

Imagining the future of Europe's rural areas

22 - 26 MARCH 2021

Rural Vision Week



When the dreams meet the trends

Tuomas Kuhmonen

Finland Futures Research Centre, University of Turku (Vesanto)/RURALIZATION project

24 March 2021

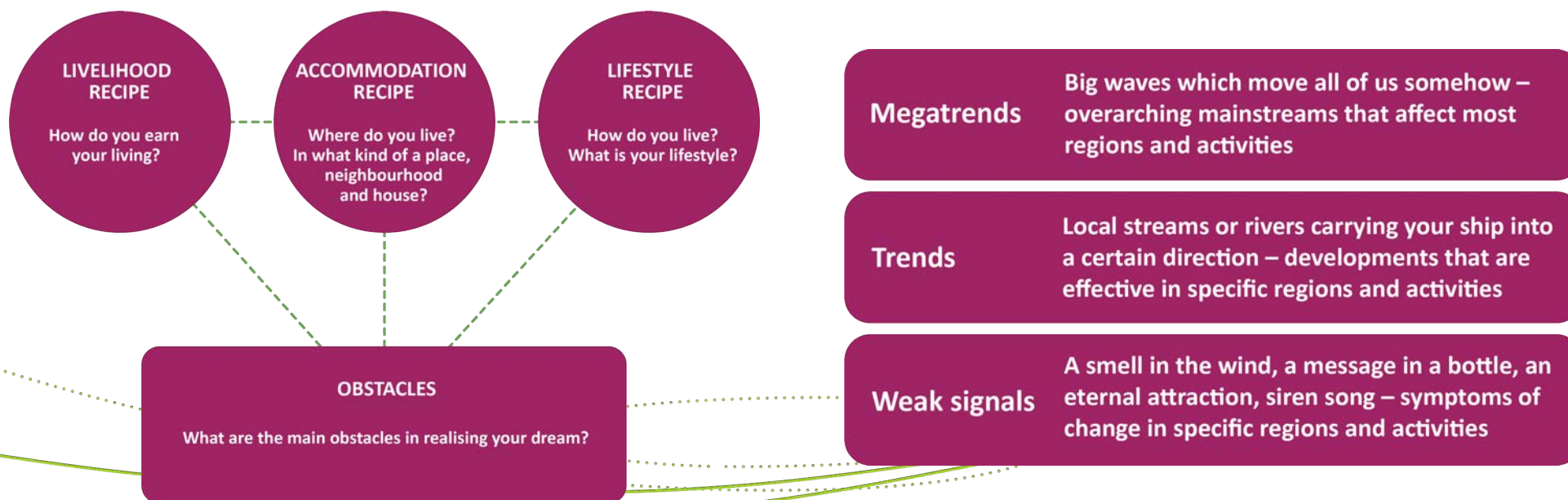


RURALIZATION

Workshop 6: Vibrant rural areas

Trend analysis and dream inventory in RURALIZATION project

- 2,208 personal futures dreams (2035) of the European youth aged 18–30 years, 10 Member States
- 1,560 trends identified and assessed in diverse regional contexts



#Rural2040 Vision – place-based futures dreams of the youth

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|---|---|---|
| Economic activity <ul style="list-style-type: none"> Water supply; sewage, waste management and remediation activities Construction Real estate activities Manufacturing Transportation and storage | Location <ul style="list-style-type: none"> No neighbours nearby Water (sea, lake, river) nearby In the countryside House <ul style="list-style-type: none"> Large yard Possibility to keep animals Own yard Old house | Hobbies <ul style="list-style-type: none"> Garden Animals Value orientation, behavioural tendency <ul style="list-style-type: none"> Living with little stuff, sharing High work orientation Homing Balance of work, leisure and family life Green, peaceful, open environment |
| Attributes <ul style="list-style-type: none"> Short travel to work Moving because of work opportunities Working with children or youngsters Not place-bound work Self-sufficiency | | |



**RURAL AREA
CLOSE TO A CITY
(COMMUTING
DISTANCE)**

| OBSTACLES |
|--|
| <ul style="list-style-type: none"> Working conditions (lack of flexibility, precariousness etc.) Coronavirus pandemic (temporarily) or other pandemics Potential external event (sickness, accident etc.) Personal life (partner, family, children etc.) |

| POTENTIAL RESIDENTS |
|---|
| <ul style="list-style-type: none"> Current place of residence: rural area close to a city (commuting distance) Place of residence upon birth: rural area close to a city (commuting distance) |

