THE UNIVERSITY OF WINCHESTER

# Working towards sustainable rural societies

- Lecture -

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**Understanding Urban and Rural Societies**

BA (Hons) Sociology
BSc Geography

**21 March 2017**

# Main Contents

Overview of the presentation

# Learning outcomes



## Rurality and development: local and global issues

1. Role of rurality in the development of societies
2. Main characteristics of rural societies and challenges
3. Ecosystem services and common-pool resources
4. Drivers of change

- Critical analysis of current issues (controversies)

# Learning outcomes



## Rurality and development: local and global issues

## Agrarian and landscape transitions in Britain

1. Landscape analysis
2. Past and present examples of rural societies
3. Agrarian change in the UK
4. Rural sociology and their role for understanding rural societies

- Characterising rural change through cartographical analysis

# Learning outcomes

Introduction

## Rurality and development: local and global issues

## Agrarian and landscape transitions in Britain

## Characterising rural societies: conceptual frameworks

1. Role of rural sociology and frameworks to characterise rural issues (FMD)
2. Research paradigm and approaches
3. Conceptual frameworks: use and examples for characterising rural households
4. Data collection and analysis

- Analysing qualitative data with a conceptual framework

# Learning outcomes

Introduction

## Rurality and development: local and global issues

## Agrarian and landscape transitions in Britain

## Characterising rural societies: conceptual frameworks

## Working towards sustainable rural societies

1. Understanding the concept of development and sustainability
2. Characterising sustainable agriculture
3. Identifying needs for rural services and co-construction strategy

- Identifying needs and constraints of different stakeholders
- Designing actions to overcome a rural issue

# Main Contents

Outline of the presentation

# Sociology of development

Sustainable Development

## Civilisation

- Political and economical project organised by external

## Economic growth

- Economic and social process that leads to the evolution of societies
- 80s: disillusionment about the advantages of modernisation

## Collectivitist

- Project of a society led by internal stakeholders

# Sociology of development

Sustainable Development

## Social sciences

- Analysed the ideology of the concept of "development"
- Suggests a new "factual" definition for development
- Development is a process of change deliberately initiated by stakeholders (State, agencies, social movements) at different scales
- Positive and/or negative effects according to the context (environment, culture, strategies)
- *"A determined process, organised by a situation and with interactions"* - JP de Sardan

# Sociology of development

Sustainable Development

## Social sciences

- System of all the changes that are initiated by deliberate operations in order to transform a milieu
- Most of the time by external organisations
- Based on a transfer of resources, techniques, knowledge **to make a change**
- NOT AN IDEOLOGY (towards a "better")

# A new paradigm

Sustainable Development

## Chronology

- **70's** - Scarcity of resources & Oil crisis (1973)
- Creation of environmental agencies
- **87** - Brundtland report (Our Common Future)

## Definition

- A condition and perspective for any kind of development
- Social equity
- Economical progress
- **Universal:** North and South

# Practical implications

Sustainable Development

## Towards action

- Conservation and valorisation of resources
  - Environment
  - Practices
  - Knowledge
- Co-operation and co-construction

## Role of social sciences

- Understand better the links between human societies and nature and understand better what are societies' resources
- Understand needs/opinion/projects of societies **before** taking action
- Working **WITH** and not **for** societies

# Practical implications

Sustainable Development

## Current issues

- How can we govern Sustainable Development?
- How to evaluate? **Indicators**
- What needs to be sustainable?
  - Practices
  - Resources

## **Before 1980:** Interventionist paradigm

- North: agricultural modernisation
- South: State policies (green revolution, export)
  - Context of decolonisation
  - Development based on a vertical coordination:
    - Industrialisation
    - Agrarian reforms
    - Powerful central State
    - Control and valorisation of natural resources
    - Control of the production and international trade
    - Public investments
- Role of rural societies
  - Feed population and export
  - Few markets, big export chains
  - Social organisations: traditional village organisations, state (production)

## **Before 1980:** Interventionist paradigm

- Keynes (1936) *[1945 until 1970]*
  - General theory of employment, interest and money
  - Market alone does not reach economic optimum
  - Demand is the decisive factor for production and employment
  - Salary is the determinant for supply/demand
  - Key role of governments/State
  - Economic policies to support/stabilise demand
- Rostow (1960)
  1. Traditional society
  2. Pre-conditions to "take-off"
  3. Take-off
  4. Drive to Maturity
  5. Age of Mass Consumption
  6. Beyond consumption

