AKIS
– an alternative introduction

RURAL Bt.

Közgazdaságtudományi
Intézet

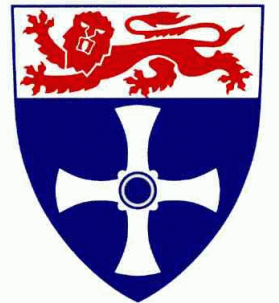*Nemes Gusztáv -
nemes23@gmail.com*

Self introduction as an AKIS activist – studies, travels

- **Eötvös Loránd University, Faculty of Sociology and Media**, rural sociology, media studies

- **University of Newcastle UK** - MSc in Rural Resource and Environmental Management

- **University of Newcastle UK** - Political Analysis PhD, Hungary's Preparation for EU Membership in Agri-Rural Development

- **Universidad de Valencia** - Spain Post-doc - LEADER Program in Spain
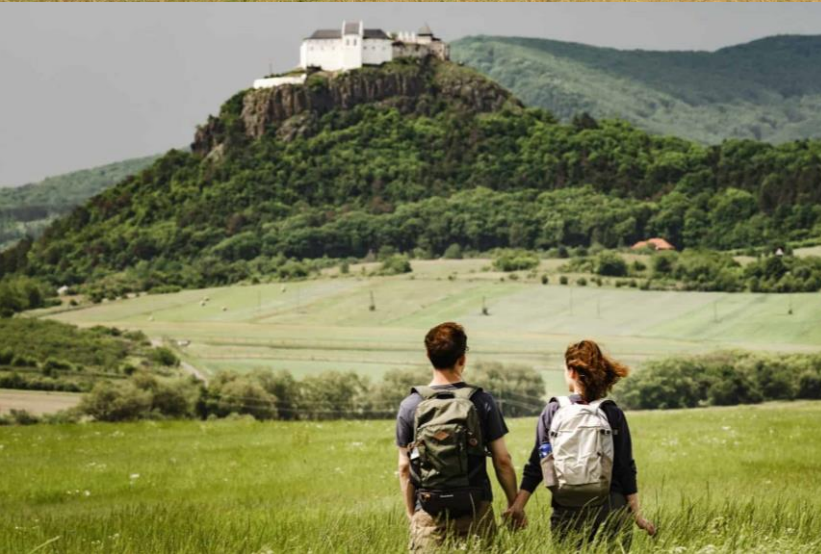
Self introduction as an AKIS activist – jobs, projects, fields of interest

- MTA KRTK KTI
- CORVINUS University
- Open University - Milton Keynes, UK
- PSU – Fulbright fellowship
- International research projects
- Consultancy – rural ing assignments - rural development, planning, policy evaluation, methodology
- Action research - with local rural development groups, Gypsy communities, policy makers, producers
- Balatoncsicsó

What is RURAL – for you?

European scientific-professional definitions
- industry, environment, centre-periphery

- The countryside is a spatial unit with an independent socio-economic structure, which includes agriculture, forestry, fisheries, game management, tourism, water management, waste management (Spitzer, 1980's).

- The countryside is generally characterized by agriculture, forestry and extensive land use, a high proportion of unused land and small settlements whose built environment is more closely related to the landscape, a behavior that adapts to nature (Cloke, 1985).

- Negative: everything counts countryside, that is not a city (Quendler, 1986)

- Countryside is a less populated area on the periphery that is at the center of development (Wytrzens, 1994)
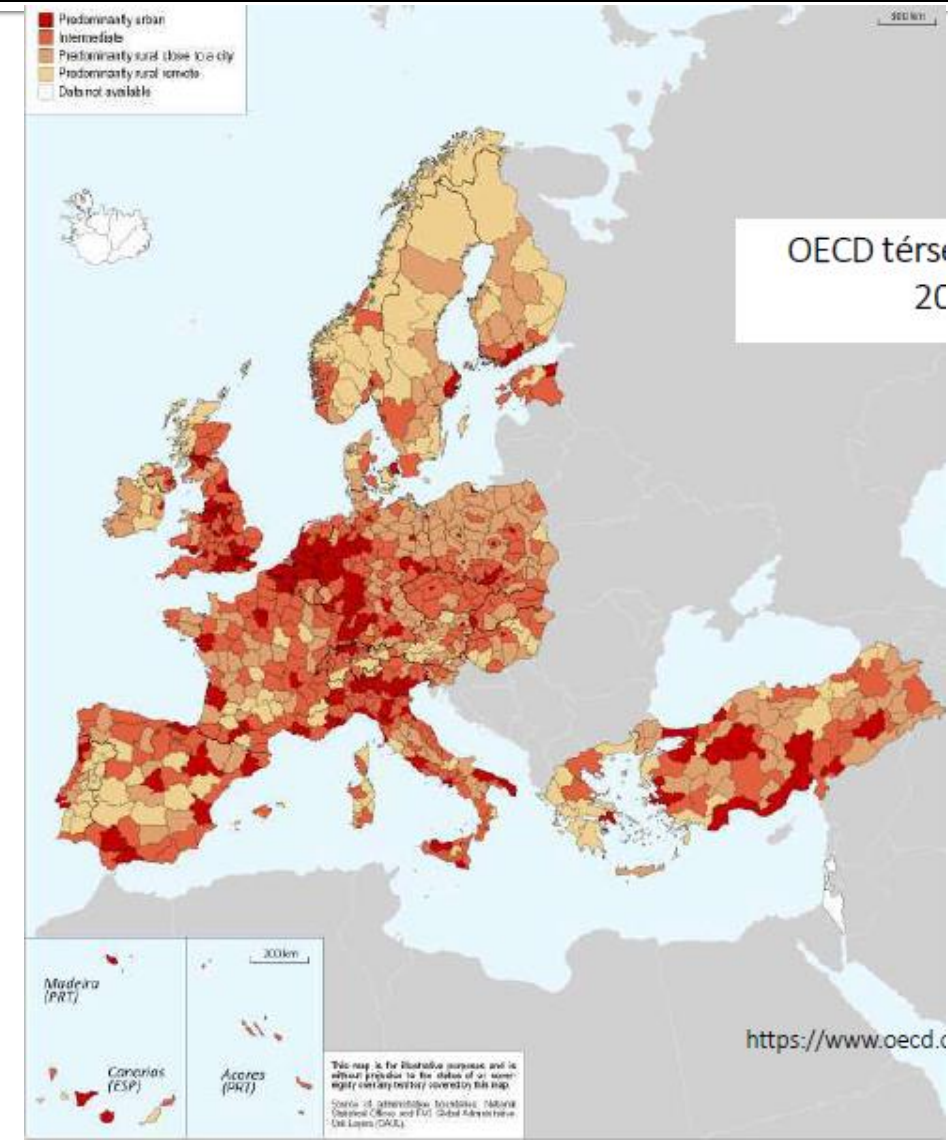
1. <u>Rural settlement</u> - based on population density, if the population density of the settlement is <150 inhabitants/km2

