responsible for nearly 50% of all semiconductors produced globally. ISRN is a network of researchers examining innovation in various cities and regions across Canada. The members of the network are loosely associated with four sub-networks in Atlantic Canada, Quebec, Ontario and Western Canada.

NorthChallenge is build based on the European Research Area (ERA) and Northern Dimension (ND). The main aim is to support and generate northernmost cross-border research activities in the field of environment, energy and sustainable use of natural resources (especially innovations for mining industry, for sustainable use of forest resources, and for environmental changes in northern areas and in man's operational prerequisites). Also, the aim is to increase the visibility and identity of northern research within the local and national as well as within EU authorities and strengthen the influence on national and EU programmes.

Innovation needs an integrated and interactive approach blending scientific, technological, socioeconomic, and even cultural aspects with organisational capabilities. The main target of NorthChallenge is to provide a framework for different stakeholders to define research and development priorities, timeframes and action plans on a number of strategically important issues in the field of environment, energy, and sustainable use of natural resources. Northernmost Europe's future growth, competitiveness and sustainability objectives is dependent upon major research, innovations and technological advances in the medium to long term. The platform will play a key role in ensuring an adequate focus of research funding on areas with a high degree of industrial relevance, by covering the whole economic value chain and by mobilising public authorities at national and regional levels. In fostering effective public-private partnerships, NorthChallenge has the potential to contribute significantly to the renewed Lisbon strategy and to the development of a European Research Area of knowledge for growth. As such, they are proving to be powerful actors in the development of European research policy, in particular in orienting the national and international research programmes better meet the needs of industry in the field of environment, energy, mining and forestry. In the final paper, we will present the development model of the NorthChallenge and the results of benchmarking studies.

Innovations and business growth in equine enterprises

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THEME 3 POLITICS AND POLICY

wg 3:8 Entrepreneurship, Innovation and regional development in rural areas

Recreational and competitive activities related to horses are expanding and becoming more versatile especially on urban-adjanced areas throughout Western countries. Equine industries do bring market driven opportunities to rural areas. Despite of the growing economic importance of the sector, and the fact that innovations are generally seen as one of the key drivers for entrepreneurship, innovations in equine enterprises have not been in much focus yet. The subject of this study is the link between innovations and the financial success of equine enterprises. The research questions are formulated as:

- What kinds of innovations take place in equine enterprises?
- How does the business growth of equine enterprises relate these innovations?

Theoretical background of the study lies on the Schumpeter's' theory of entrepreneurship and innovations are defined broadly as doing new things or doing things already done on a new way. Data were collected by postal survey in August 2008 (n =115), the respondents were equine entrepreneurs from Uusimaa region in Finland. Data were analysed by using non-parametric tests, variance analysis and cluster analysis.

The study results reveal that, most of the innovations related to services or pricing the services. It was fairly uncommon to develop new business models, which was worrying, because many of the enterprises had enlarged or invested heavily on the capacity. Business size and growth did relate to innovations. Those enterprises that were bigger in terms of turnover were more innovative. In addition, those enterprises that showed more business growth were more innovative.

Regional determinants of self-employment

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THEME 3 POLITICS AND POLICY

wg 3:8 Entrepreneurship, Innovation and regional development in rural areas

This paper analyses the large observed differences in self-employment rates between municipalities in Sweden. From a policy perspective the encouragement of entrepreneurship in the form of self-employment is considered to be an important force

influencing regional economic growth. Many studies have focused on the individual entrepreneur behind the process of starting new businesses. This field of research centres on the individual characteristics of the entrepreneur, i.e. skills, social and psychological factors etc. The intention of this paper is to explore the importance of regional factors that are external to the firm or establishment.

The analysis centres on how accessibility to markets at different geographical levels influences the propensity of self-employment. The analysis also entails the importance of regional variables like the firm size structure (share of small firms), the availability of human capital (measured as university education) and the employment situation. Self-employment is divided into age and gender groups.

In the analysis we employ a set of data at the municipal level in Sweden.

Multidimensional rural entrepreneurship

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

Entrepreneurship is often viewed in a simplified way and defined as the starting of new firms. There are obvious advantages in using this simplified definition, not least regarding measurement, but with such a definition there is also a great risk in missing important aspects of entrepreneurship and how it emerges and develops.

