

EDORA:
European Development Opportunities
for Rural Areas

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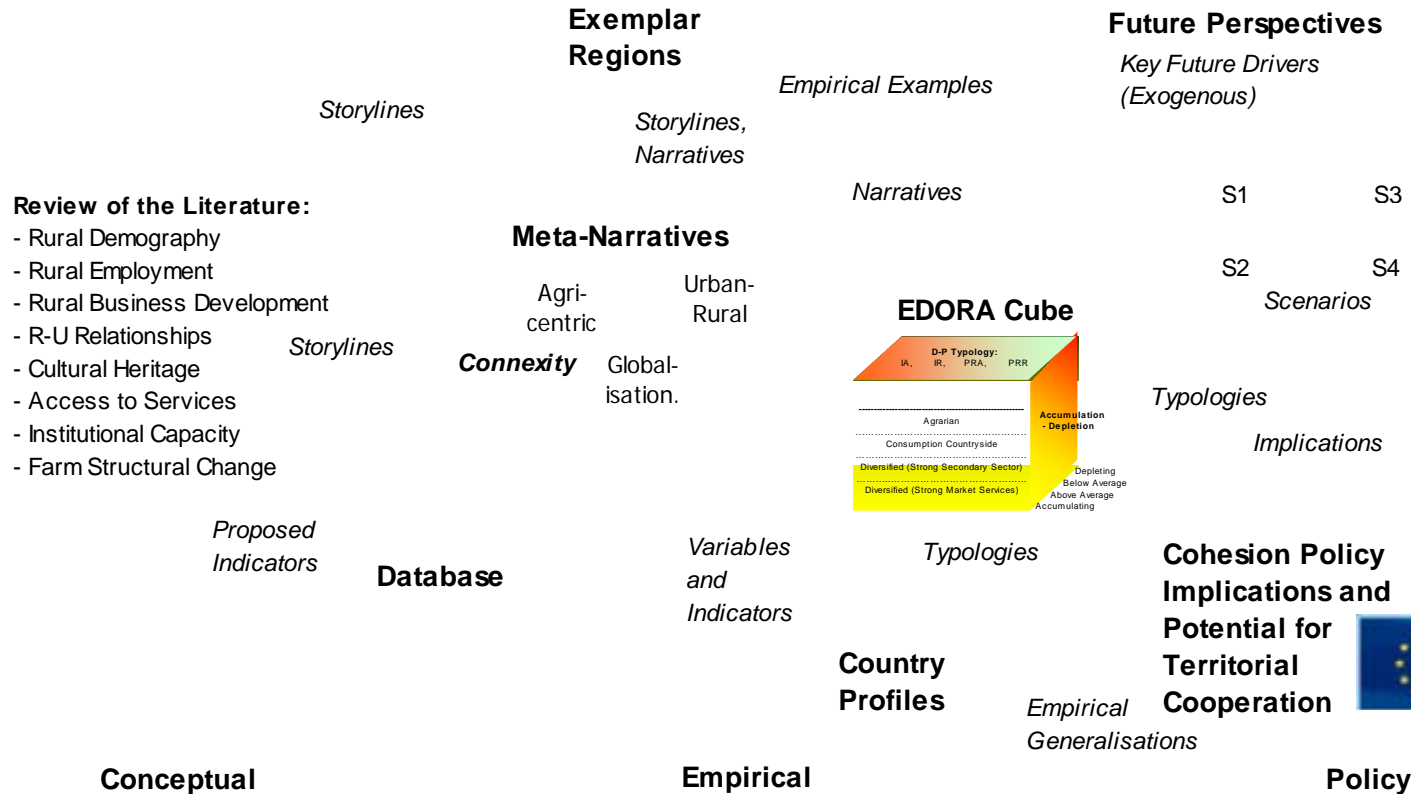
Drivers and processes of rural change across the EU: ... The EDORA Project

...to describe the main processes of change which are resulting in the increasing differentiation of rural areas.

...to identify development opportunities and constraints for different kinds of rural areas...

...to consider how such knowledge can be translated into guiding principles to support the development of appropriate cohesion policy.