2. <u>Rural area/region:</u> population ratio of rural settlements aggregated to territorial level (territorial level 3, in Hungary: MEGYE):

- **Predominantly rural** if more than> 50% of the population lives in rural settlements

- It is **intermediate** if 15-50% of the population lives in rural settlements

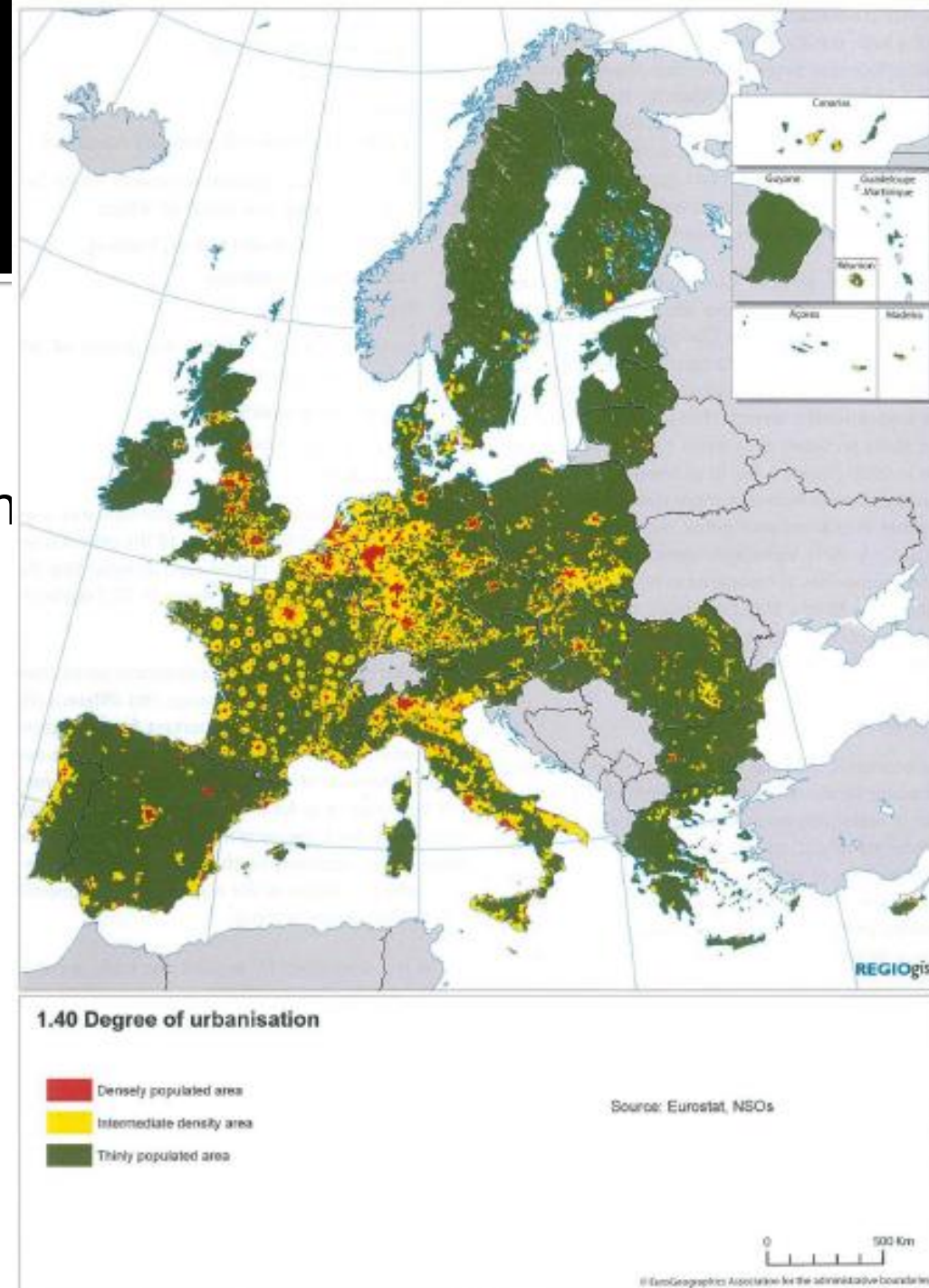- **Predominantly urban**, with less than 15% of the population living in rural settlements