## **End of 1980's:** Mixed results

- Population increases faster than agricultural production
- Failure of heavy industrialisation
- Uneven development (regions, supply chains)
- Costly
- State construction becomes a problem: huge administrations, problems of governance, management, corruption
- Economic crisis
- New economic theories: liberalism

## 1980 - 2000: Free market

- North: Reforms
- South: Structural Adjustment
- Liberalisation of markets for goods and services
  - State withdrawal
  - Privatisation
  - Priority to exports
  - Specialisation according to comparative advantage
  - Cut of public expenses

## 1980 - 2000: Free market

- Neoclassical theory
  - Unit = agent = individual
  - Understand the allocation of scarce resources among alternative ends
  - Asumptions
    - People have rational preferences between outcomes that can be identified and associated with values
    - Individuals maximise utility and firms maximise profits
    - People act independently on the basis of full and relevant information (perfect markets)

**Consequences:** macroeconomic equilibrium but difficulties

- Life conditions in rural areas decreasing
- Difficulties to construct the private sector
- Unemployment increases
- Weaker States leading to greater corruption and armed conflicts
- Intensified North/South competition
- Dysfunction of markets
- Lack of rural services, leads to a weakening of agricultural production
- Deterioration of natural resources
- Financial crisis

## 2000 - **now:** Institutional economics

- North: International Trade policies
- South: Policies against poverty, agricultural policies
- Imperfect markets, sustainable development (social, economic, ecological)

## 2000 - **now:** Institutional economics

- Slackening of neoclassical hypotheses
  - Limited rational nature of people
  - Imperfect information
  - Uncertainty
  - Institutions and organisations to correct markets' imperfections
  - Central theory: Coase theorem (Stigler, 1966)
    - Real-world transactions are rarely low enough to allow for efficient bargaining
  - Social economy, fair-trade, micro-finance
- Change of hypotheses
  - Economic within the social
  - Influence of institutions, rules, values and norms
  - Agents are led by their individual interests, but environment also has an influence on their choices

# Case study

Sustainable Development

## National Parks in the UK

- Natural landscapes (including coasts, mountains and forests)
- **1949:** National Parks and Access to the Countryside Act
  - to protect UK's areas of natural beauty
  - to ensure that everyone could enjoy them today and in the future
- 12 national parks across England and Wales

# Case study

Sustainable Development

## Lake District

- Created in 1951
- UK's largest National Park - 12 million visitors a year
- Reasons to visit
  - Hill walking
  - Rock climbing
  - Mountain biking
  - Fishing
  - Boating
  - Historical buildings, lakes, mountains
- Managed by the National Parks Authority (NPA)
  - Tries to balance the conflicting priorities of different park users

# Case study

Sustainable Development

## Student Activity

- Identify the different park users
- Identify their priorities

# Case study

Sustainable Development

## Users and priorities

1. Conservation and wildlife groups
   - Protection of park's environment and wildlife, at risk from excessive tourism
2. Tourists
   - Want infrastructures (roads, parking, accommodation, shops, restaurants)
3. Local businesses
   - Want more and more visitors
4. Farmers
   - Concerned about damages to fences and livestock by walkers and dogs
5. Local residents
   - Worried about congestion, littering, noise pollution and footpath erosion

# Case study

Sustainable Development

## Users and priorities

If not balanced, these competing interests could lead to:

- Damage to the environment
- Local people becoming angry/hostile
- Tourists being deterred from visiting the park

## Student Activity

- Think of measures to implement to maintain the Lake District for future generations

# Case study

Sustainable Development

## Measures adopted to maintain it for future generations

1. Footpath maintenance - *National Trust and conservation groups*
   - Paths rebuilt
   - Access restricted to reduce the effects on paths and vegetation
2. Public transport subsidied
   - Visitors encouraged to use the buses instead of bringing their cars into the national park
3. Restricted parking zones
   - Expansion of the car park on the edge of the village
   - Restriction of parking on grass verges and near houses
4. Raising awareness
   - Of conservation issues for visitors
   - Posters and leaflets at tourist information centres

# Case study

Sustainable Development

## Measures adopted to maintain it for future generations

- Controversial measure: 10mph speed limit for powerboats and water-skiers
  - Noise of the boats = spoiling the lake for other users (swimmers and canoeists)
  - Wakes from powerboats = shore erosion
  - Pollution and disappearance of reed beds in the lake
  - Businesses have been affected. Objection to the change.