The EDORA Project



The EDORA Consortium

- **UHI Millennium Institute, Inverness**
- **NORDREGIO, Stockholm**
- **University of Newcastle**
- University of Valencia
- University of Patras
- TEAGASC, Dublin
- University of Gloucester
- University of Ljubljana
- **Von Thunen Institute, Braunschweig**
- BABF, Vienna
- Dortmund University
- Polish Academy of Sciences
- Hungarian Academy of Sciences
- Higher Institute of Agronomy, Lisbon
- Scottish Agricultural College
- International Organization for Migration, Warsaw

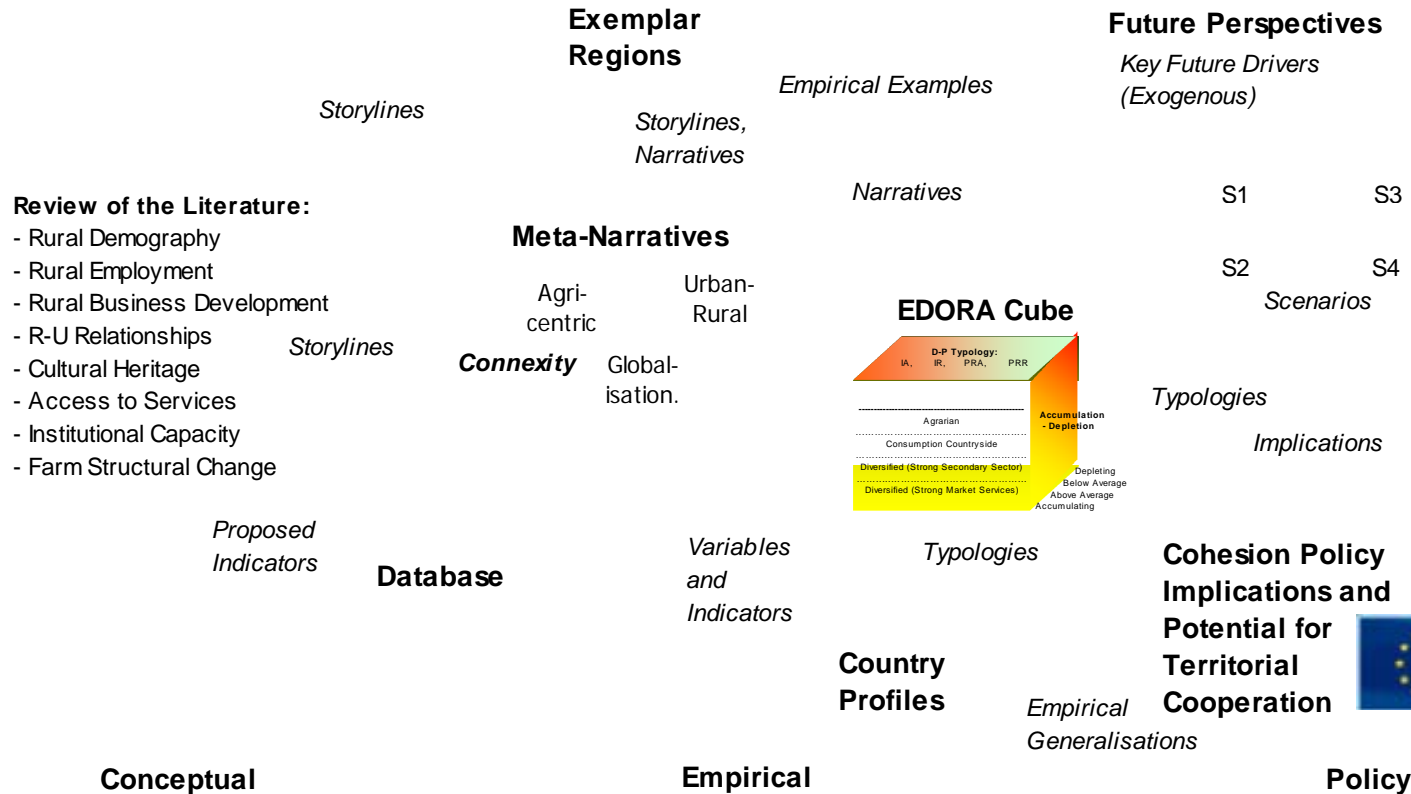
Current processes of change in rural areas

Professor Mark Shucksmith
Newcastle University



“It’s so lovely out here you wonder why they have it so far from the city.”

The EDORA Project



What is going on in Rural Europe...?

Narratives help us make sense of the rural change.

- The range of socio-economic changes affecting rural areas is bewildering.
- Rural areas do not seem to be becoming more uniform, but *more diverse*. i.e. They are following many different individual “development paths”.
- A **narrative approach** can help us to make sense of all this in a (systematic) way which is useful as a basis for more appropriate rural policy.

Some Contestable Statements Relating to Rural Development... “Stylised Fallacies”?

- The rural economy can be separated from that of adjacent urban areas.
- Rural areas are generally recording negative socio-economic trends and “vicious spirals” of decline...
- Rural policy should therefore focus on addressing this decline, or even “creating a level playing field”...
- The rural economy is driven by land-based industries – therefore rural policy should be predominantly sectoral...
- Geographical remoteness is associated with decline and disadvantage.
- Etc. etc...

