



Social and cultural developments in the rural areas

Gianluca Brunori
University of Pisa





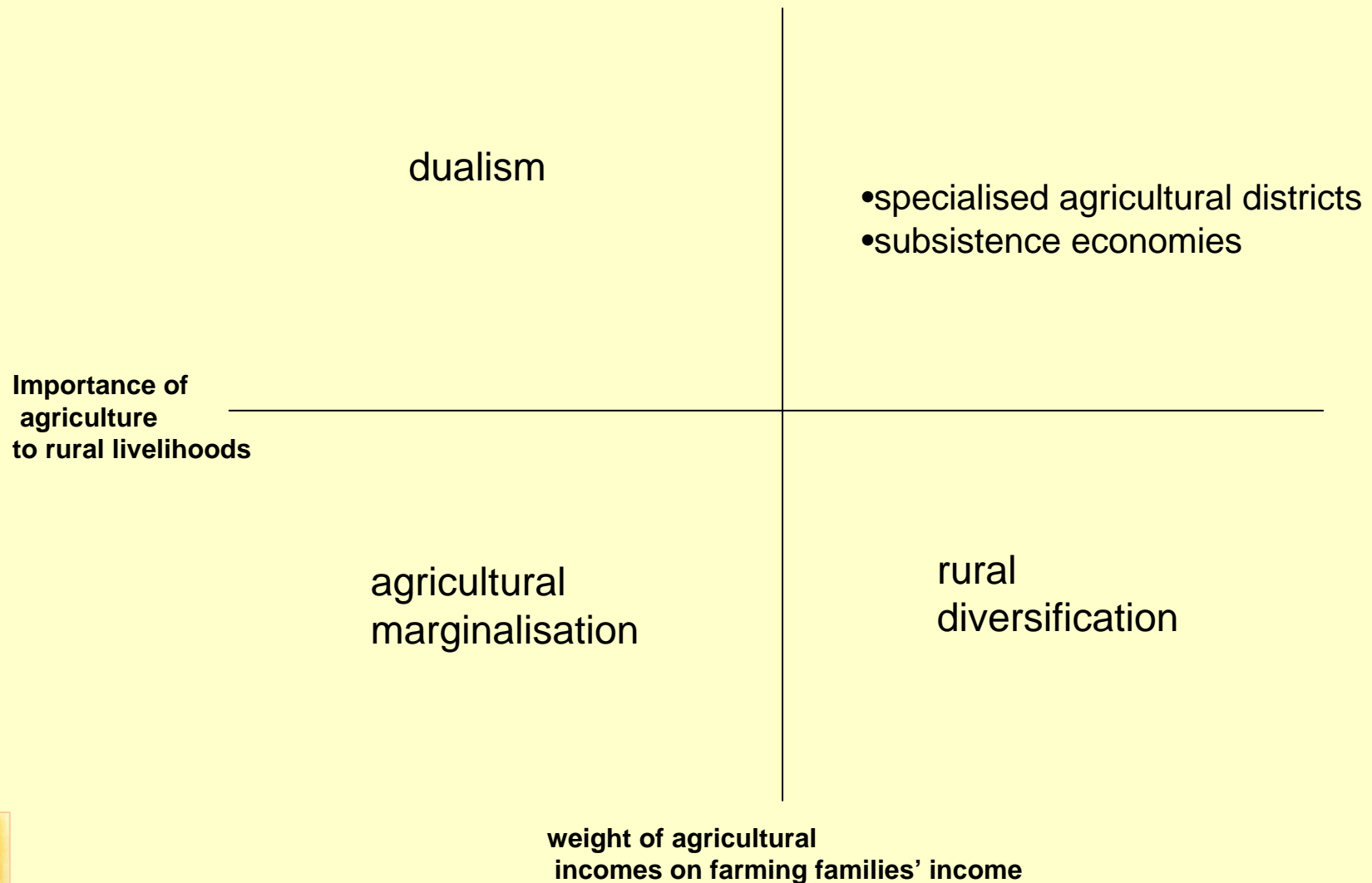
Rural change in Europe

- Diversity of directions of change
- Diversity of drivers of change
- Increased capacity of rural communities to manage the change





