

MAASEUDUN UUDISTUMISEN TAVOITTEET, SKAALAT JA ORGANISOITUMINEN

– *RURALIZATION-hankkeen satoa ja sattumia*

Uudistuuko maaseutu tahtomalla, rahalla vai kriisiytymällä? Miksi meillä ei synny mitään uutta ja suurta – vai pitääkö sellaista edes tavoitella? Mitä muualla oikein touhutaan?



Rural Regeneration: The Impact of Remote Working Newcomers on the Resilience of Rural Areas. A West of Ireland context



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Focus for today

Remote Working **Newcomers**
as actors in generational
renewal

Remote work movement in
the West of Ireland

Using the concept of
Resilience to extract policy
implications for rural
regeneration



Context: Predominantly rural
region
Actors: Grow Remote, Community
Groups, Newcomers
Data: 25 interviews, 2 Focus
groups

Generational renewal and ‘Newcomers’

- Underpinning the RURALIZATION project’s perspective on ruralisation is the assumption that **generational renewal and rural regeneration go hand in hand.**

- Plethora of definitions exist for rural Newcomers

(Murtagh et al, 2020. D3.3 Review Report and Fact Sheets based on previous European projects :

Farmers and foresters	‘Back to the land’ migrants such as in the UK (Halfacree, 2001), Portugal (Dolci and Perrin, 2018) and Italy (Wilbur, 2014).
Entrepreneurs (working outside farming and forestry)	Urban entrepreneur newcomers to peripheral rural areas of Czechia (Piša and Hruška, 2019). Creative entrepreneurs in Danish rural areas (Herslund, 2012). Winter tourism entrepreneurs in northern Sweden (Carson et al. 2018; Carson and Carson, 2018). Dutch rural tourism entrepreneurs in Sweden (Eimermann, 2016). Lifestyle migrant entrepreneurs in Slovenia and Sweden (Eimermann and Kordel, 2018). Thai female rural to rural entrepreneurial immigrants to Sweden (Webster, 2017).
Labour migrants	Newcomers as international labour migrants working in low skill jobs in the fishing sector in Northern Norway (Aure et al., 2018). European international labour migration to rural mid-Norway (Rye, 2018). Ukrainian labour migrants to the agricultural sector in Poland (Górny and Kaczmarczyk, 2018).
Marriage migrants	Newcomer who migrates to a rural area due to marriage to a local (Munkejord, 2017).
Refugees and asylum seekers	Integration of skilled political migrants into declining rural communities of Latvia (Bakre and Dorasamy, 2019). Immigration of asylum seekers and refugees to Alpine mountain communities (Membretti et al., 2017; Perlik et al., 2019).
Amenity/Lifestyle migrants	Amenity migration to mountain regions (European Alps and Andes) (Bender and Kanitscheider, 2013). Amenity migration to rural peripheral areas in Italy (Steinicke et al., 2009).

“Rural newcomers as people who migrate from another area towards a rural area, but who may work outside agriculture or forestry”

Rural Regeneration, Resilience and Remote working Newcomer



- ❑ **Rural Regeneration** should enable **transformation**. Rural regeneration is more than just reversing decline, or trying to restore a previous state of development, but implies a process that enables areas to **Bounce Forward**.
- ❑ **Resilience** as a process helps to explain how some places respond or perform better in the face of change. **Adaptability** and **transformation** are central to resilience.
- ❑ **Remote work** has the potential to realise multiple objectives simultaneously, that is economic objectives alongside others such as “quality of life, happiness and sustainability” (Atterton, 2016, p.213). It holds promise to create new sustainable development pathways.
- ❑ Similar to Steiner’s and Atterton (2015) approach, the findings here explore the role of the remote working newcomer in building local resilience

Overview of the potential impacts of teleworking on people, places and firms, OECD, 2020