# Main Contents

Outline of the presentation

# The Costs of Modern Agriculture



## Process of agricultural modernisation

- Improved farm productivity
- Improved living standards for many farmers
- Farmers need access to:
  - Modern seeds
  - Water
  - Labour
  - Capital/credit
  - Fertilisers and pesticides
- However, poorer households cannot adopt the whole package
- If one element is missing (seed delivery fails/fertilisers arrive late/insufficient irrigation water) then yields may not be much better than traditional varieties

# The Costs of Modern Agriculture



## Ecological costs

J. Pretty (1998)

- Contamination of natural resources (water, food, fodder, atmosphere) by pesticides, nitrates, livestock wastes
  - Causing harm to wildlife and disruptions of ecosystems
  - Causing harm to farmworkers and public
  - Ammonia, play a role in ozone depletion and global warming
- Overuse of natural resources
  - Depletion of groundwater, loss of wild foods and habitats
  - Reduction of their capacity to absorb wastes, causing water-logging and increased salinity
- Tendency in agriculture to standardise and specialise
  - Focus on modern varieties
  - Displacement of traditional varieties and breeds
- New health hazards for workers
  - Agrochemical and food-processing industries

# The Costs of Modern Agriculture



## Social costs

J. Pretty (1998)

- Transformation of rural communities with many social impacts
- Loss of jobs
- Increasing specialisation of livelihoods
- Growing gap between the well-off and the poor
- Cooption of village institutions by the State
- Further disadvantaging of women economically if they do not have access to the use and benefits of the new technology

# Definition

Sustainable Agriculture

## Student Activity

- Describe the type of agriculture being practiced in your case study
- Gives a general definition of sustainable agriculture

# Definition

Sustainable Agriculture

## Agriculture is sustainable when it leads to long-term:

- Farm profitability
- Improvements in the quality of life of farming families
- Vitality of rural communities, villages and small towns
- Protection and conservation of the natural environment (soil, air, water)

## And when it also considers:

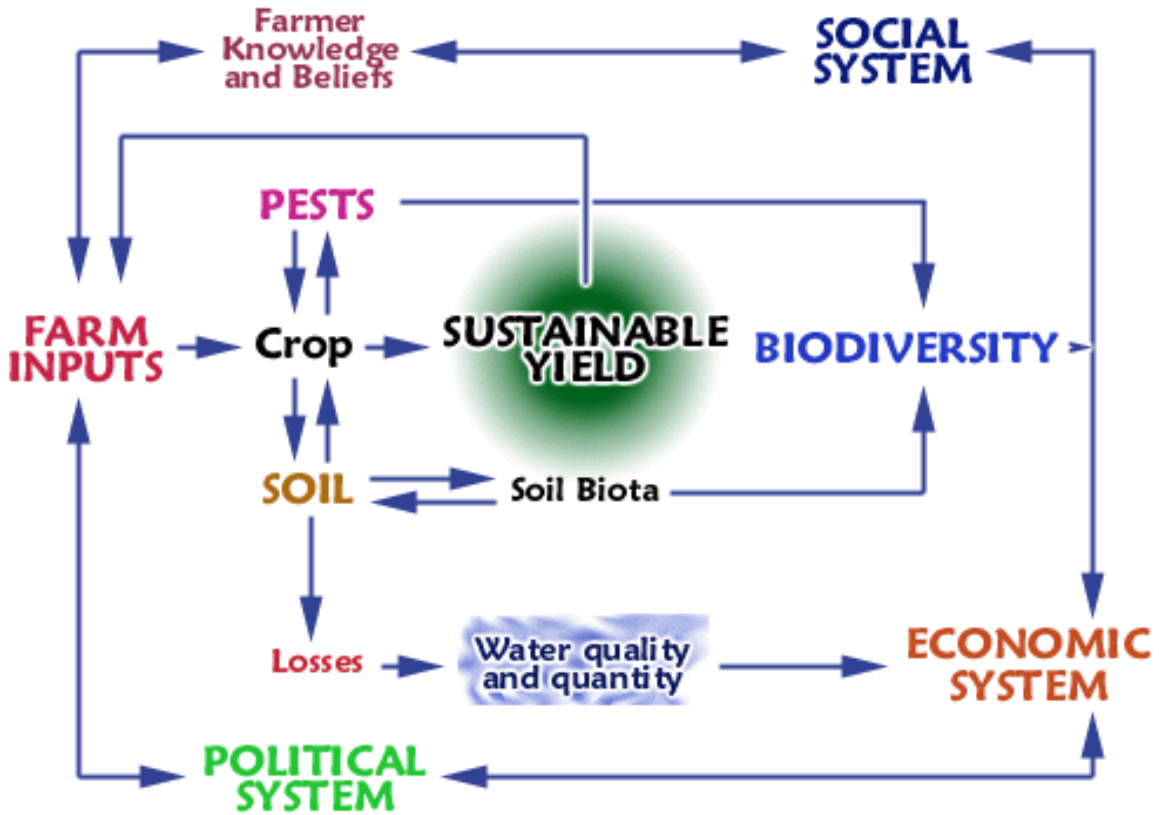
- Future perspectives
- Impacts of transporting food to markets
- Social and environmental costs of food processing
- Health of the people who live near the food processing plants and those who will be eating the food
- Quality of the food that is grown