https://www.oecd.org/cfe/regional-policy
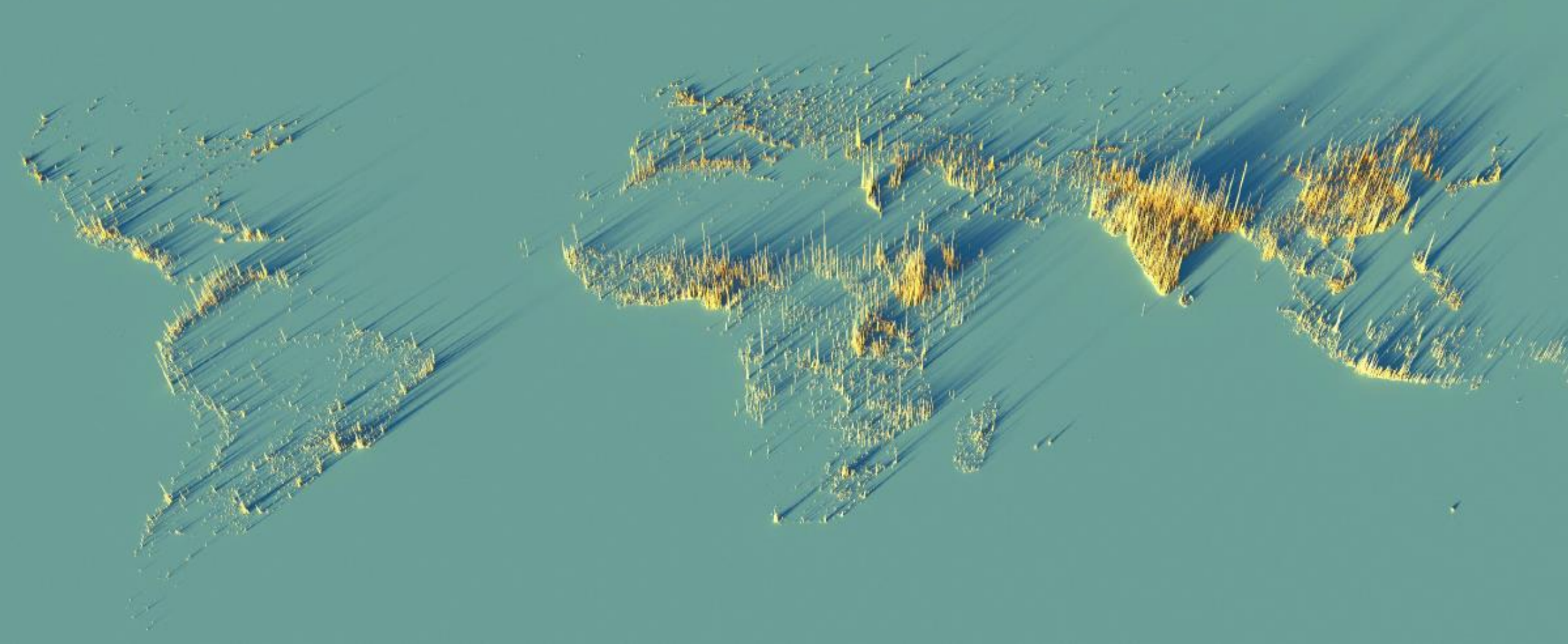
EU definition
- population density

- **Densely-populated areas:**
  neighboring settlements, each with a population density >500 inhabitants/km2 and total population of 50,000 people
- **Intermediate areas:**
  neighboring settlements that are not part of a densely populated area, each with a population density >100 inhabitants / km2, or with a total population in the vicinity of at least 50,000 inhabitants or densely populated areas
- **Thinly-populated areas:**
  neighboring settlements, not part of a densely populated or intermediate areas

1.40 Degree of urbanisation

Densely populated area
Intermediate density area
Thinly populated area

Source: Eurostat, NSOs

REGIOgis

Global Population Density

The height of the spikes relates to the number of people living in an area - roughly 2km x 2km
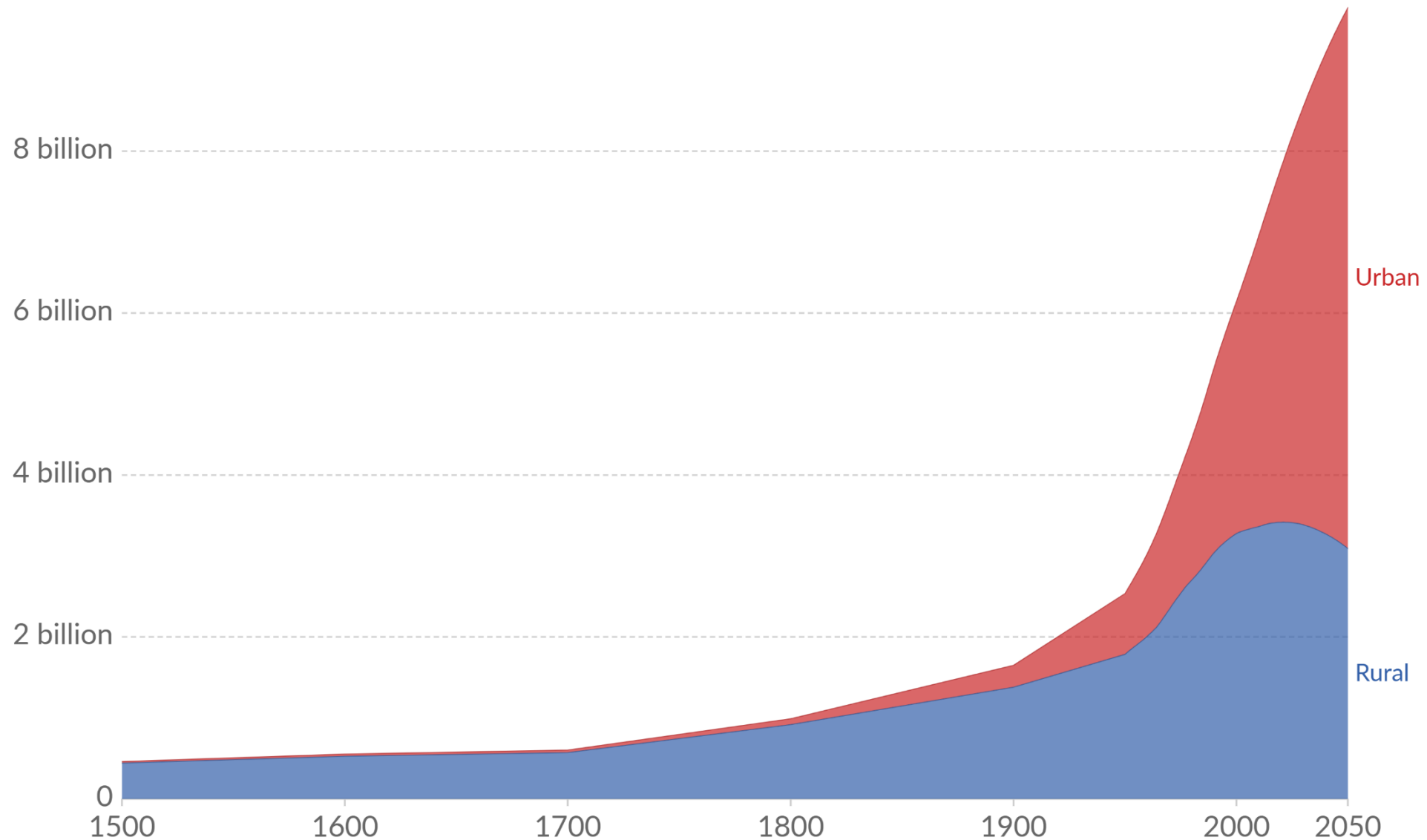
Population of Central Asia