	Implications on	Opportunities	Threats
People	Work-life balance	<ul style="list-style-type: none"> Better work-life balance Reduced commuting time Adaptability of work cycle to personal needs More flexibility for parent workers 	<ul style="list-style-type: none"> Blurred life-work borders Self-induced increase in workload Difficulties in reporting overtime Higher caregiving burden on women
	Savings	<ul style="list-style-type: none"> More flexibility in choosing household location Lower daytime meal costs 	<ul style="list-style-type: none"> Higher household costs for electricity, IT facilities, space to work, etc.
	Career prospects	<ul style="list-style-type: none"> Increased trust between employer and employee 	<ul style="list-style-type: none"> Less visibility, fewer promotions Less in-company networking and union activism Lower access to training and knowledge flows
Firms	Worker performance	<ul style="list-style-type: none"> Reduced absenteeism Higher hourly productivity with moderate teleworking intensity 	<ul style="list-style-type: none"> Managers' reduced ability to supervise staff Lower hourly productivity with excessive teleworking intensity
	Savings	<ul style="list-style-type: none"> Partial downscaling of facilities 	<ul style="list-style-type: none"> More investment in digital training and equipment
	Corporate spirit	<ul style="list-style-type: none"> Higher job satisfaction (moderate teleworking intensity) Higher retention of employees 	<ul style="list-style-type: none"> Lower job satisfaction (excessive teleworking intensity) Reduced sense of community
	Competitiveness	<ul style="list-style-type: none"> Decreasing marginal cost of ICT investment Digital spill-overs, i.e. teleworking-driven improvement of digital skills, processes and infrastructure 	<ul style="list-style-type: none"> Higher costs for SMEs in digital uptake Increased cyber-security risks Competitive disadvantage for firms located in areas with poor IT networks Exclusions of firms in sectors whose tasks are mainly non-teleworkable
Places	High-density areas	<ul style="list-style-type: none"> Reduced congestion, less pressure on transport infrastructure Lower rents if fewer people seek housing Increased cohesion with rural areas 	<ul style="list-style-type: none"> Drop in demand for public and private services Devaluation of real estate investment in central business districts Outflow of human capital
	Low-density areas	<ul style="list-style-type: none"> New work opportunities, job retention Inflow of human capital, repopulation Larger tax base to finance public services Incentive to speed up investment in IT networks Increased cohesion with urban areas 	<ul style="list-style-type: none"> Initially, lower availability of public and private services Pre-existing digital divide with urban areas Risk of excessively increased rent prices, displacement of locals
Society	Environment	<ul style="list-style-type: none"> Less polluting emissions due to lower commuting and business travel 	<ul style="list-style-type: none"> Increased climate impact of data centres Decentralised heating systems and dissipation of other economies of scale
	Social well-being	<ul style="list-style-type: none"> Improved well-being Improved welfare sustainability (e.g. more flexibility for childcare) Improved territorial cohesion (e.g. inner/outer-city) 	<ul style="list-style-type: none"> Potentially increased costs for healthcare: sedentariness, anxiety, social isolation Disparities in access to opportunities (high- vs. low-skilled workers, seniors vs. juniors, online vs. offline industries) Risk of increased domestic violence

▣ ACTORS

- ▣ Grow Remote- National Social Enterprise

- ▣ Community groups

- ▣ Digital Hubs
 - ▣ Relocation campaign
 - ▣ Grassroots initiatives

- ▣ Newcomers

Example: Grow Remote (Social enterprise)



Structure:

- Has a central organised structure but built on local chapters across the entire country. Primarily all volunteers.
- Chapters are hosted on ChangeX platform
- Provides training, resources and wider supports to employers and employees
- Innovative initiatives to create awareness within and outside of rural areas
 - Town taster initiatives

“increase employment in regional areas by connecting companies, remote workers and local communities” (Tracy Keogh)

*“**John Brett** in Carlow designed and created our first-of-its-kind Jobs Board free of charge, allowing us to publicly advertise hundreds of remote jobs every month” www.growremote.ie*

Community Playbook

October 2022 edition

A complete guide to becoming a **changemaker** within the Grow Remote Community



<https://growremote.ie/>

Newcomer remote working - The regenerative impact for rural areas?

■ Cultural Capital: changing the rural image and perception

- Rural job opportunities
- Rural cosmopolitanism
- Rural connectedness

“...this idea that people in rural Ireland don't know a good cappuccino from a bad one and you know we don't want yoga is rubbish. We want those things as well”(Interview 1).