# Definition

Sustainable Agriculture

## Student Activity

- Try to fill the holistic diagram about sustainable yield



# Main Contents

Outline of the presentation

# Types of services

Rural Services

## Services to rural households

- Transport
- Electricity
- Water supply
- Health
- Insurance
- Education
- Finance

## Services to farming

- Marketing
- Advice
- Animal health
- Research and training
- Supply: inputs and equipment
- Estate
- Information

# Types of services

Rural Services

## System of services

- Access to each service but also to **all** of them
- Adapted to the needs and constraints of rural households
- Adapted to the scale

# Service providers

Rural Services

## Types of providers

- **State:** public service
- **Private sector**
  - *via* free market: merchant services
  - *via* companies: services embedded in contract farming
- **Organisations:** community services, cooperative, market

# Service providers

Rural Services

## 1960-1980: public rural services

- Characteristics
  - Constructed and provided by the State
  - Human resources trained by the State
  - Main charges paid by the State
  - Homogenous service supply (in theory)
  - Centralised coordination
  - State cooperatives
- Beginning of 80's: mixed results
  - Development of great productive areas
  - Very costly
  - Poor efficiency for most cases
  - Huge access inequalities

# Service providers

Rural Services

## 1980-2000: structural adjustment for rural services

- Characteristics
  - Shut down of public services
  - Hypothesis: market of rural services (private sector, commercial banks)
- End of 90's: mixed results
  - Sometimes market is supplying the full range of services
  - But globally
    - Disorganised service supply
    - Market absent of many sectors
    - Negative impact on agricultural production and working conditions of farmers

# Service providers

Rural Services

**Now:** a complex supply

- Competition within sectors and in geographical areas
- Need of support, public policies

# Needs analysis

Rural Services

## Services adapted to the needs and constraints of rural HH

- Needs/demand
- Needs analysis: systemic, multidisciplinary, co-constructed
- Co-construction starts at this stage: to understand households' realities with them

## Steps to conduct a needs analysis

1. Analysis of the national and local contexts
2. Find the relevant unit for the needs analysis
3. Household diagnosis at the regional level
   - Activity systems
   - Livelihood analysis
   - Current state of services
4. Find the relevant tools for the co-construction of services

# Case Study

## Rural Services

Vietnam microfinance

# Main Contents

Outline of the presentation

# Example of sustainable strategies

Conclusion

## Student Activity

- List advantages and disadvantages of tourism in the Lake District
- Think of another type of tourism that could be more sustainable

# Example of sustainable strategies



## Popularity of tourism $\rightsquigarrow$ demand for more visitor facilities

- Advantages
  - Provide employment and income for local people
  - People chose to stay in the area $\rightsquigarrow$ maintains essential services (schools, hospitals)
  - Services provided for tourists also benefit local people
- Disadvantages
  - Employment can be seasonal and wages low
  - House prices can increase because of second homes
  - Local shops struggling and have to close, making way way for gift shops and tea rooms $\rightsquigarrow$ leaves local people with fewer essential services
  - Traffic $\rightsquigarrow$ pollution and congested roads
  - Footpath erosion because of hikers
  - Erosion of lake shores because of watersports

# Example of sustainable strategies



## Eco-tourism activities

- Cause minimal impact on the environment and local people
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation and sustainability
- Provide economic benefits and empower local people, as eco-tourism should be managed by locals
- Increase visitors' understanding of the country's political, environmental and social circumstances
- Encourage stewardship and conservation of the natural environment
- Respect local traditions especially in religious buildings and places

1. Limited number of people allowed to visit certain places (e.g. Inca Trail in Peru)
2. Tours have to be small scale

# Responsible innovation

Conclusion

## Recap

- Think holistic
- Stakeholders maps and constraints/needs/points of view (e.g. wind turbine)
- Innovations