Still true? ... For much of Rural Europe these are increasingly seen as “*Stylised Fallacies*”. We need new generalisations...new “**meta-narratives**”.

What are Meta-Narratives (M-N)?

- *...a meta-narrative is a **story about a story**, encompassing and explaining other 'little stories'...* (Wikipedia)
 - The “**little stories**” are the changes taking place in specific socio-economic characteristics (e.g. demography, economic structure, access to services, environmental change etc. etc...)
 - The Meta-Narratives (M-N) pull the “little stories” together into a coherent, synthetic, “big themes” of rural change.
 - **(M-N):**
 - Help us to understand the way in which different facets of rural change interact.
 - Help us to systematically describe change in individual rural areas.
 - Should take account of both current changes and look ahead to likely future developments.
- But they are not:**
- Discrete regional development paths.
 - Associated in a one-to-one way with different kinds of rural areas.

The Conceptual Phase: Understanding Rural Change

Economic processes:

- Declining relative importance of agriculture,
- Refocusing of agriculture (multifunctionality, ecological modernisation, post-productivism etc).
- Opportunities presented by the “Consumption Countryside”.
- Semi-subsistence micro-farms as a social buffer (esp. in NMS12)
- Labour market segmentation – human capital issues.
- Rise of diversified New Rural Economy (NRE), especially in accessible areas.

Drivers - Opportunities - Constraints

- Importance of extra-local networks in growth and innovation.

**PROCESSES OF
RURAL CHANGE**

Economic

Social

Environ-
mental

Political

The Conceptual Phase:

Understanding Rural Change

Social Processes:

- R-U Migration, counter-urbanisation, ageing.
- “New Rurality” in accessible rural areas, prosperous, urban characteristics...
- Service provision issues in remote and sparsely populated areas.
- Contrasting “live-work” models of NRE and NMS.
- Decline of traditional institutions and rise of individualism.

Drivers - Opportunities - Constraints

**PROCESSES OF
RURAL CHANGE**

Economic

Social

Environ-
mental

Political

The Conceptual Phase: Understanding Rural Change

Environmental Processes:



- Maintenance and commodification of the rural environment...
- Effects of climate change.
- Effects of anticipation of C. C. and mitigation efforts

Drivers - Opportunities - Constraints

**PROCESSES OF
RURAL CHANGE**

Economic

Social

Environ-
mental

Political

The Conceptual Phase: Understanding Rural Change

Political Processes:

- From Government to Governance, and the "Project State".
- Changing welfare state systems, privatisation, fiscal pressures...
- Innovation strategies, emphasis on potential and competitiveness, (rather than compensation or support for weakness).
- Localism v central control (neo-endogenous) and managerial approaches.

Drivers - Opportunities - Constraints

**PROCESSES OF
RURAL CHANGE**

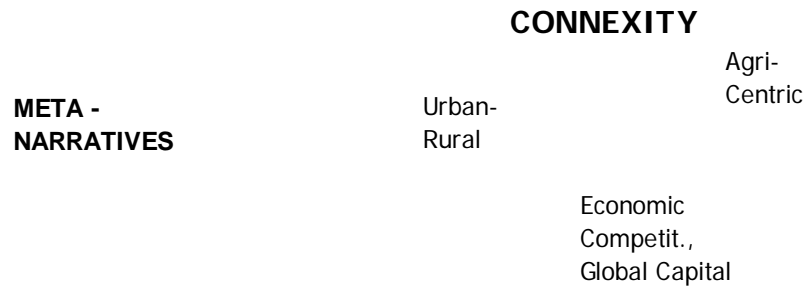
Economic

Social

Environ-
mental

Political

The Conceptual Phase: Understanding Rural Change



Overarching theme of increasing **“CONNEXITY”** (Mulgan) – “network society”, “relational space”, “multi-level governance”.
Freedom v interdependence. **D**rivers - **O**pportunities - **C**onstraints

1. Agri-centric narrative (post-productivism, multifunctionality etc.)

2. Urban-rural (core-periphery) narrative



3. Economic competitiveness and global capital penetration (Globalisation)...

Opportunities, Challenges and Policy Domains linked to the Meta-Narratives of Rural Change