■ Social Capital: Different types of connections

- Family-based
- Socially-based
- Community-based

“It's what I was craving you know that piece and quiet. Civilisation is close by...if this beautiful place where I am didn't have broadband sadly I would have had to you know let it go”(Interview 6).

■ Human capital: newcomers as resources

- Skill sets
- Cultural diversity

“...And then people having more time within their communities...like suddenly you have time to train the under 12s” (Interview 1).

Built capital: Creates demand for rural infrastructure and services

▣ New infrastructure/services

- ▣ Remote workers can be advocates for co-working hubs and involved in local action to drive their development

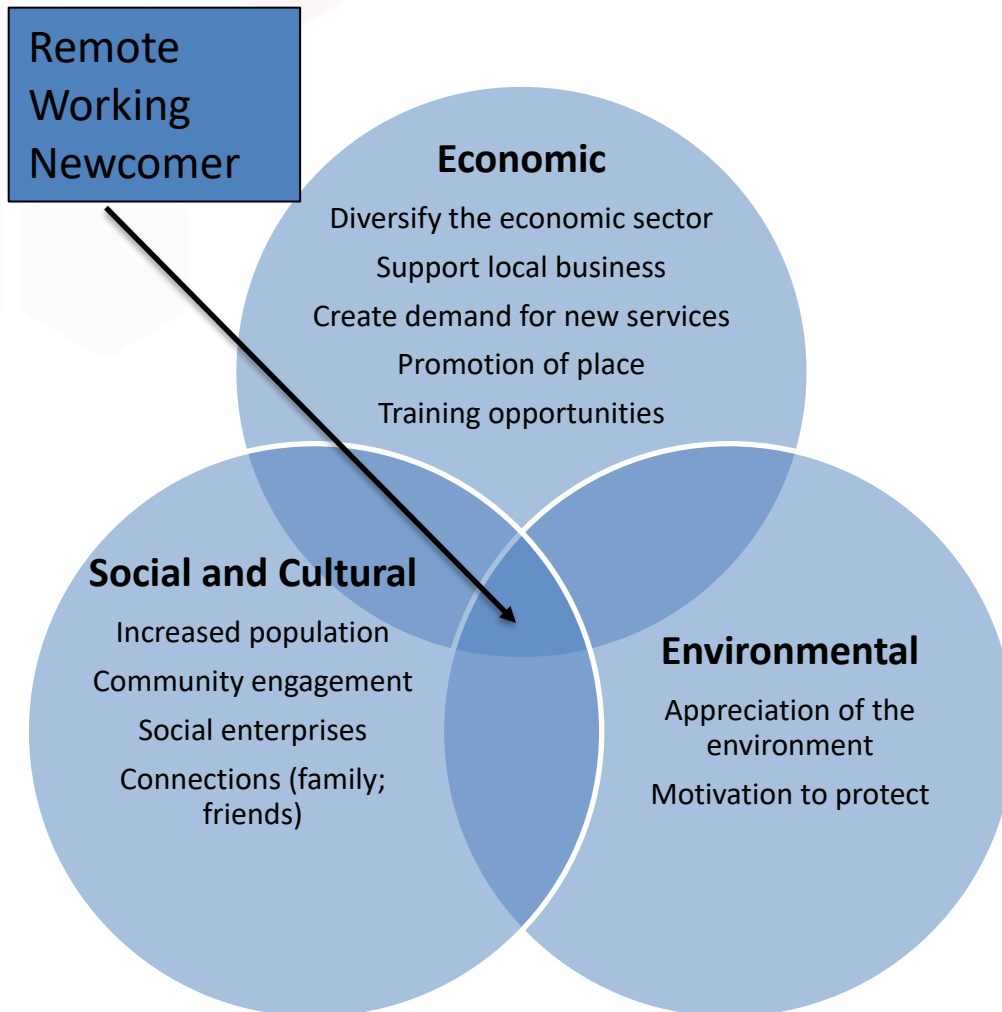
▣ Supports/reinforces need for existing infrastructure and services

- ▣ Importance of road, rail and airports
- ▣ Schools
- ▣ Shops, cafes
- ▣ Broadband