Diversity of rural change





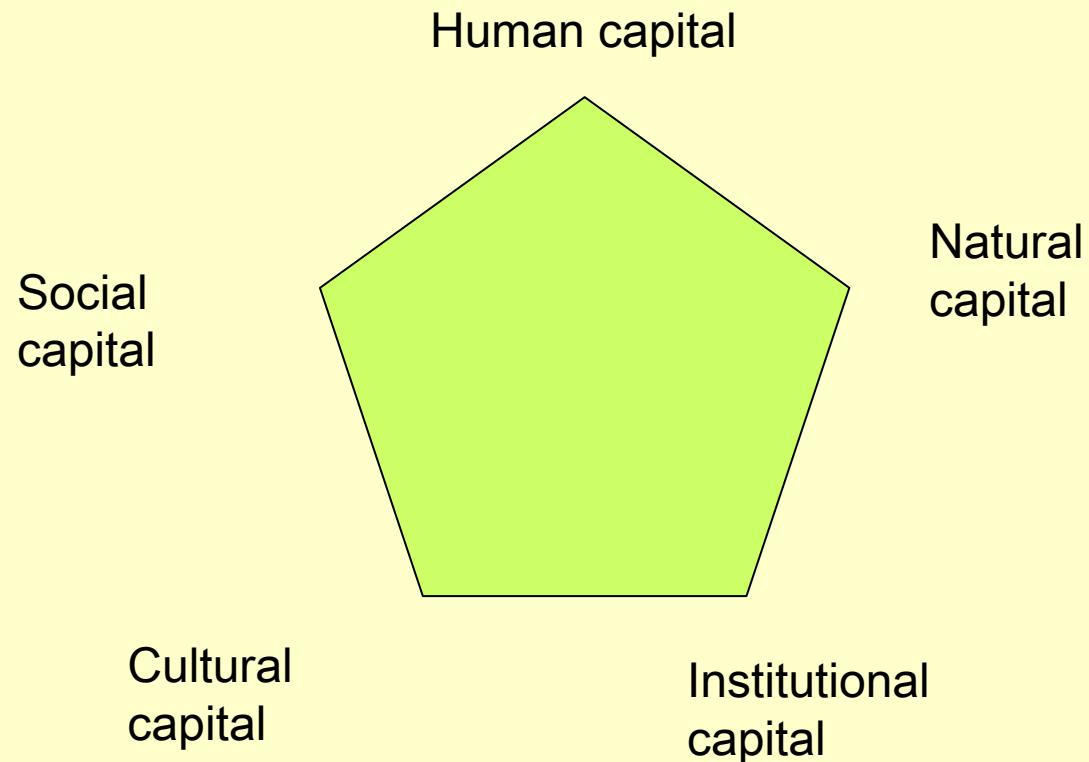
Drivers of change

- Agricultural drivers (markets, policies, technologies)
- Territorial socio-economic restructuring (economic, demographic, social)
 - Don't forget liberalisation in CEE countries!
- Macro scenarios (oil prices, kyoto agreements)
- Endogenous drivers