Meta Narrative	Opportunities	Challenges	Policy Domains
Agri-Centric	<p>Increased agricultural competitiveness in some areas.</p> <p>Diversification.</p> <p>Remuneration for rural amenities (consumption countryside).</p> <p>Quality products, short supply chains, regional appellation.</p>	<p>Loss of agricultural competitiveness in some areas → low income or abandonment.</p> <p>Decline in farm employment, even in competitive areas.</p> <p>Environmental effects of intensification in competitive areas.</p> <p>Difficulty in valuation of public goods.</p>	<p>Agriculture.</p> <p>Rural Development.</p> <p>Human capital (training).</p> <p>Land use.</p>
Rural-Urban	<p>Counter-urbanisation (increased population and economic activity in intermediate and accessible rural areas).</p> <p>Information technology facilitating new activities.</p> <p>Establishment of the New Rural Economy.</p>	<p>Sparsity (especially in remote rural areas)</p> <p>Peripherality.</p> <p>Selective out-migration from remoter and sparsely populated regions.</p> <p>Accelerated demographic ageing.</p> <p>Difficulties in provision of SGI.</p> <p>Pump effects of infrastructure improvements.</p>	<p>Infrastructure.</p> <p>Telecommunications.</p> <p>Land use planning.</p> <p>Transport.</p> <p>SGI</p>
Globalisation	<p>Wider markets for rural products.</p> <p>Rapid diffusion of innovation.</p> <p>Increase in “primary segment” jobs.</p> <p>Expanded opportunities for international tourism.</p>	<p>Restructuring – loss of competitiveness for “traditional” activities.</p> <p>“Rationalisation” of globally controlled activities → concentration in accessible rural, intermediate, or urban regions.</p> <p>Loss of local control over economic activities, employment, provision of market services etc.</p> <p>Loss of regional distinctiveness, cultural assets, → reduced residential attractiveness and potential for tourism.</p>	<p>Competition.</p> <p>Trade.</p> <p>Employment.</p> <p>Social Inclusion.</p> <p>Tourism.</p>

For more detail see EDORA Working Papers 1-10,
available for download from **EDORA project website:**
www.nordregio.se/EDORA



The Role of the Typology

- To review explanatory potential of the Dijkstra-Poelman version of the OECD typology.
- Explore potential to elaborate it; add (structure and performance) aspects to U-R dimension.
- Elaborated typology should then serve as a framework for analysis of recent trends, consideration of future perspectives, and policy implications.

Underlying Aims:

- To correct/replace “Stylised Fallacies” (Hodge 2004) about rural areas as background to rural/regional policy debate.
- To provide a means of “benchmarking” for regional and national policymakers.

Rural or “Non-Urban”?

EDORA typology cannot be a typology of Rural Areas – two reasons:

- (a) Rural areas do not function separately from adjacent urban areas – they are connected by a dense web of interactions.
- (b) Smallest practicable data units are NUTS 3(2), most of these contain sizable towns/cities.

It is a typology of Intermediate and Predominantly Rural Regions.

It covers EU27 (+NO, CH, TR...)

The Empirical Phase: The EDORA Typology

The database used:

- 27 raw data variables (mainly from Eurostat REGIO)
- 12 (ratio) indicators used for Structural Typology
- 5 used for Accumulation-Depletion (Performance) Scores

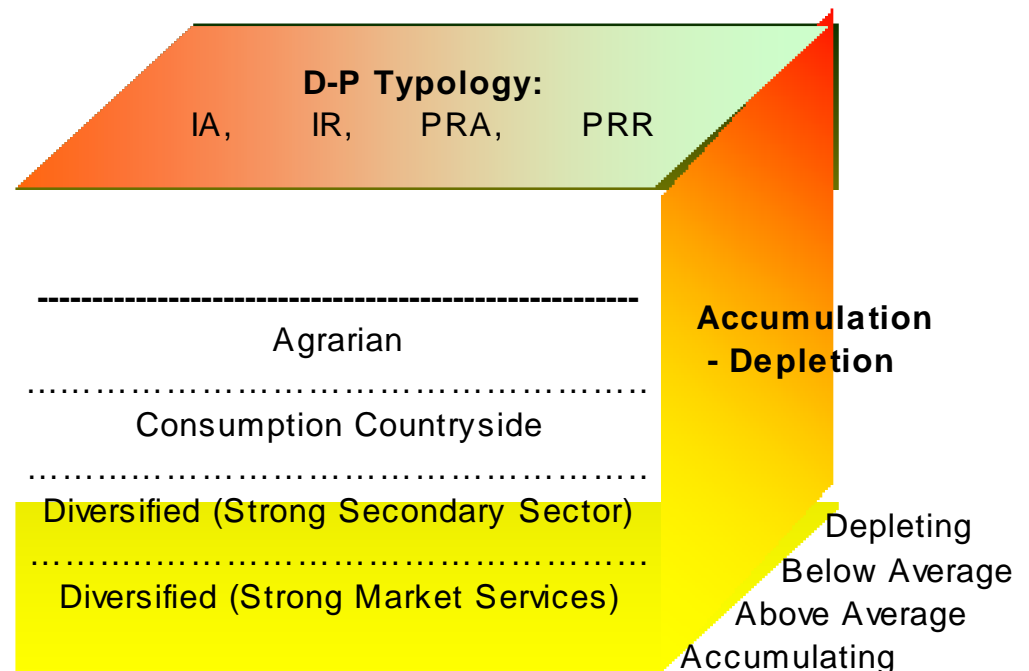
No.	Short Name	Description
Ag1	PCPrimeE	% Private Sector Employment in Primary Activities
Ag2	PCPrimeG	% Private Sector GVA from Primary Activities
Ag3	AWUPEmp	AWU as a % of Total Private Employment
CC1	HotCat	% of employemet in Hotels and Catering
CC2	BPPC	Bed Places per Capita
CC3	NSRES	Nights Spent by Residents per capita
CC4	NSNON	Nights Spent by Non-Residents per capita
CC5	NSTOT	Nights Spent (Total) per capita
CC6	ANA	Access to Natural Areas
CC7	PCOGA	% of holdings with OGA
CC8	LT4ESU	% of Holdings <4 ESU
NR1	CEGKGR	Ratio of GVA from NACE CE to GK
AD1	NETMIG	Net Migration (rate)
AD2	GDPpercap	GDP per Capita
AD3	GDPCh	Average annual change in GDP
AD4	TotEmpCh	Avg. annual change Total Employ.
AD5	Unemp	Unemployment Rate