CODE

- Strong profiler: bold font (location quotient >2)
- Weak profiler: regular font (location quotient 1.2–2)
- Profilers are presented in order of magnitude

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|---|--|
| Economic activity <ul style="list-style-type: none"> Transportation and storage Agriculture, forestry and fishing Wholesale and retail trade; repair of motor vehicles and motorcycles Electricity, gas, steam and air conditioning supply Accommodation and food service activities Administrative and support service activities Education | Location <ul style="list-style-type: none"> Village or small town In the countryside Good for children House <ul style="list-style-type: none"> Garage or barn Farmhouse Old house Semi-detached house | Hobbies <ul style="list-style-type: none"> Cars, motorbikes, machines, motoring Community activities Garden Fashion, clothing and beauty Value orientation, behavioural tendency <ul style="list-style-type: none"> Acceptance of diversity Valuing local food and services Self-sufficiency Social orientation, interaction Green, peaceful, open environment Political, societal or community activities |
| Attributes <ul style="list-style-type: none"> Working with animals Self-sufficiency Communitary Doing by hands Freelance work Entrepreneurship Working with children and youngsters Social interaction Nature, environment Routine work Career, high position | | |



RURAL VILLAGE

| OBSTACLES |
|--|
| <ul style="list-style-type: none"> Unspecified obstacles Finding a suitable and affordable place or house Society (economy, debt, taxation, regulation, unrest, values, politics etc.) Limitation of the dream location (jobs, houses, services etc.) Environment (e.g. climate change) |

| POTENTIAL RESIDENTS |
|--|
| <ul style="list-style-type: none"> Current place of residence: rural village Place of residence upon birth: rural village Entrepreneurs status: farm entrepreneur Employment status: out of labour force Employment status: employed Children: yes |

CODE

- Strong profiler: bold font (location quotient >2)
- Weak profiler: regular font (location quotient 1.2–2)
- Profilers are presented in order of magnitude

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|---|--|--|
| Economic activity <ul style="list-style-type: none"> Agriculture, forestry and fishing Water supply; sewage, waste management and remediation activities Financial and insurance activities Electricity, gas, steam and air conditioning supply Accommodation and food service activities | Location <ul style="list-style-type: none"> No neighbours too close In the countryside Water (sea, lake, river) nearby Nature nearby or within nature House <ul style="list-style-type: none"> Farmhouse Environmentally friendly housing Possibility to keep animals Garage or barn Large house Small house Own yard | Hobbies <ul style="list-style-type: none"> Cars, motorbikes, machines, motoring Animals Enjoying the outdoors: hiking, cycling, walking Sailing, boating Garden Community activities Value orientation, behavioural tendency <ul style="list-style-type: none"> Self-sufficiency Entrepreneurial orientation Simple lifestyle Independence, freedom Sustainable lifestyle Spiritual lifestyle Calm, quiet, slow lifestyle High work orientation Valuing local food and services |
| Attributes <ul style="list-style-type: none"> Working outdoors Working alone Outside labour market Working with animals Self-sufficiency Not place-bound work Remote work, telework Nature, environment Versatile tasks Part-time work Doing by hands Freelance work Entrepreneurship Appreciated work Self-actualisation | | |



**REMOTE RURAL
AREA**

| OBSTACLES |
|---|
| <ul style="list-style-type: none"> Society (economy, debt, taxation, regulation, unrest, values, politics etc.) Unspecified obstacles Obscurity of own thoughts and dreams Lack or insufficiency of money |

| POTENTIAL RESIDENTS |
|--|
| <ul style="list-style-type: none"> Current place of residence: remote rural area Place of residence upon birth: remote rural area Entrepreneurs status: farm entrepreneur Children: yes Housing arrangement: living with a partner (and possibly child or children) Gender: male Entrepreneurship status: other than farm entrepreneur Age group: 25–30 years Employment status: employed |

CODE

- Strong profiler: bold font (location quotient >2)
- Weak profiler: regular font (location quotient 1.2–2)
- Profilers are presented in order of magnitude

#Rural2040 Vision – place-based futures dreams of the youth

RURALIZATION trend cards www.ruraltrends.eu: many weak signals have connotations with the dreams

11 CHEAP RURAL HOUSING AND RURAL SECOND HOMES



Affordable houses, second homes or holiday projects close to nature and away from crowds