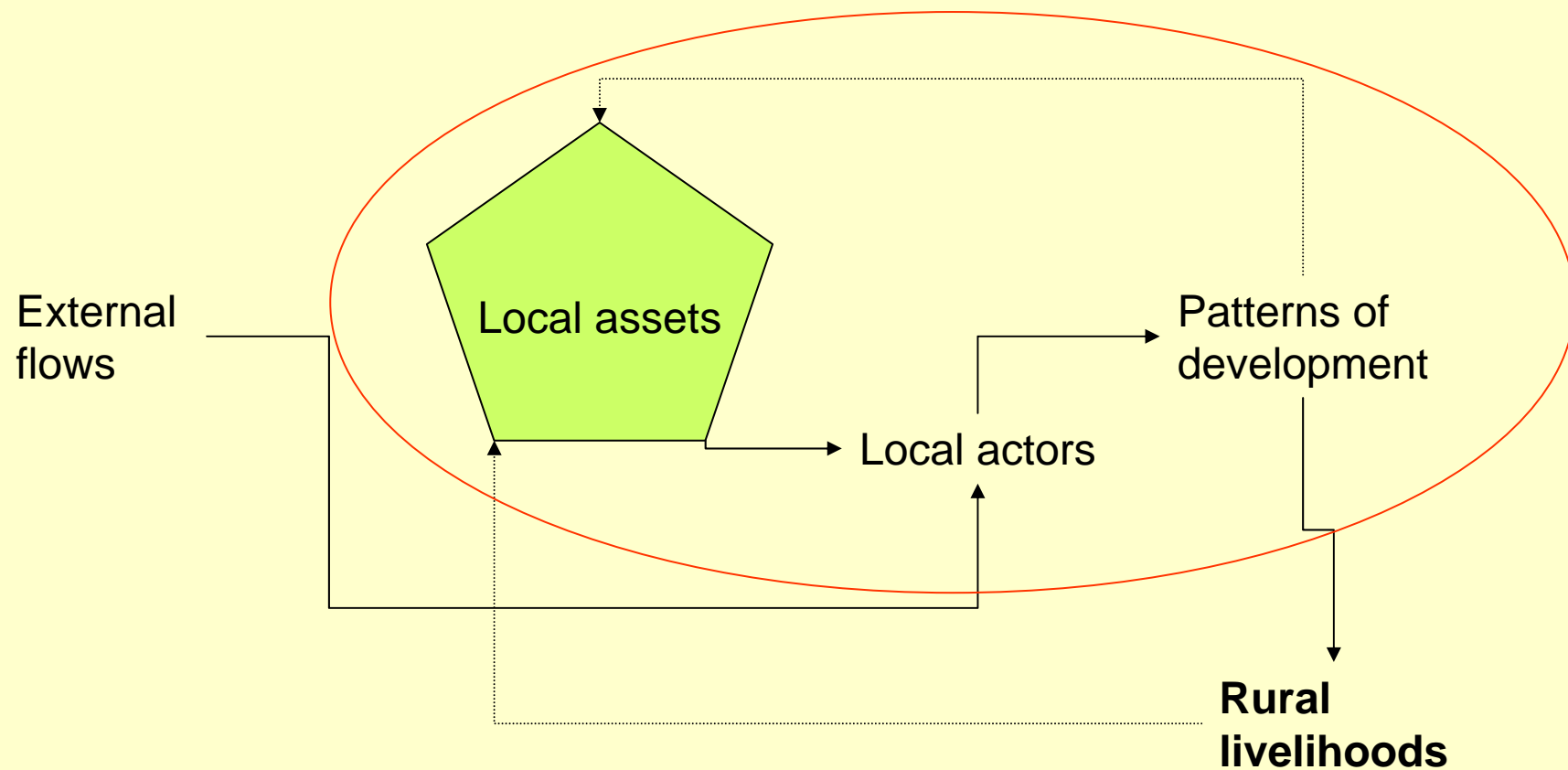


Endogenous drivers and local resources



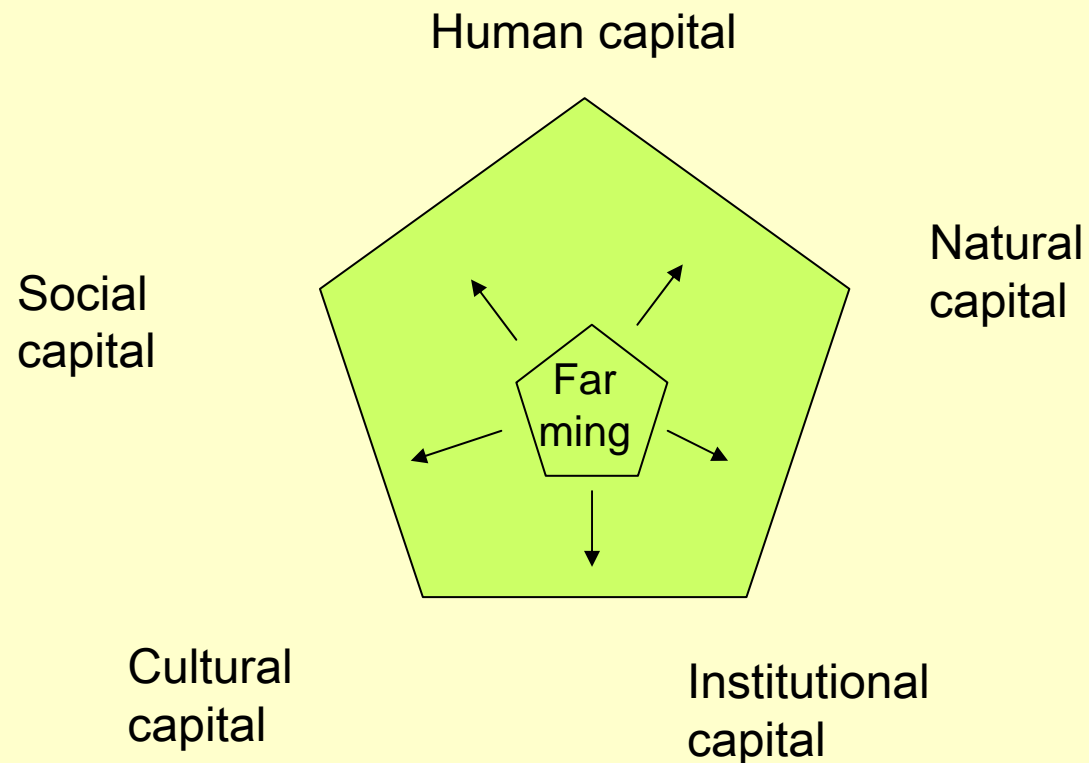


Neo-endogenous approaches



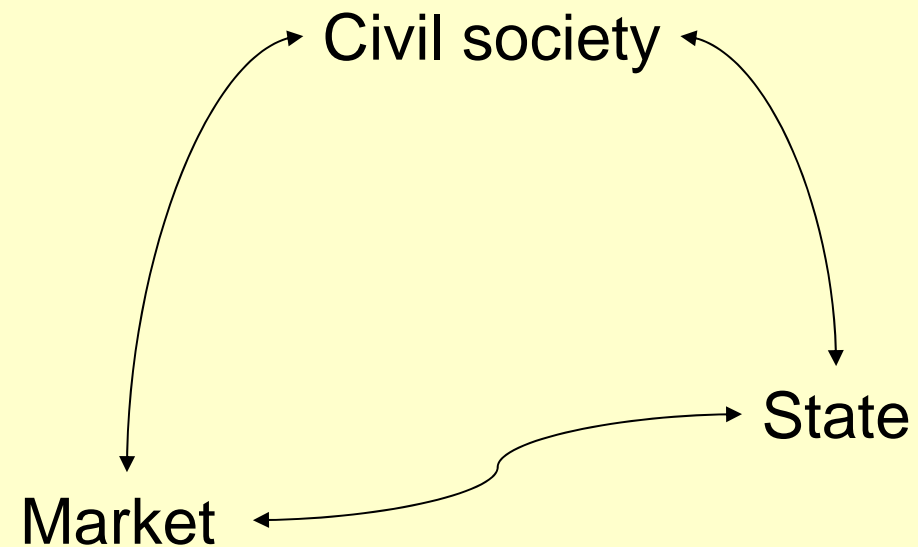