The EDORA Cube (Patterns of Differentiation)

...more of a three-dimensional framework for analysis, rather than a one-dimensional classification.

The three dimensions are:

- **Urban-Rural**
(remote/accessible)
- **Economic structure**
(diversification).
- **Accumulation – Depletion**
(performance).



Urban-Rural Types (NUTS 3 Regions)



No Data

Gafarinas
Predominantly Urban

Guadeloupe Martinique Réunion
Intermediate Close to a City

Intermediate Remote

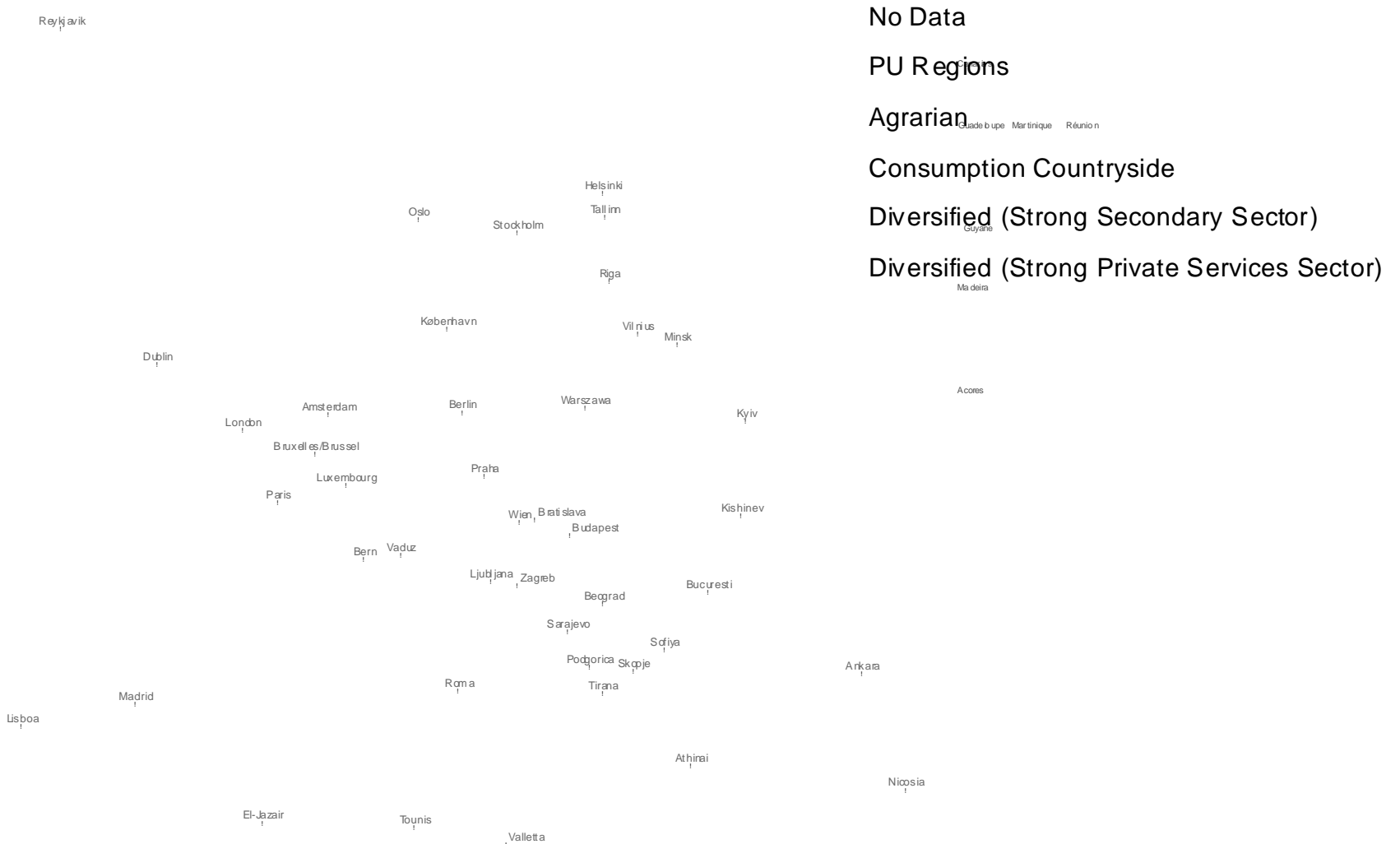
Guyane
Predominantly Rural Close to a City