- Type: weak signal
- Drivers: availability of jobs – technological development – pandemics – economic growth – urbanisation
- Impacts: entry of new inhabitants to rural areas – demand for ecological, affordable and safe rural housing will increase – growth of local rural economies (incomes, jobs) – migration from urban to rural areas will increase – demand for land will increase for residential purposes

12 COMMUNITY-BASED ACTION



Community-based initiatives and actions serve shared interests, capacities, identity, participation and communality in many domains

- Type: weak signal
- Drivers: bottom-up approach, empowerment – community co-operation and development – financial constraints
- Impacts: more equal and inclusive social fabric – genesis of novel producer, prosumer and consumer organisations – new ways to or more productive interaction – empowerment – prospects for non-mainstream farms will improve, e.g. local, ecological, energy

14 CREATIVE ECONOMY



Nests of artists, creative work and creative class in the countryside

- Type: weak signal
- Drivers: internet – globalisation – slow and natural lifestyle
- Impacts: possibility to adopt new working practices, e.g. remote work, virtual teams – diversification of rural economies – demand for ecological, affordable and safe rural housing will increase – diversification of social capital – migration from urban to rural areas will increase

15 DEGROWTH



Antithesis to economic growth paradigm; emphasis in social and ecological well-being

- Type: weak signal
- Drivers: new modes of work e.g. flexible, freelance, project – environmental degradation, pollution and risks
- Impacts: expansion of alternative lifestyles, e.g. degrowth, slow, natural – more demand for rural nature-based and immaterial welfare services – more demand for local, regional or domestic food – migration from urban to rural areas will increase

19 DIY MOVEMENT



Do-It-Yourself is a polymorphic phenomenon featuring home crafting, repair, on-demand development, self-production, bricolage and community-supported innovations

- Type: weak signal
- Drivers: technological development – bottom-up approach, empowerment – diversification of lifestyles
- Impacts: preservation or development of skills and knowledge – valorisation of existing rural sites, villages and heritage – better prospects for agro-ecological, environmental or organic farming, farms and farmers

21 ECOVILLAGES



Settlement communities aiming at integration of all four dimensions of sustainable development: economic, social, environmental and cultural

- Type: weak signal
- Drivers: ecological awareness – slow, peaceful, natural lifestyle – social discontent, lack of social inclusion
- Impacts: new or better rural development opportunities – migration from urban to rural areas will increase – new organised opportunities for access to land – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy

42 POP-UP CULTURE AND GIG ECONOMY



Pop-up restaurants, shops, cinemas, art projects, camps, charity events etc. and short-term work engagements or stays

- Type: weak signal
- Drivers: evolving values and attitudes – globalisation – digitalisation – new modes of work e.g. flexible, freelance
- Impacts: growth of local rural economies (incomes, jobs) – possibility to adopt new working practices, e.g. remote work, virtual teams – problems in the exploitation of existing social capital, e.g. conflicts – positive prospects for specific types of farms, farm businesses or regions

48 RURAL ENERGY COMMUNITIES



Community owned wind farms, solar energy systems and bioenergy plants contribute to multidimensional sustainable development

- Type: weak signal
- Drivers: climate change – ecological awareness – limited energy resources and sources – localism, local paradigm
- Impacts: growth of local rural economies (incomes, jobs) – diversification of rural economies – more demand for (rural) raw materials (e.g. biomasses) – better prospects for rural energy, service, food, housing etc. communities and cooperatives

51 RURAL LIFESTYLE



Rural idyll, space, nature, peace, animals, housing, safety, traditions and communities contribute to social welfare and attract new residents

- Type: weak signal
- Drivers: slow, peaceful, natural lifestyle – nature capital (landscape, biodiversity etc.) – health concerns
- Impacts: rural places and areas get new attractions and effective brands – diversification of rural economies – increase in socio-cultural diversity – growth of local rural economies (incomes, jobs) – migration from urban to rural areas will increase

53 SEARCH FOR BETTER QUALITY OF LIFE



Stress, crime, pollution, loneliness and other discomforts drive people to search for alternative pathways to better life

- Type: weak signal
- Drivers: population growth – diversification of lifestyles – top-down, centralised governance – stress
- Impacts: halting of rural decline, preservation of activities – demand for ecological, affordable and safe rural housing will increase – expansion of alternative lifestyles, e.g. degrowth, slow, natural – increase in the stock of social capital

54 SELF-SUFFICIENCY



Better self-sufficiency at various levels (individual, household, farm, region, nation, Europe) in food, energy, competences etc. increases costs but reduces risks

- Type: weak signal
- Drivers: insecurity-motivated governance – socio-cultural evolution – conflicts and governance failures
- Impacts: better prospects for diversification of farming practices – entry of new inhabitants to rural areas – more demand for local, regional or domestic food – diversification of social capital – more diversified farm structures arising from risks, policies, partnerships etc.