Farming and local assets





Governance arrangements





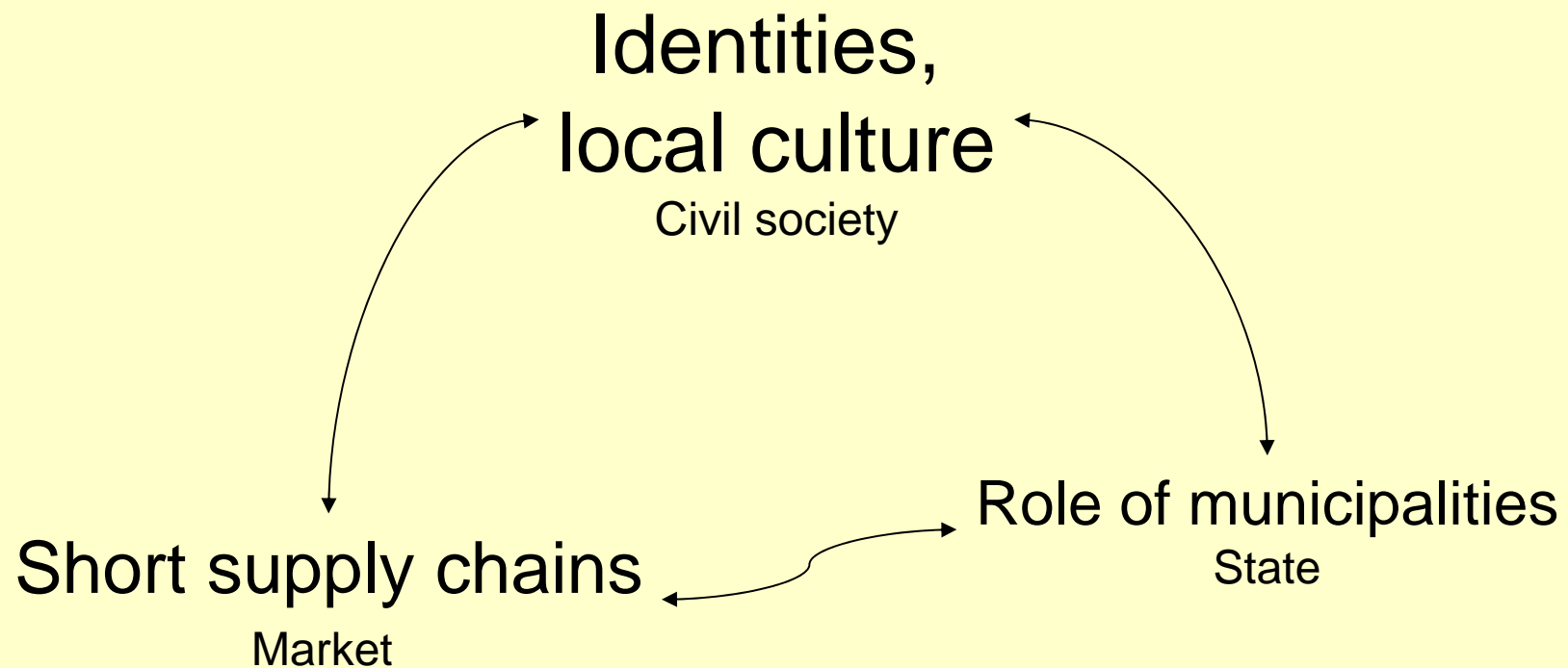
Room of manoeuvre to manage rural change

- **Civil society:** participation, increasing awareness of local resources, trust, organisational structures
- **State:** decentralisation, subsidiarity
- **Markets:** active construction through differentiation and hybridation