km²

0   1   10   100   1,000

Kazakhstan

Almaty

Bishkek

Shymkent

Tashkent

Kyrgyzstan

Uzbekistan

Fergana

Bukhara

Kashgar

Samarkand

Tajikistan

Turkmenistan

Dushanbe

China

Alex McPhee
Prairie Heart Maps
Val Marie, Sask.
awmcphee.ca

Mazar-i-Sharif   Afghanistan

Urban and rural population projected to 2050, World, 1500 to 2050

Total urban and rural population, given as estimates to 2016, and UN projections to 2050. Projections are based on the UN World Urbanization Prospects and its median fertility scenario.

Photo: Zsófia Mohos
www.mohoszsofia.hu

What are the rural values?

- **Ecological**

  clean environment, biodiversity, healthy food, agricultural products, space, natural and cultural landscapes, etc.

- **Cultural**

  folklore, built environment, traditional recipes, food, handicrafts, production processes, lifestyle, minority languages, customs, etc.

- **Community, human**

  economic networks, livelihoods, social networks, kinship, friendships, mutual trust, community, education, entrepreneurship, innovation, etc.

– Isolation, distance, advantages, disadvantages…
– Values/resources for development - HOW?

Common rural / agricultural policy - When & why?

1957 – treaty of Rome
1962 – Common Agr. Policy (CAP)

- **Intensification
  – enough food**

- **Industrialisation
  - enough labour in cities**

- **Stable agricultural incomes**
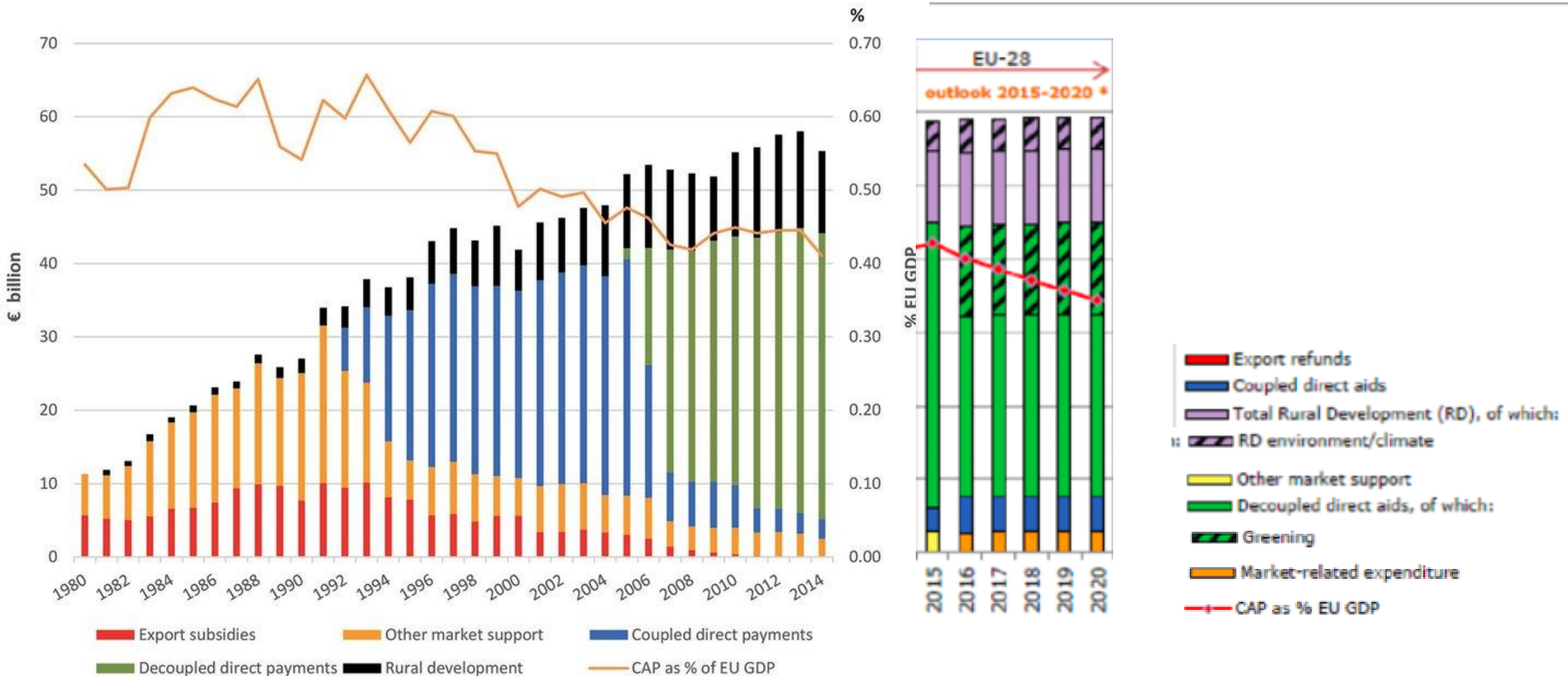
How to achieve?