This paper starts from an assumption that entrepreneurship can be divided in four different spheres and that these spheres interact and mutually affect each other. The four spheres of entrepreneurship are:

- Economic entrepreneurship, which is manifesting itself in new enterprises and products, and production, distribution and sales methods and organizations.
- Civil entrepreneurship, in the form of new organizations and new activities in the civil society and human relations.
- Political entrepreneurship, in the form of new types of governance, dialogues, decision-making and implementation processes (examples: Leader programs, Regional Growth and development Programs (RTP and RUP) and Regional Administrations (Regionförbund etc).
- Academic entrepreneurship, displayed in innovative research (new hypotheses, methods, applications, etc), collaboration with other actors and commercialization of results.

This paper investigates the four dimensions of rural entrepreneurship and analyzes factors and actors that are fostering or hampering the four forms of entrepreneurship respectively, the degree of interaction between them in rural areas and the outcomes

of these processes. The analysis will be made in light of the ongoing transition of the CAP and the increased focus on rural development within this policy area. Our hypothesis is that the four forms of entrepreneurship are spatially heterogeneous and affected by a number of (spatially) endogenous and exogenous factors such as: i) accessibility to local markets, job opportunities, human capital and financial capital; ii) migration patterns, age structures and industry structures and; iii) norms, values and networks, i.e. social capital, in business life, public sector, civil society and the academy.

Furthermore, it can be assumed that the four forms of entrepreneurship mutually are having impacts on each other, but that the directions of these impacts can vary. On the one hand it is possible that the four types of entrepreneurship show a mutually positive relationship, on the other hand it is just as possible that the different entrepreneurs might exclude each other as they compete for the engagement of a finite number of entrepreneurs in a region.

It can be presumed that the levels of entrepreneurship have impacts on municipalities' and regions' economic and social development. However, it remains to investigate the relative impacts of various combinations of entrepreneurship and how they covariate with the abovementioned "independent" groups of factors.

Thus, our basic questions of issue are:

- How do the four types of entrepreneurship vary between municipalities and regions?
- Which "independent" factors and combinations of them are having positive and negative impacts on the four types of entrepreneurship respectively?
- Are there any connections between the four types of entrepreneurship and between them (and combinations of them) and various measures of growth?

Agri-entrepreneurship development strategies in Iran rural regions whit SWOT model.

Case study: Khodabande country rurals

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THEME 3 POLITICS AND POLICY

wg 3:8 Entrepreneurship, Innovation and regional development in rural areas

Nowadays, innovation, creativity and so others transforming to the sustainable development foundation. In the rural sustainable development theory and following the participation, empowerment and capacity building perspective, attention to indigenous people, indigenous knowledge and rural innovation and creativity is one of

the main principals of novel rural development. Therefore, rural entrepreneurship, especially in the agriculture section, can help rural economic development together with other development dimension through identifying advantages, limitations, weaknesses and strengths of rural communities in agriculture section on the base of suitable strategic planning. Because, Iran planning history with following of government based technocratic planning has caused obedient and dependent rural people. Following this thought has prevented from rural entrepreneurship, innovation and creativity that is consider as main obstacle in achieving rural sustainable development. The main questions at the current research are these: what are the capacities and limitations of Agricultural entrepreneurship development? And which strategies exist for Agricultural entrepreneurship development that finally results in rural and agricultural development? To response these questions, current paper has paid in SWOT method to the presentation of agricultural entrepreneurship development strategy in Khodabandeh rural regions using the survey and field studies, and determining weaknesses, strengths, opportunities and threats. Empirical analyses in the region show that innovation and creativity threshold, and so other in rural regions agricultural section referring to high abilities and capacities of region from human and natural ecological structure perspective. So, there is a need to revision and presentation of suitable policies for settling limitations and using of rural and agricultural existent potentials.