Madeira
Predominantly Rural Remote

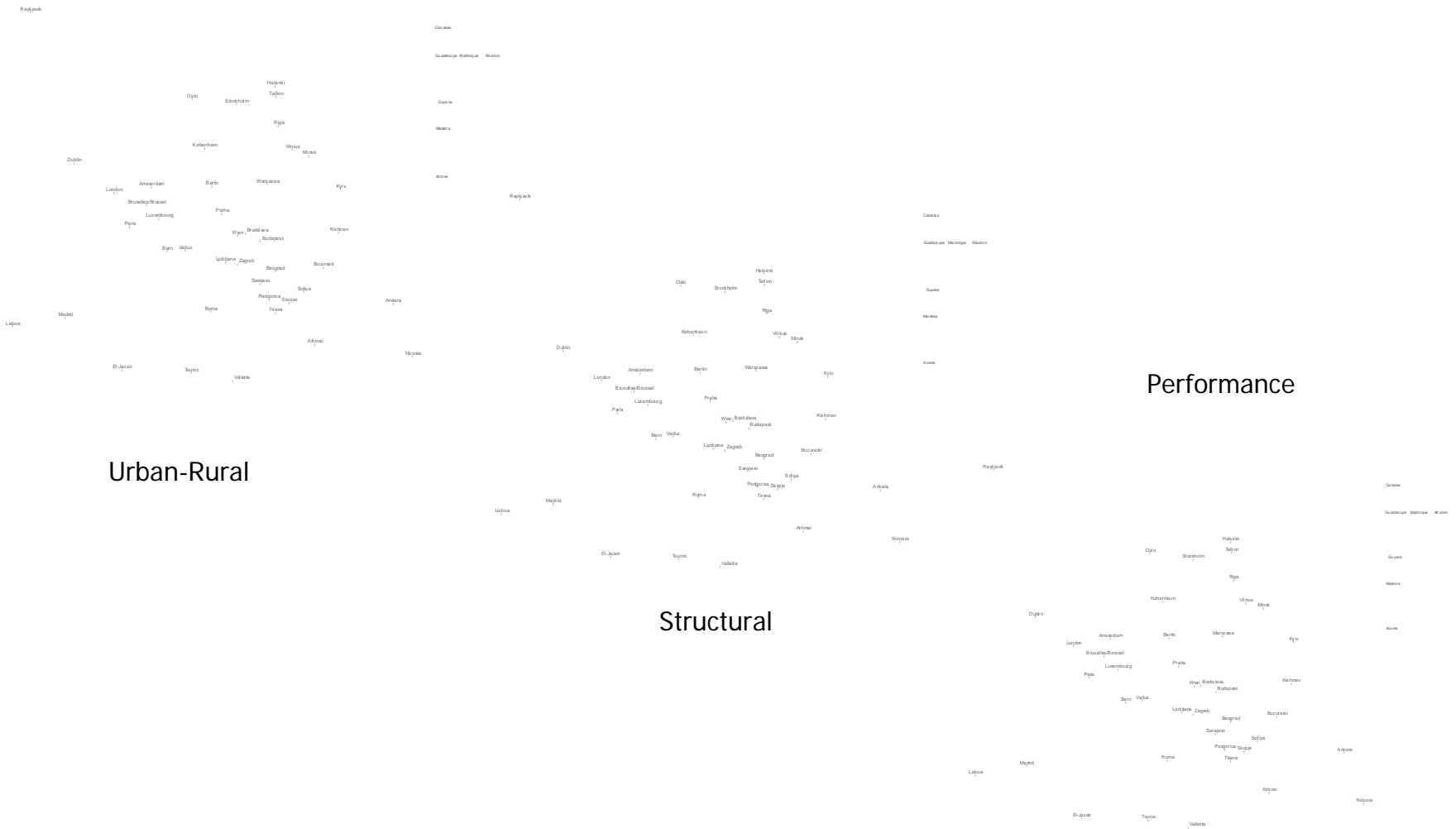
Madeira

Açores

Structural Types (Intermediate and Predominantly Rural NUTS 3 Regions)