Eastern EU

Western EU

AGRO-INDUSTRIAL RURAL PARADIGM

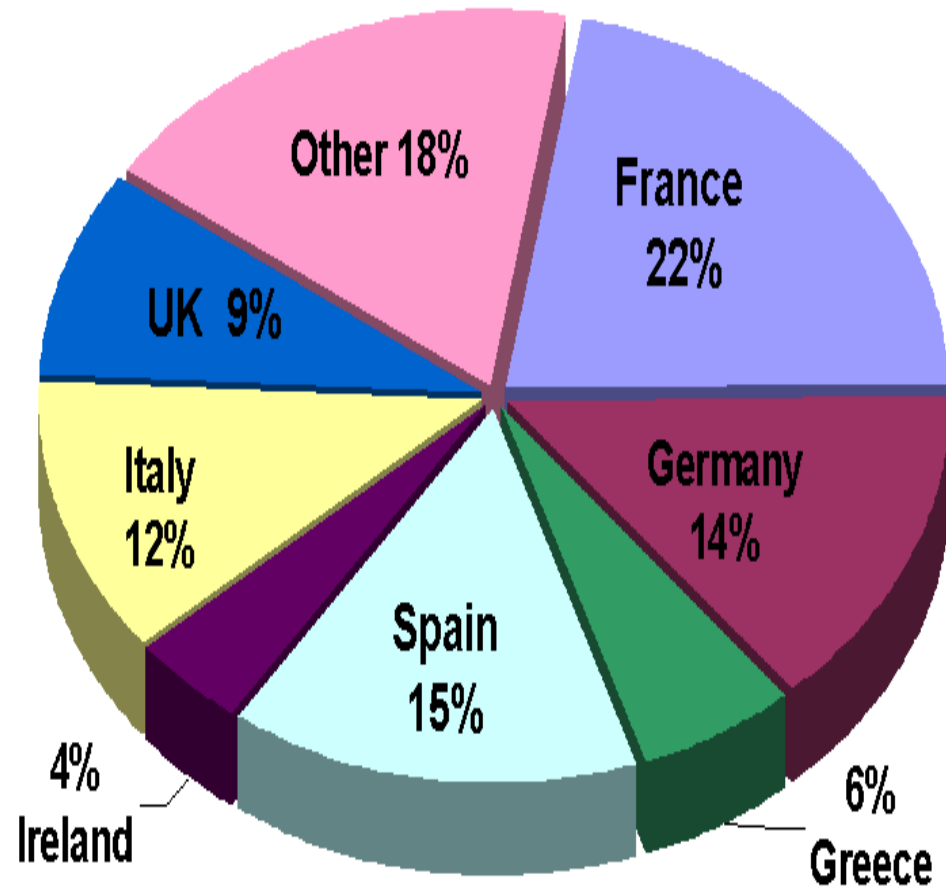# CAP - most stable / expensive policy of the EU

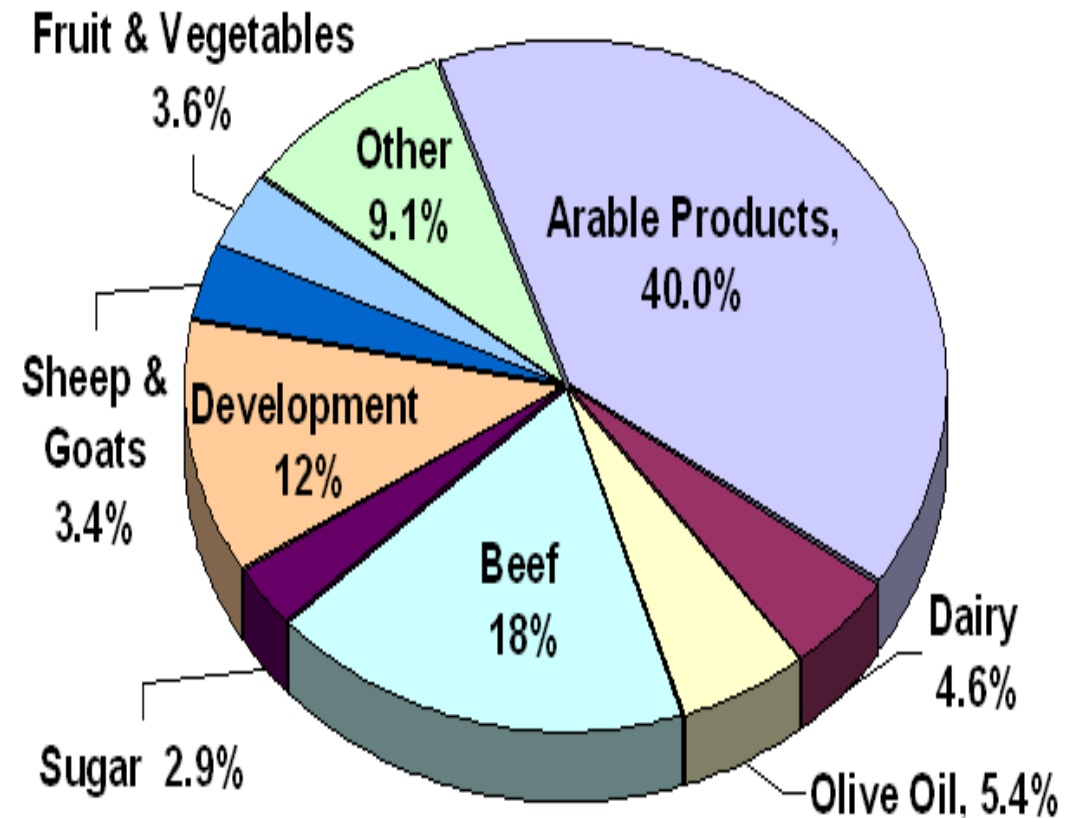DAMAGE

Environmental – Economic – Social – Political – Health

CAP spending structure

CAP Beneficiaries 2004

- Other 18%
- France 22%
- Germany 14%
- UK 9%
- Italy 12%
- Spain 15%
- 4% Ireland
- 6% Greece