Export behavior of firms in urban and rural regions

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THEME 3 POLITICS AND POLICY

WG 3:8 Entrepreneurship, Innovation and regional development in rural areas

To the purpose of analyzing how locational factors may influence the export behavior of firms in the food industry this paper presents a firm-level analysis of the influence of firm characteristics and location-specific variables on three types of export behavior; permanent export market participation, occasional export market participation and no export. A multinomial regression model is applied on firm-level data, which is divided into sub samples of firms located in urban respectively rural regions. Preliminary results indicate that firm-level variables, such as size, human capital intensity and labor productivity, increase the probability of an urban firm being an exporter, permanent or occasional rather than a non-exporter. For rural firms, firm-specific variables seem to be less important than regional variables in explaining the export status of the individual firm. In specific, the agglomeration of food processing and food exporters seem to stimulate export market participation in rural firms, whereas those variables appear to be less important for the export performance of firms in urban regions.

Do startups in the agricultural sector generate employment in the rest of the economy? – An Arellano-Bond dynamic panel study

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THEME 3 POLITICS AND POLICY

wg 3:8 Entrepreneurship, Innovation and regional development in rural areas

By means of an Arellano-Bond dynamic panel data study of Swedish data over 1993–2004, it is concluded that startups in the agricultural and forestry sector may cause startups in the

remaining sectors of the Swedish economy. Thus, new entries in the agricultural and forestry sector may lead to dynamic effects, which may lead to employment in completely other sectors of the economy. The agricultural and forestry small-business sector is therefore a very important factor in the quest to reduce unemployment and to increase the economic growth in Sweden. Another important finding, outside of the main purpose of this paper, is that the per capita propensity to start a new firm is significantly higher in rural areas compared to urban areas. Consequently, people in rural areas are more entrepreneurial per capita (in the context of starting new firms) compared to the population living in urban areas. A substantially high fraction of the rural population faces the forced option of unemployment or self-employment. However, fortunately, a disproportionately high share of the rural population chooses the latter alternative.

THEME 3 POLITICS AND POLICY

WG 3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches

CONVENOR

Lone Søderkvist Kristensen, Jørgen Primdahl

Framing the environment – an example from a Norwegian nature management dispute

Jørund Aasetre, Ingrid Bay-Larsen, Jostein Vik

Rural landscape planning from below. Lessons from five planning experiments in Skive, Denmark

Jørgen Primdahl, Lone Søderkvist Kristensen

The shadow of participation – instrumental local participation legiti- mizing central governance? – the case of Setesdal, Norway

Mikaela Vasstrøm

Framing the environment – an example from a Norwegian nature management dispute

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THEME 3 POLITICS AND POLICY

wg 3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches

Fish farming in Norway is an important industry, both in terms of export incomes and rural workplaces. At the same time fish farming is perceived to have negative environmental impacts on the wild salmon in Norway both through infections of parasites as the salmon louse (*Lepeophtheirus*), and genetically impacting wild salmon populations through escaped salmons. These environmental threats initiated the establishment of National salmon fjords, a form of “area protection” initiated by environmental authorities under the Aquaculture Act. Within these areas the establishment of new fish farming facilities is prohibited.

In this paper we look into the discourse around the establishment of such fjords.. We have primary focused on how these discourse have manifested itself in process documents as white papers, management reports, statements in hearing processes and press realises by involved actors. Such documents, by shaping the interpretive frames for making sense of that particular issue, can be seen as instruments of power where actors tries to define the “reality”. Building on the notion that power and knowledge are intimately related we use an approach from media research to identify frames in the selected documents. Such frames are either intentionally, or taken for granted perceptions. Either way, they may be a way to exercise power through the texts they manifest themselves

Through document analysis we identified two such frames in the analysed texts. On frame labelled “The public administrative” presenting a picture of an instrumental rational process starting with political value formulation through a rational discussion of alternatives. This frame was to a large degree formulated by management agencies. Another contrasting frame was labelled “engineering rationality”. Also this frame used rational argumentation, but argued that the territorial thinking by the nature management apparatus actually is not rational, and that it would be a better alternative to focus on the quality of the fish farms. Despite this disagreement, the opposing frame also indicates an opening to negotiation on future actions. Important is that the two frames have to be understood in relation to each other as part of a “fight” on how to interpret the particular management dispute.