Macro and Micro Scale Patterns of Differentiation



Urban-Rural

Structural

Performance

Performance (A-D) Types (Intermediate and Predominantly Rural NUTS 3 Regions)



Cross-Tabulation Analysis – Key Results:

Common combinations of D-P and Structural Types

- Diversified (Mkt Serv.) + IA
- Diversified (Sec.) + IA
- Consumption Countryside + IA/PRA
- Agrarian + PRR/PRA

Cross-Tabulation of D-P and Performance Types

- 60% of population of IA regions lived in **Above Average** performing or **Accumulating** regions
- All other D-P types had a majority of population living in **Below Average** or **Depleting** regions

Cross-Tabulation of Structural and Performance Types

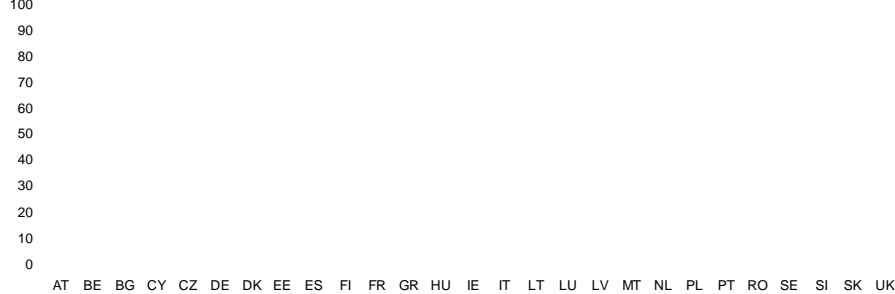
- Almost 50% of Agrarian region population lived in **Depleting Regions**, only 12% in **Positive Performance** categories.
- More than 2/3 of Consumption Countryside population lives in **Positive Performing** regions.
- The same is true of the Diversified (market services) regions.
- But only 55% of Diversified (Secondary) population lives in **Positive Performing** regions.

Summary: Rough ranking in terms of performance (low-high):

Agrarian, **Diversified (Sec.)**, **Consumption Countryside**, **Diversified** (Mkt Serv.)

Country and Macro-Region Profiles

(a) Rurality/Accessibility (Dijkstra-Poelman)



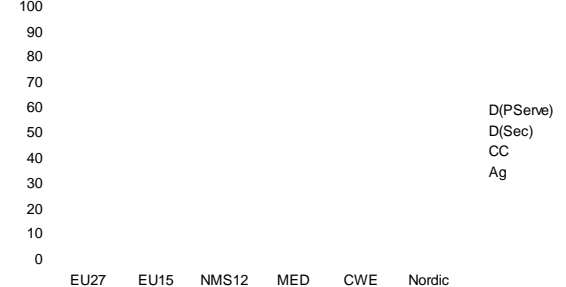
(a) Rurality/Accessibility (Dijkstra-Poelman)