*“...we’ve been very actively engaging with Clare County Council because they’ve been talking about co-working spaces you know literally for years now and saying listen we’re here kind of being a mouthpiece and a connection to you know the demand”
(Interview 2).*

Remote working Newcomer and Resilience

Rural communities and their resilience can be understood through the presence and intersection of place-based resources, such as economic, social and environmental capital (Wilson, 2010)



And when you've got someone who's working for like a U.S company, a tech company. Now I can't support the local economy on my own but if you have that mixed use of people where maybe I honestly don't know people in the area but like you know if I look down the hill and I look at a house like potentially there's someone over there who's also working for a different U.S company or something working from home. But equally well next door you know there's a farm. (Int, 13)

...I ended up on the board of management of our school. And I also ended up being the representative to the school for the National Parents Council which led me to ending up on the board of directors...the job came in handy with the National Parents Council because they had started their social media strategy about twelve months ago...we've established those connections in the community its not the job that's keeping us here, its those connections" (Interview 12).

Remote work, Regeneration and Resilience

Equilibrium resilience

'Bounce-back' resilience

The ability of a system to accommodate disturbances without experiencing changes to the system.

Emphasises a return to a steady-state after disturbance – 'business as usual'.

Short-term response to shocks and disturbances.

Prominent in the literature surrounding disaster management, managing geo-environmental hazards

Conservative approach, naturalising man-made crises and depoliticising responses.

A reactionary tool, reinforcing existing power structures

Evolutionary resilience

'Bounce-forward' resilience

The ability of a system to respond to shocks and disturbances by adaptation and adaptability

Emphasises transformation or path creation in response to disturbances – 'do something different'.

Long-term response, emphasising adaptive capacity.

Prominent in the literature surrounding regional economic development, spatial planning

Recognises the politics of resilience, involving normative and value judgements.

A critical tool, enabling reform


(Source: Scott, M. 2013)

- ▣ Explores the role of path dependencies in place development
- ▣ Considers 'slow-burn processes' (Pike et al., 2010 p. 63)
- ▣ Resilience and Sustainability deal with the future: Resilience is a condition for sustainability (Heijman, W., et al. 2007)
- ▣ Identification of place attributes which may enhance or undermine resilience.

Is it Resilient?

- Respondents during the interviews and focus groups highlighted barriers that will inhibit the potential of these newcomers to support sustainable rural resilience

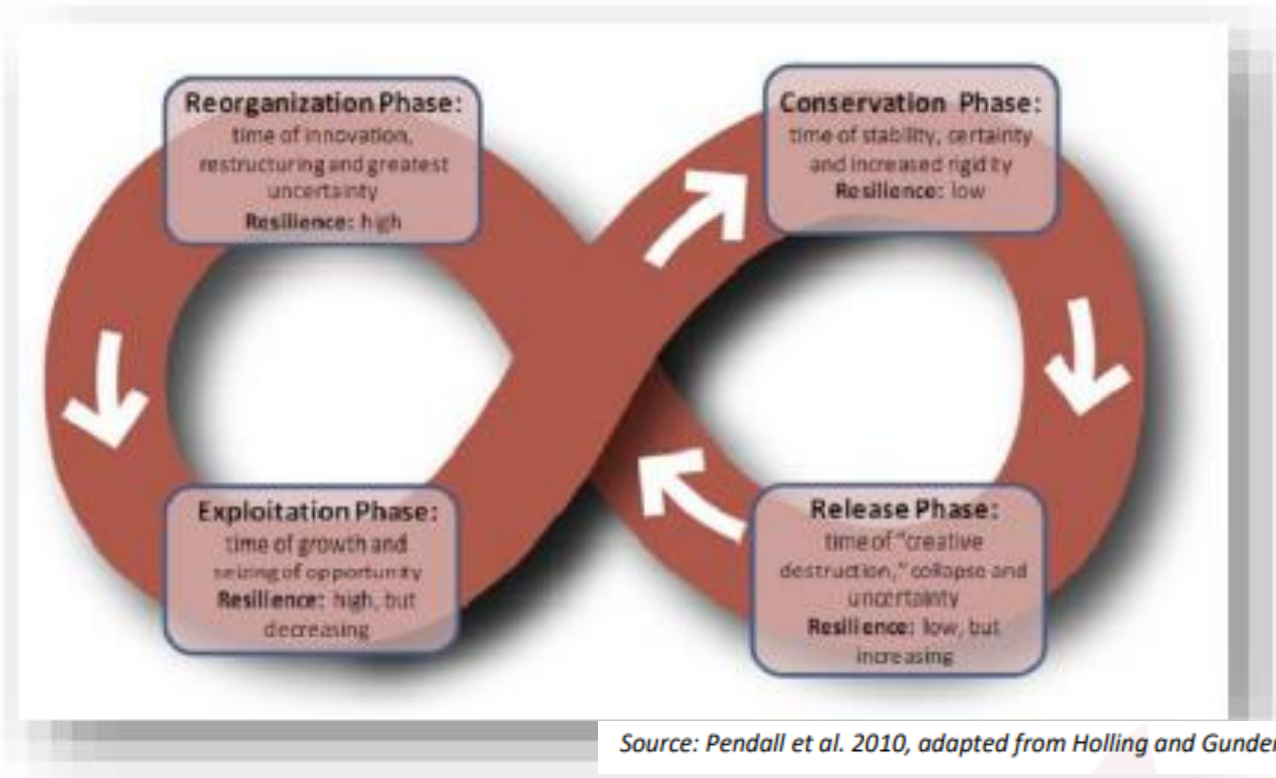
- Shortage of housing
- Restrictive Spatial planning policies
- Lack of rural services
- Weak Governance