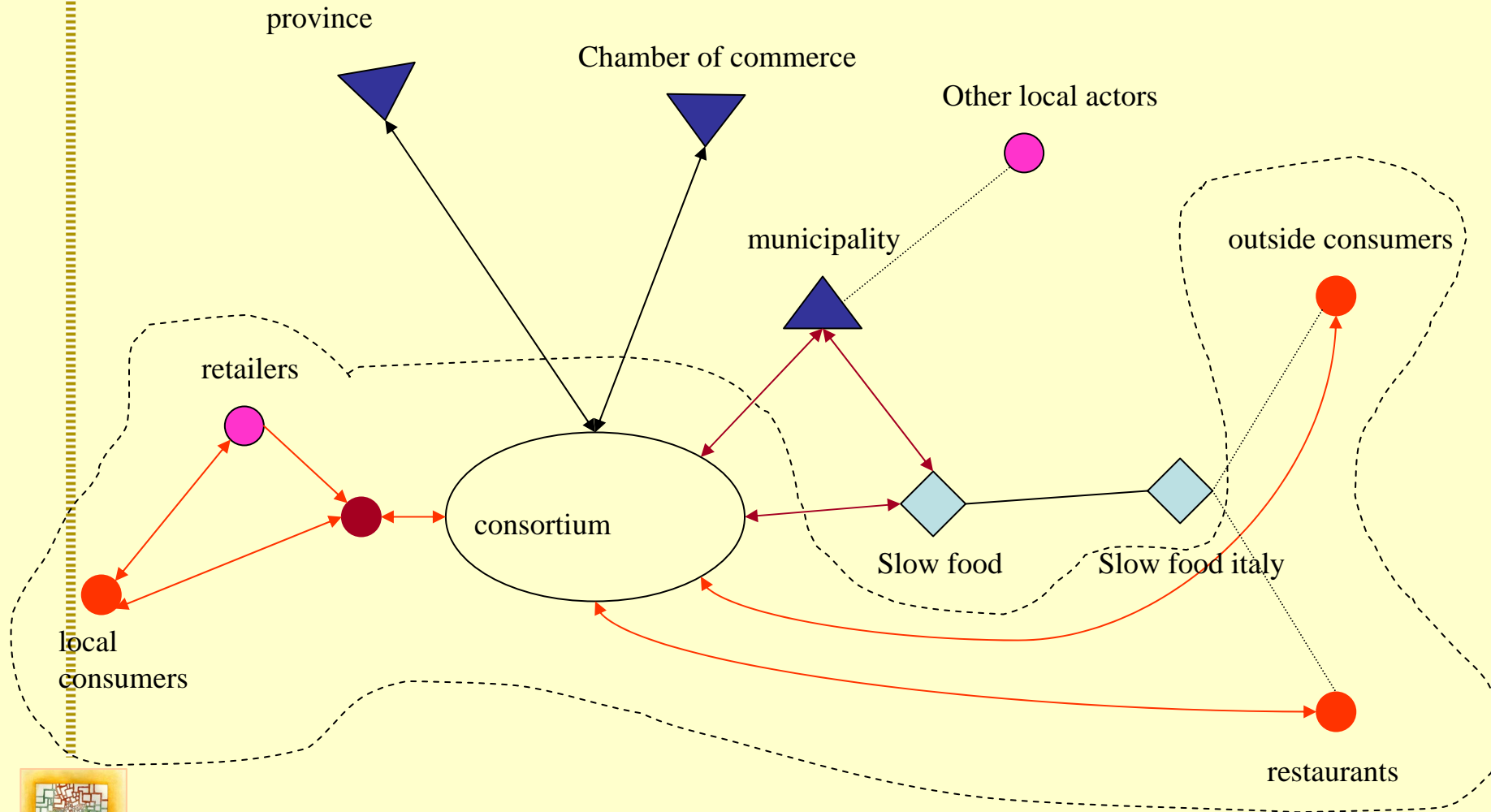


Example: typical products



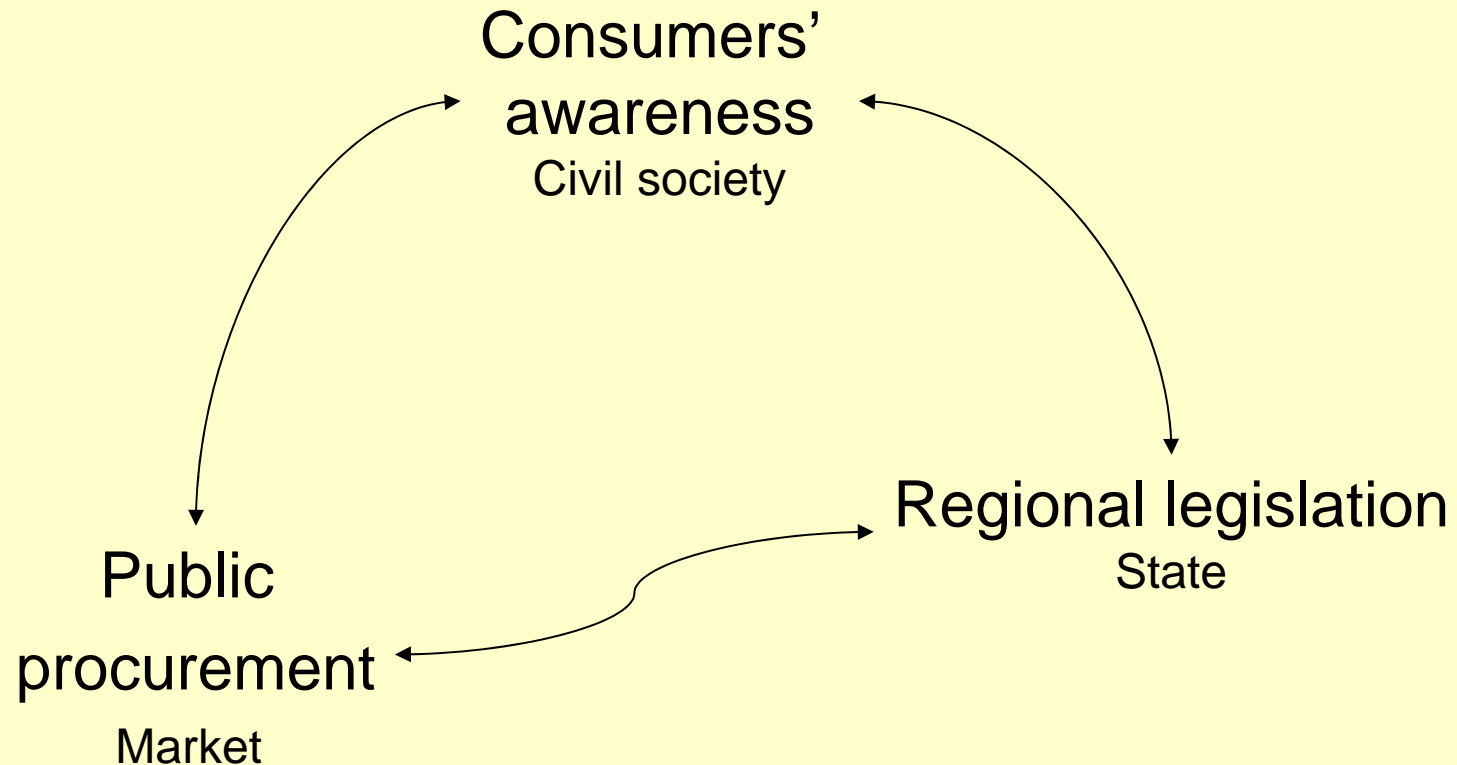


An hybrid network for typical products



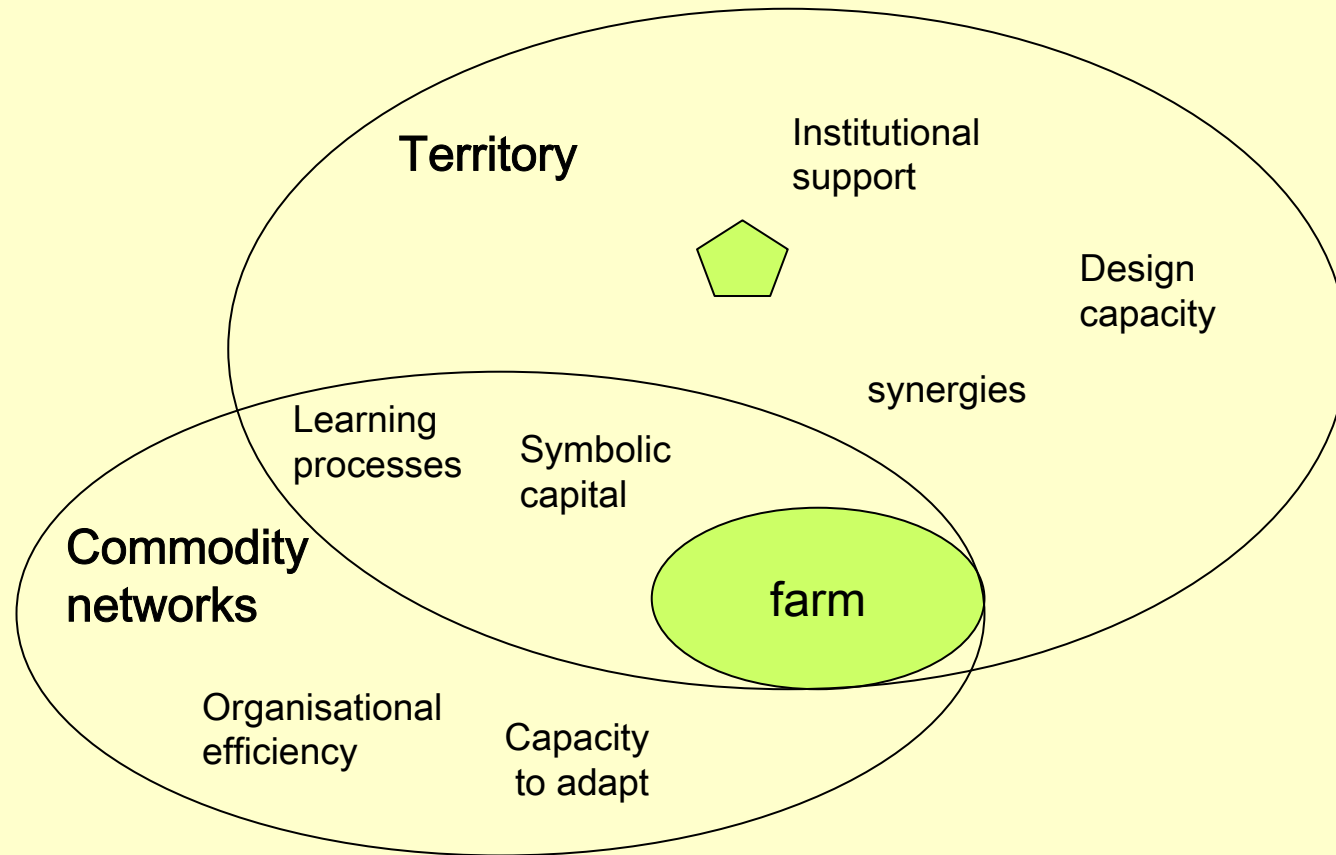


Example: organic school meals





Levels of competitiveness





Technical and economic options?

	Conventional	Multifunctional
Relevant context	Food chain, commodity markets, first pillar	Food networks, rural territory, farm resources, II pillar
Productive model	specialised	diversified
Organisational model	externalisation	internalisation
Key farming functions	production	Strategy, communication
Growth path	Scale enlargement	Value creation





Knowledge systems

Recent trends in governance

- Privatisation of delivery
- Cost recovery → 'demand led' extension
- Competitive funding

Are the emerging knowledge systems prepared to link competitiveness to production of public goods?





Challenges for innovation policies

- Improving coordination
- Stimulating horizontal learning processes
- Improving strategic capacity
- Improving design capacity
- Sustaining transition costs
- Supporting the role of interfaces
- Promoting context-sensitive knowledge systems





Thank you for your attention