Farm Spending by Sector

- Fruit & Vegetables 3.6%
- Other 9.1%
- Arable Products, 40.0%
- Sheep & Goats 3.4%
- Development 12%
- Beef 18%
- Dairy 4.6%
- Sugar 2.9%
- Olive Oil, 5.4%

Health problems… ?

Mono-cultures, bio-diversity, landscape loss

Social justce – political problems

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
Federal Office for Agriculture FOAG

copa*
european farmers

Agriculture and Rural Development

The New Rural Paradigm

POLICIES AND GOVERNANCE

Solidarity

PRODUCE

OECD

OECD PUBLISHING

1. Territorial focus instead of sectoral focus and
2. Investment instead of subsidies

	Old paradigm	New rural paradigm
Objectives	Competitiveness of agriculture / income	Competitiveness of rural areas, Utilisation of (unused) local resources
Target sector	Agriculture	Rural territories, economy, society (tourism, handicrafts, information and communication technology, etc.)
Main tools	Aid	Investments
Key actros	National governments, farmers	Multilevel governance (supranational, national, regional, local), A wide range of local stakeholders (public, private, NGOs)

The 'new rural paradigm' (OECD 2006)

- **A shift from subsidizing declining sectors, areas, social groups, towards investment to develop an area's most productive activity**

- **Reconfiguration of local values as development resources**

- **Decentralized administration and management**

- **Multi-level governance**

- **SOCIAL INNOVATION - KNOWLEDGE/DEVELOPMENT**

What can be innovation?

Innovation and growth

- Economic growth/development historically
  → based on geographic discoveries involving new resources (land, minerals, human resources, etc.)

  - → limited possibility, humanity ran out of easily available new resources (continents, people) a long time ago…

- Economic growth/development in a knowledge based society
  → based on innovation and knowledge development

  - E.g. – solar energy, remining waste dapms, etc.

(GM Grossman - E Helpman, 1991)

Technological vs. social innovation

Social Innovation - Definition

We consider social innovation to be any new, different from the previous practice

- approach, paradigm,
- the related products, processes, practicees, networks,
- aimed at solving problems and needs in society,
- while new values, attitudes, new social relationships, possibly new structures are created.

WHAT MAKES IT SOCIAL?

It helps society (people, communities) to solve a problem

➢ social goal (solidarity)

➢ social actors (participation)

➢ social solutions (community)

➢ social results (social capital, structural change)

Knowledge development, social innovation/learning - essential for development

- New approach, practice, procedure, structure
- Technological + social innovation
- Not possible without social learning

Social learning - capacity building
Social learning is a process in which a community becomes capable of some action, activity, which he had not been able to do before.

Some good practices ....

New direction in the '90s (New Rural Paradigm)

European economic and social cohesion policy

Taking into account the problems of rural areas

A new approach to public intervention

The essence of the LEADER approach

- the development strategy is planned, implemented and further developed with the active participation of local communities, LOCALLY;

- Cooperation, contact, active partnership

- local, "human" (cultural) involvement, image;

- impact is more comprehensive, more than the sum of the development activities implemented, knowledge-, community-, identity-, (self)confidence-, creativity-developing
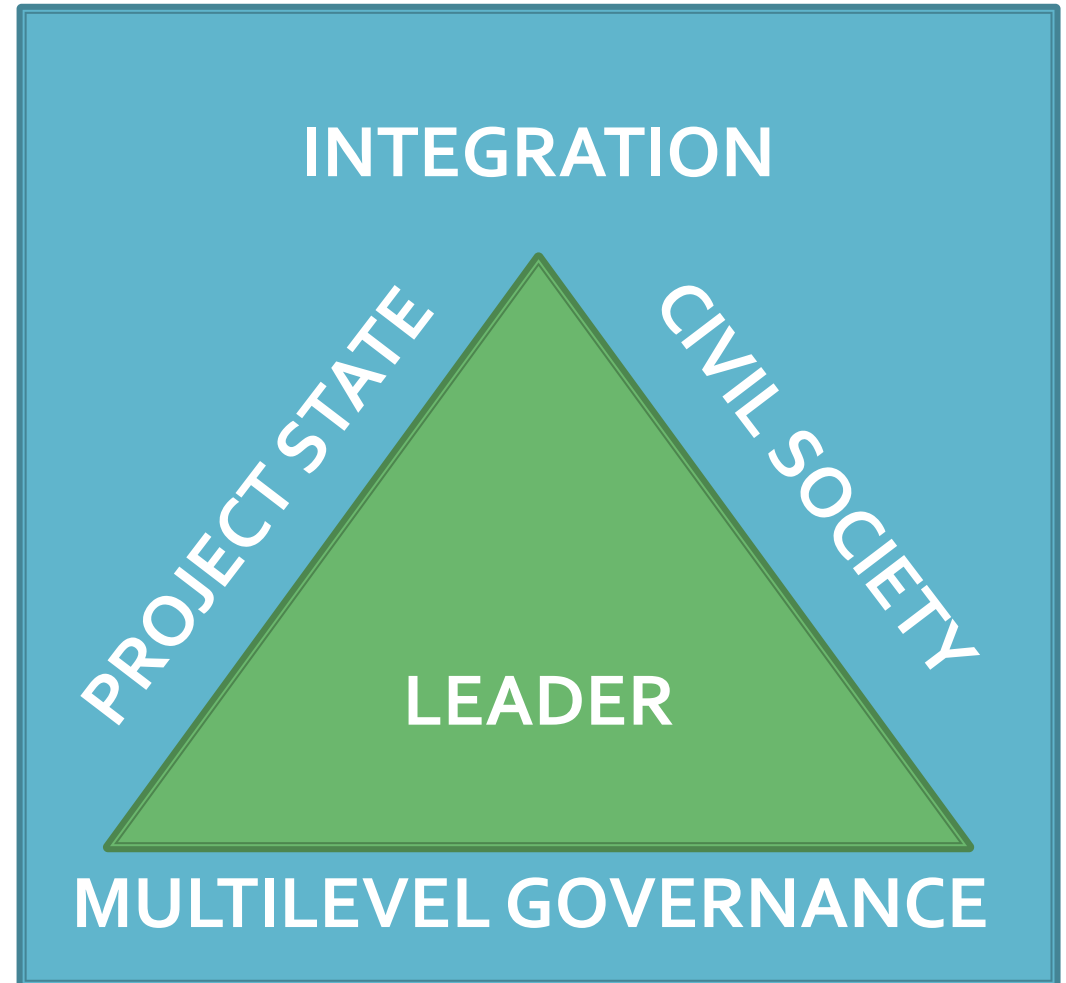
INTEGRATION:

"The whole is greater than the sum of the parts"

LEADER is successful because:

- connects the central (political) and local (heuristic) systems of rural development
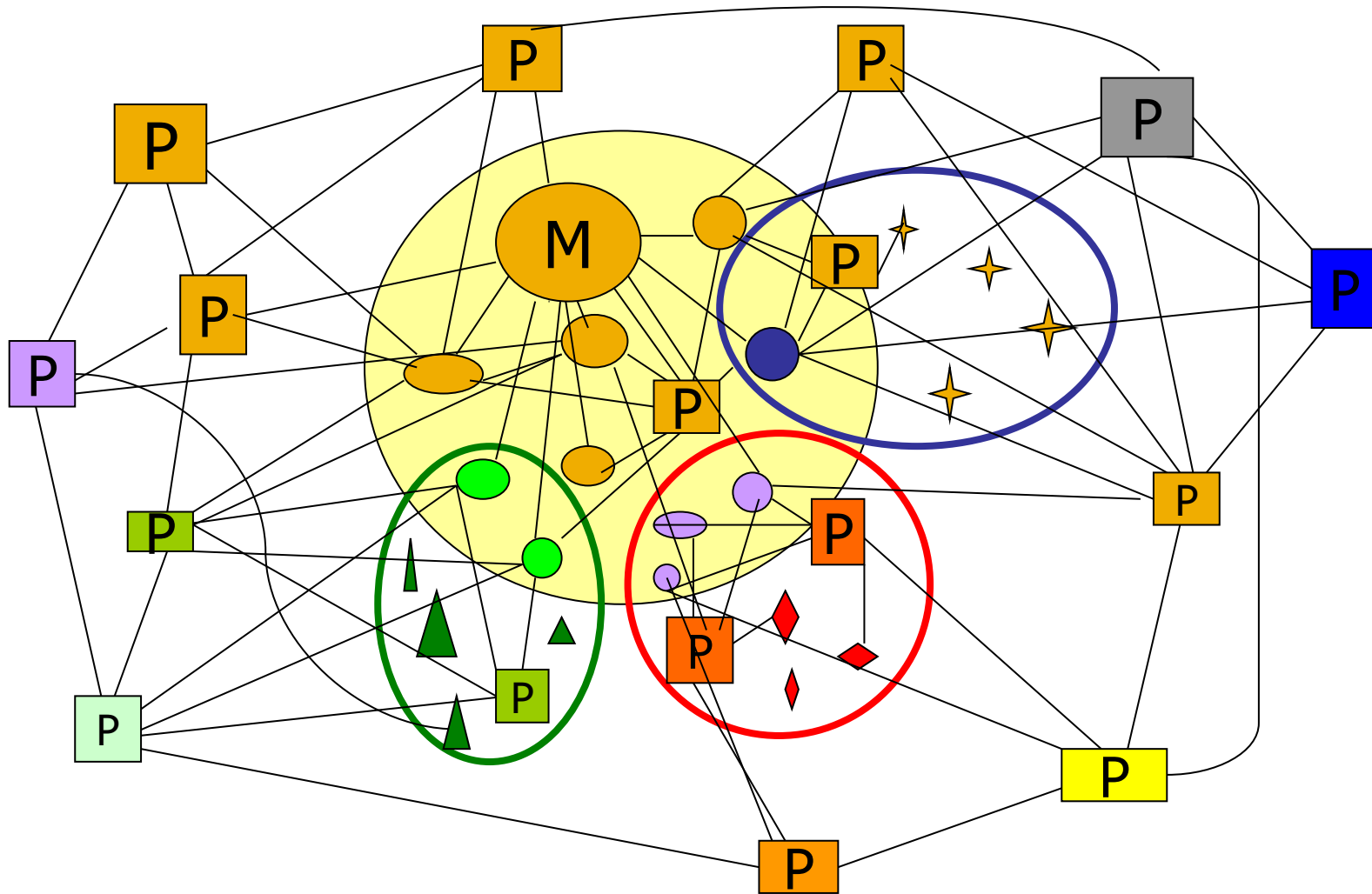
→

- successfully puts central resources at the service of local development

INTEGRATION

PROJECT STATE

CIVIL SOCIETY

LEADER

MULTILEVEL GOVERNANCE

Rural Quality Mark

- ÉLTETŐ Association for the Balaton Uplands LEADER LAG
- The international brand "Rural Quality" is a distinctive trademark of companies of special quality in certain European regions and areas.
- Entrepreneurs, producers and service providers have already earned 101 trademarks
- There are different conditions for obtaining a trademark, e.g. You must cooperate with 2 other trademarks
- Trademark council works
- LIVING POINTS: stores where the products of trademarked companies can be purchased