“So Dublin centred that we’re gonna just all fall into it. Its gonna just tip over like a wave and we’ll all slide over into Dublin. Because it really had become Dublin centric and it was quite you know... And I thought they’re looking at us as if we’re a place for Dublin people to go on holidays” Interview 20

- Points to a “system maintenance” (Davoudi, 2013) with a risk of ‘Lock-In’
- Policy and legislation can either entrench path dependencies or support new opportunities for investing in place
 - Where local government had no jurisdiction or fund investments to support new pathways no significant changes to path dependency occurred (Ryser, 2019)

Resilience as a four-phase adaptive cycle

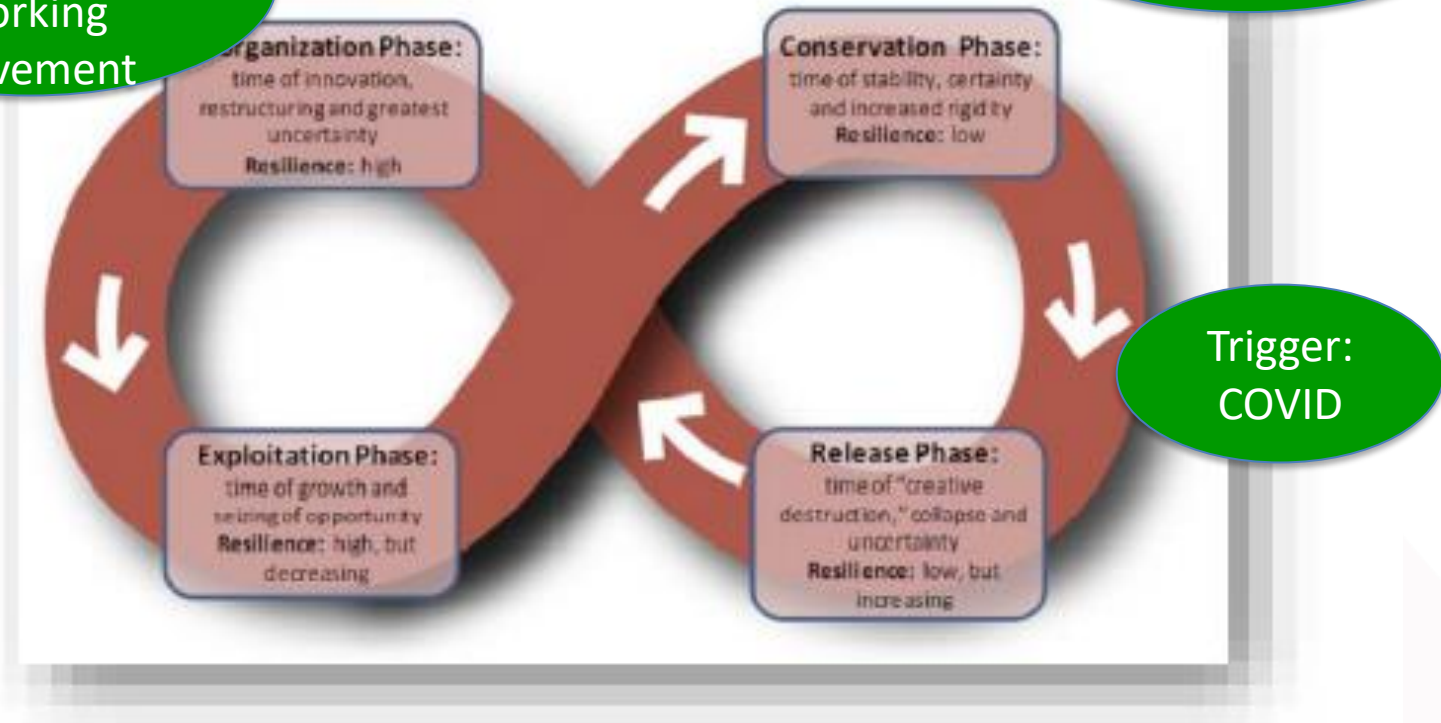


Resilience is a state where all four stages can be passed through with success (Fath et al., 2015). The reorientation or reorganisation phase is strongly linked with the concept of regeneration and is a time of innovation

At a cross roads:

Lockdown:
Mass Remote
working
Movement

Post COVID



Trigger:
COVID

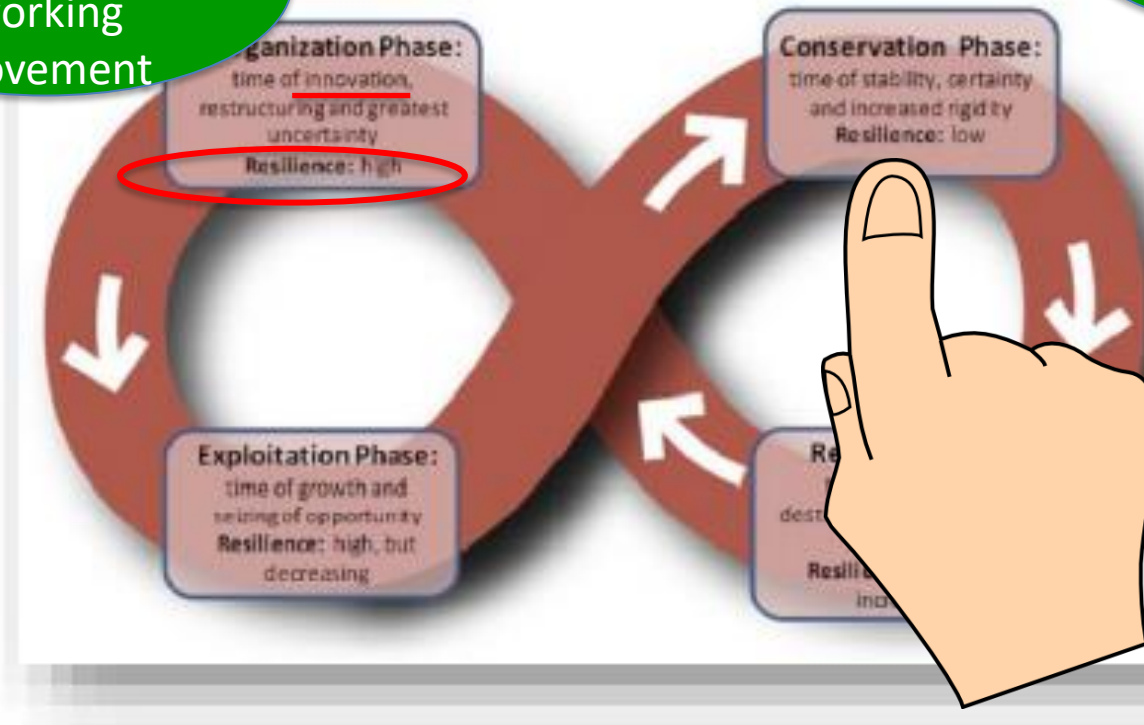
New pathways are hindered by outdated policies and institutional structures focused on established modes of development and providing predictability (Martin and Sunley, 2006; Tonts et al., 2014)