55 SHARING ECONOMY



Modern non-profit or commercial sharing economy is based on internet platforms and allows limited and low-cost access to many resources: rooms, vehicles, tools

- Type: weak signal
- Drivers: internet – digitalisation – ethical concerns and priorities – community co-operation and development
- Impacts: business benefits, e.g. reduced costs, better productivity – more equal and inclusive social fabric – new organised opportunities for access to land – new or more extensive networks – mitigation of climate change – generally positive impacts for farming prospects

Steps toward futures-oriented rural development

How to benefit from the trend in my...
 ... location, region or country?
 ... decision-making?
 ... business?
 ... economic sector?
 ... network?
 ... policy field?

How to make the contents of the dreams possible?

How to remove the obstacles?

Trend card 1 → **Trend card 2...** → ...**Trend card 60**

1 AGEING POPULATION



Average age of the population is quite high and increasing in many rural regions, which increases the demand of targeted services

Type: megatrend

Drivers: demographic change – globalisation – economic “strength” – skills and competences, human capital

Impacts: expansion of silver economy implies more demand for care and health services – structural evolution of farms will be hampered or slow down, e.g. succession, land use, resources – migration from rural to urban areas will increase

2 ALTERNATIVE FOOD SYSTEMS



Diverse community, delivery-, diet- and practice-oriented food systems challenge the dominant food regime

Type: trend

Drivers: environmental awareness – availability and demand for local, healthy, sustainable food products

Impacts: expansion of client population (online or new segments) for rural businesses – genesis of novel producer, prosumer or consumer organisations – prospects for non-mainstream farms will improve, e.g. local, ecological, educational, CSA, care, energy

3 TRANSPARENCY OF THE FOOD SYSTEM



Transparency of the food system in terms of origins, production methods, compliance (laws, standards) and distribution of value added in the food chain

Type: trend

Drivers: food safety – ecological awareness – increase of consumption – neoliberalism – ethical concerns

Impacts: transition toward fairer food system – better prospects for succession or new entrants to farming – better or more stable farm income and employment – positive prospects for specific types of farms, farm businesses or farming regions

Repeat if necessary

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|--|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> Transportation and storage Agriculture, forestry and fishing Wholesale and retail trade; repair of motor vehicles and motorcycles Electricity, gas, steam and air conditioning supply Accommodation and food service activities Administrative and support service activities Education <p>Attributes</p> <ul style="list-style-type: none"> Working with animals Self-sufficiency Communality Doing by hands Freelance work Entrepreneurship Working with children and youngsters Social interaction Nature, environment Routine work Career, high position | <p>Location</p> <ul style="list-style-type: none"> Village or small town In the countryside Good for children <p>House</p> <ul style="list-style-type: none"> Garage or barn Farmhouse Old house Semi-detached house | <p>Hobbies</p> <ul style="list-style-type: none"> Cars, motorbikes, machines, motoring Community activities Garden Fashion, clothing and beauty <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> Acceptance of diversity Valuing local food and services Self-sufficiency Social orientation, interaction Green, peaceful, open environment Political, societal or community activities |
|  <p>RURAL VILLAGE</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> Unspecified obstacles Finding a suitable and affordable place or house Society (economy, debt, taxation, regulation, unrest, values, politics etc.) Limitation of the dream location (jobs, houses, services etc.) Environment (e.g. climate change) | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> Current place of residence: rural village Place of residence upon birth: rural village Entrepreneurs status: farm entrepreneur Employment status: out of labour force Employment status: employed Children: yes | |
| <p>CODE</p> <ul style="list-style-type: none"> Strong profiler: bold font (location quotient >2) Weak profiler: regular font (location quotient 1.2–2) Profilers are presented in order of magnitude | | |

Thank you

tuomas.kuhmonen@utu.fi

www.ruralization.eu, www.ruraltrends.eu

Follow RURALIZATION in social media