Rural landscape planning from below. Lessons from five planning experiments in Skive, Denmark

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THEME 3 POLITICS AND POLICY

WG 3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches

Rural landscapes are affected by combinations of external drivers and local practices. Although it is true that the probability of success concerning policy making for socio-economic development (including rural development in general) is greater at regional than at the local level, people live their lives locally; they farm, build, invest and go for a walk in the local landscape, not in a region. In well functioning planning and policy systems, decision making at the regional level is affecting local landscape practices and visions, as well as being affected by these practices and visions.

Experiences and outcomes from five planning experiments carried out in 2008–2009 are presented. As part of a wider national programme to develop new approaches to municipal planning in Denmark, the case studies concern the formulation of a landscape strategy for five rural landscapes within the municipality of Skive in central Jutland. Each strategy was formulated by a ‘working group’ of local citizens with the double purpose of serving as a common vision for community development (including examples of possible common ‘projects’) and as concrete inputs to the municipal plan which was submitted to the Ministry of the environment by the end of 2009. The two authors were both involved in the processes as ‘action researcher’ which included guiding the processes; providing inputs to landscape analytical methodologies suggested to the working groups; advising the working groups in identifying plan solutions; and organizing so-called ‘confrontation dialogues’ between the local working groups and a panel of ‘landscape experts’. As a whole the project has given insights to new approaches to landscape planning and new ways of combining local visions with more ‘regional’ forms of planning and policy making. In addition the five visions may be seen as concrete ‘models’ of future multifunctional rural landscapes.

The shadow of participation – instrumental local participation legitimizing central governance? - the case of Setesdal, Norway

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THEME 3 POLITICS AND POLICY

WG 3:9 Rural landscapes in transition – the need for new integrated planning and policy approaches

International currents of nature conservation emphasises the local management level as a key to sustainable development. The Convention of Biodiversity as well as the IUCN emphasises the right and responsibility of local communities to participate in decision making affecting their local environment, and that natural resource management should be decentralised to the lowest feasible level. Local management of natural protection areas is a new approach in Norway, where the responsibility of such has been governed and managed by the state; the Ministry of Environment (ME), the Directorate of Nature Management (DN) and its decentralised county agencies (Hovik and Reitan 2004; Reitan 2004). In consonance with the international ethos of community participation, a pilot project with four large conservation areas implementing different models of local management was supported from 2001–2008. There were several different rationales and aims behind these projects, from arguments of lowering local resistance and conflict to conservation, to aspirations of generating learning to inform future nature conservation policies.

A critical question, in this regard, is to ask whether local participation is considered a utilitarian instrument of using local actors to implement national policies or if it is a genuine emancipatory approach attempting to delegate power and responsibility for local resources to local actors?

Local participation in nature conservation is a disputed praxis with strong opposing arguments. This paper aims to reflect on the opposing arguments and incentives to local participation and management of a protection area in Norway seen from two diverging theoretical upheavals; the tragedy of the commons (Hardin 1968) versus the common pool theory (Ostrom 1999). Based on one of the national pilots, the case of Setesdal, the paper contrasts different arguments for and against local participation as found in policy documents, government ordered evaluation reports, interviews with local governments and meeting observations. The paper will then try to discuss these findings against the theoretical background especially in relation to concepts of legitimacy and commitment. The author argues that local participation often seems to be applied of utilitarian reasons and that the tragedy of the commons is still a prevailing conviction in the corridors of “professional expertise” in the national government. Consequently, local communities experience that the practice of local participation functions more as an alibi for central governance, than a genuine local decision making ability. The paper finally discusses alternative ways of implementing local

participation and points to social learning as an important process in the challenging work of creating sustainable local participatory practices in nature conservation areas.

The paper starts by shortly introducing the protection-use challenge in rural areas today, and the related local/central governance conflict often present in these situations. The Norwegian context is hereafter briefly introduced and the main objective of the paper broadened. The paper then moves into contrasting the two theoretical lines in relation to local participation of natural resources and the concepts of legitimacy and commitment in Norwegian national policies. The theoretical background is used to contrasting the participation rationale in the local management of the Norwegian protection of Setesdal-Vesthei-Ryfylke, and directing the perspectives for alternative implementation of local participation in protection areas.

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