New movement old conditions

Lockdown
Mass Remote
working
Movement

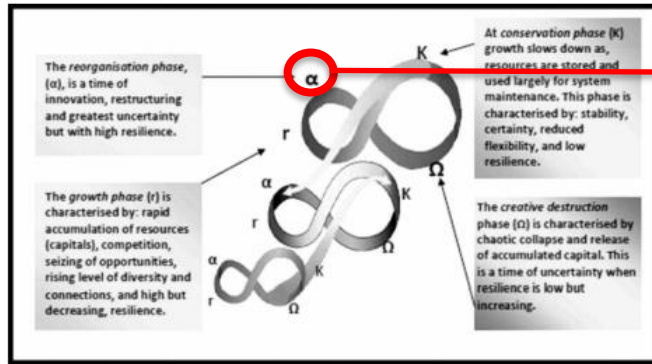
Post COVID

COVID



The current state of affairs cannot be derived from current conditions only, since the current state of affairs has emerged from and has been constrained by previous conditions.

How to shift to transformative?



What were the drivers?

Connections; Innovation; Learning;

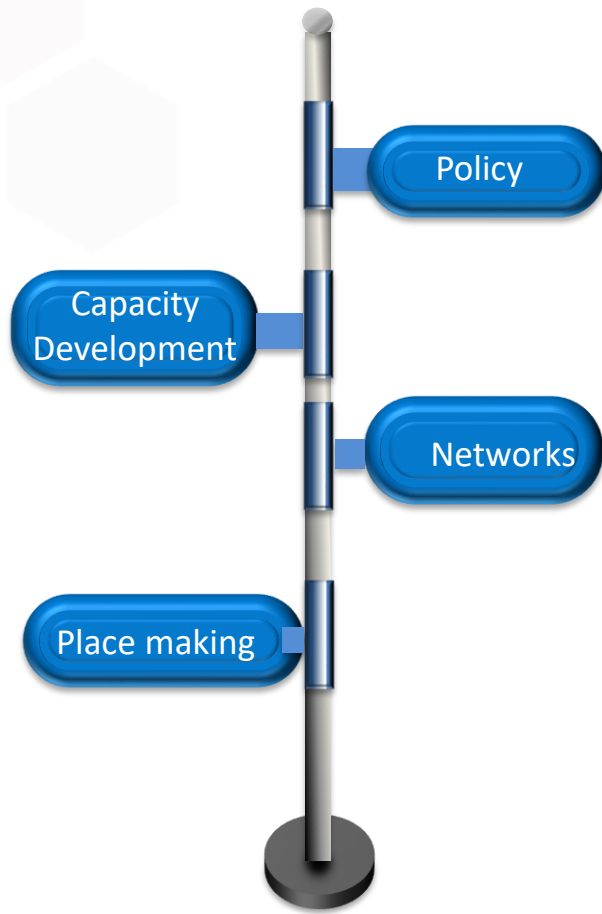
Where did these occur?

Networks

- **NETWORKS:** formal and informal, emerged as the spaces in which these processes took place.
- Evidence of local and translocal networks
- In these spaces learning and innovation was evident which acted as catalysts for capacity development
- Being part of such networks allow actors “to mobilise ideas, resources, and support in other contexts to the benefit of rural regions” (Fink et al., 2017, p.10)

Embedding Remote work and the wider context

Regeneration is transformative and sustainable: Remote work newcomers have the potential to contribute to rural regeneration



The other side

- The receiving area, agencies and governments role in remote working movement
- More than one pathway to regeneration

Resilience

- Who is responsible for building resilience
- Who's resilience and for you?

Territorial Cohesion

- Types of Newcomers
- Place resources
- Capacity and capitals

Role of females in building Resilient rural areas

- Economic resilience
- Social resilience
- 'Paid' role?



THANK YOU!

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