Problem
- Many producers are scattered, isolated
- They are not where consumers are (shore of Lake Balaton vs. Inner Areas)
- General smallholder problems: many times there is no image, no professional help, they are self-reliant

Solution
- Networking
- Relationship building
- Quality assurance system
- (Marketing)

Somló Smart Tours - Virtual wine trail

Goal:
- Integration of tourist values (natural, cultural, built heritage, services)
- Design of interactive hiking routes that can be tracked with GPS
- Make the area "visible", accessible to tourists
- Direct and indirect revenue generation
- To develop the community, to build local networks

Final result:
- Website
- Internet map and data content can be printed
- Flyers, maps, publications
- GPS track - GPS device, mobile application
- Advertising space

Problem
- Small wine region, not really known, there was no uniform image / map / info
- Many winemakers, there is no cooperation between them

The project (common image, logo, website, design) was used to generate a collaboration in local society
- The message, logo, website content were invented together - they felt their own because of this + communication started
- Inventing hiking trails, co-writing a screenplay for films → Winemakers took part, gave interviews, etc.

What is MOVING?

MOVING (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) gathering 23 partners and coordinated by the University of Córdoba, Spain. The project is funded by the **Horizon 2020** programme.

MOVING's Objective

The **project main objective** is to build capacities and co-develop relevant **policy frameworks** across **Europe** for the establishment of **value chains** that contribute to the **resilience** and **sustainability** of **mountain areas** to climate change and other drivers.
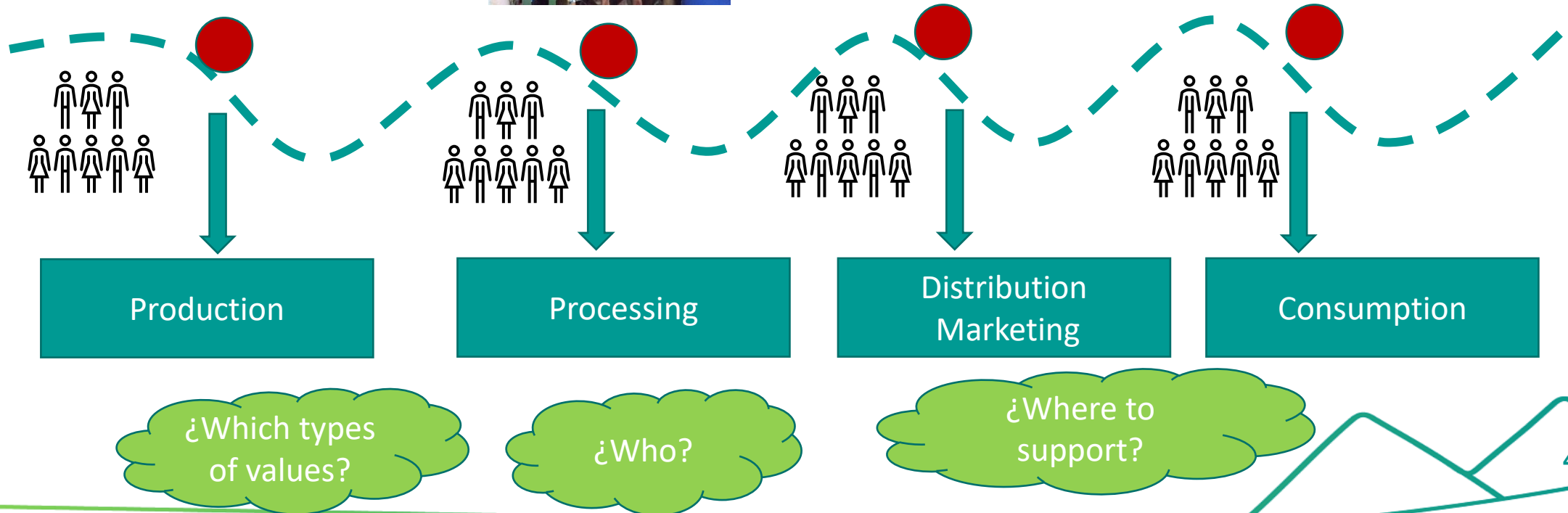
Why/How applying a participatory approach?

Why applying a *value chain* lens?
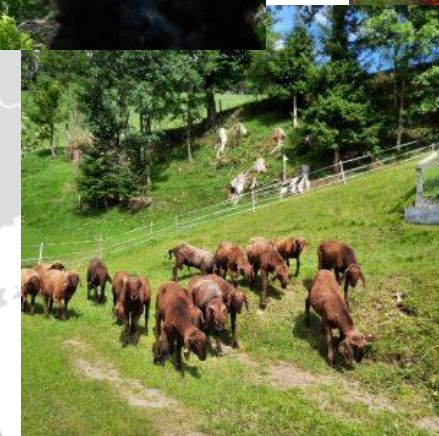
Why applying a value chain (VC) lens?

MOVING
MOuntain Valorisation through
INterconnectedness and Green growth

JAMÓN DE BELLOTA
100% IBÉRICO D.O.P.
LOS PEDROCHES 2021

simplemente el mejor

VILLANUEVA DE CÓRDOBA
Del 8 al 9 de octubre de 2021
Degustación 8 y 9 de octubre

| Production | Processing | Distribution Marketing | Consumption |

¿Which types of values?

¿Who?

¿Where to support?

23 Mountain Reference Regions
23 Regional Multi-Actor-Platforms (MAPs)

48

Conclusions

- Agriculture and rural economy – knowledge based
- Small producers are important in Central Asia
- (Social) innovation, learning is essential
- Development gap could be jumped

- AKIS – an alternative approach is needed