(b) Economic Structure



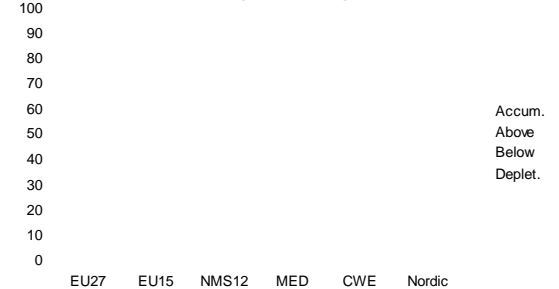
(b) Economic Structure



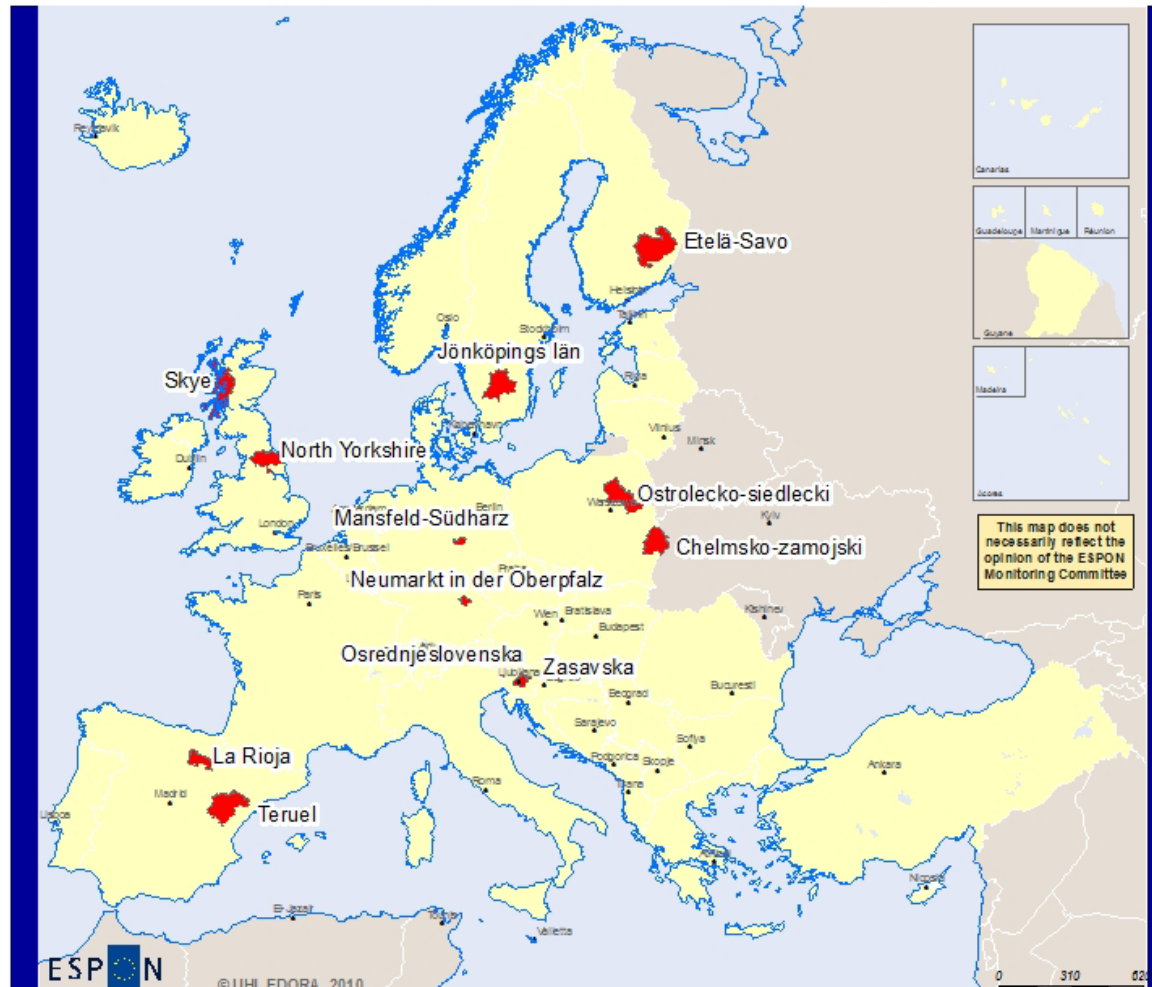
(c) Performance (Depleting-Accumulating)



(c) Performance (Depleting-Accumulating)

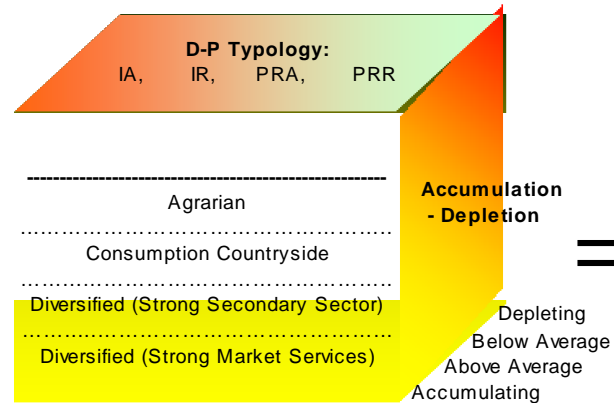
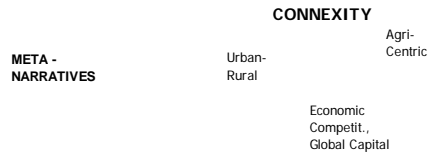


Micro-scale patterns of differentiation: The EDORA Exemplar Regions



Two levels in Policy Design and Targeting...

Macro Level



Macro-level Policy Design and Targeting

Micro Level



Seven Kinds of Assets/Capital

- Built
- Financial
- Natural
- Human
- Social
- Cultural
- Institutional (Political)



Local/regional auditing of Intangible Assets



Micro-level endogenous place-based approaches.

Policy Guidance Derived from Research Findings

- ...Not from “**stylised fallacies**” (inaccurate stereotypes)...
- ...But rather from valid generalisations at an appropriate scale...

EDORA **Meta-Narratives** of change, and **Typologies** of regions,
but also,
taking account of the full range of local (tangible and intangible) assets.

For more detail see EDORA Working Papers 11-25,
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