



Global rural futures

- Lecture -

Tristan Berchoux

Tristan.Berchoux@winchester.ac.uk

Understanding Urban and Rural Societies

BA (Hons) Sociology

BSc Geography

4 April 2017

Main Contents

Overview of the presentation

① Introduction

② Rural Dynamics

③ Environment

④ Economy

⑤ Society

⑥ Conclusion

Learning outcomes

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

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

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

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 ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

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 ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

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

Learning outcomes

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Rurality and development: local and global issues

Agrarian and landscape transitions in Britain

Characterising rural societies: conceptual frameworks

Working towards sustainable rural societies

Global rural futures

1. Identifying the links between paradigms and challenges for rural futures
2. Characterising rural dynamics and threats to rural development
 - Identifying opportunities and threats for rural development

Sustainable Development

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion



Sustainable Development

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion



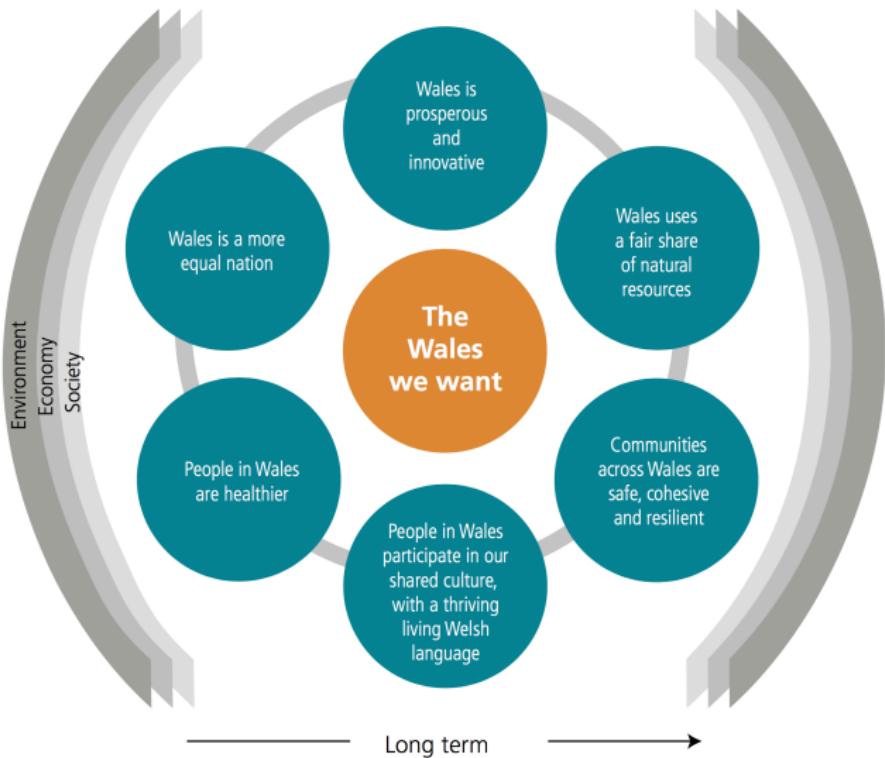
SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

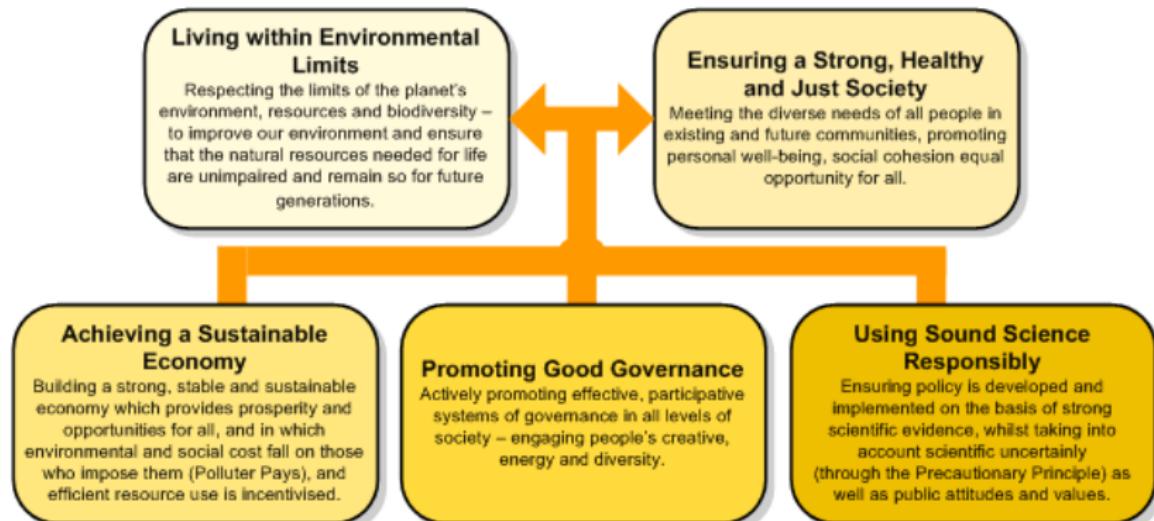
Sustainable Development

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Sustainable Development

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More Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Job losses

- **Mechanisation** ↪ less job opportunities
- **Imported food and raw materials** ↪ decrease the demand

More Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Job losses

House price increases

- **Less space:** restriction in National Parks, price of *brownfield* sites
- **Attractiveness:** creates demand from second home owners

More Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Job losses

House price increases

Competition from abroad

- **Comparative advantage** ↪ fall of agricultural income ↪ farms diversification
- **Diversification** (such as tourism): seasonal and unequally spatially distributed

More Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Job losses

House price increases

Competition from abroad

Rural depopulation

- **Push factors:** shortage of jobs, lack of social life in remote areas
- But **counter urbanisation** in accessible villages

More Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Job losses

House price increases

Competition from abroad

Rural depopulation

Decline in services

- Depopulation ↽ less profitable shops and services

Less Economically Developed Countries

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

Rural to urban migration

- **Push factors:** low wages
- **Pull factors:** job opportunities
- \oplus remittances
- \ominus left-behind

Less Economically Developed Countries

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Rural to urban migration

Subsistence farming to cash crops

- ⊕ source of income, job creation
- ⊖ less land to feed the local population, greater pollution and erosion ↳ damages on local ecosystems

Less Economically Developed Countries

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Rural to urban migration

Subsistence farming to cash crops

Population increase

- High rate of population natural increase
- Pressure on the food supply

Less Economically Developed Countries

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Rural to urban migration

Subsistence farming to cash crops

Population increase

Hazards and diseases

- Loss of physical capital
- Loss of financial capital

Less Economically Developed Countries

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Rural to urban migration

Subsistence farming to cash crops

Population increase

Hazards and diseases

Environmental degradation

- Food and income from the land ↗ vulnerable land is used ↗ land degradation (desertification and deforestation)
- Clearing forests ↗ soil erosion and loss of ecosystem

Less Economically Developed Countries

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Rural to urban migration

Subsistence farming to cash crops

Population increase

Hazards and diseases

Environmental degradation

Globalisation of tourism

- Global tourism ↗ benefits to local population?

Cycle of decline

Introduction ► **Rural Changes** ► Environment ► Economy ► Society ► Conclusion

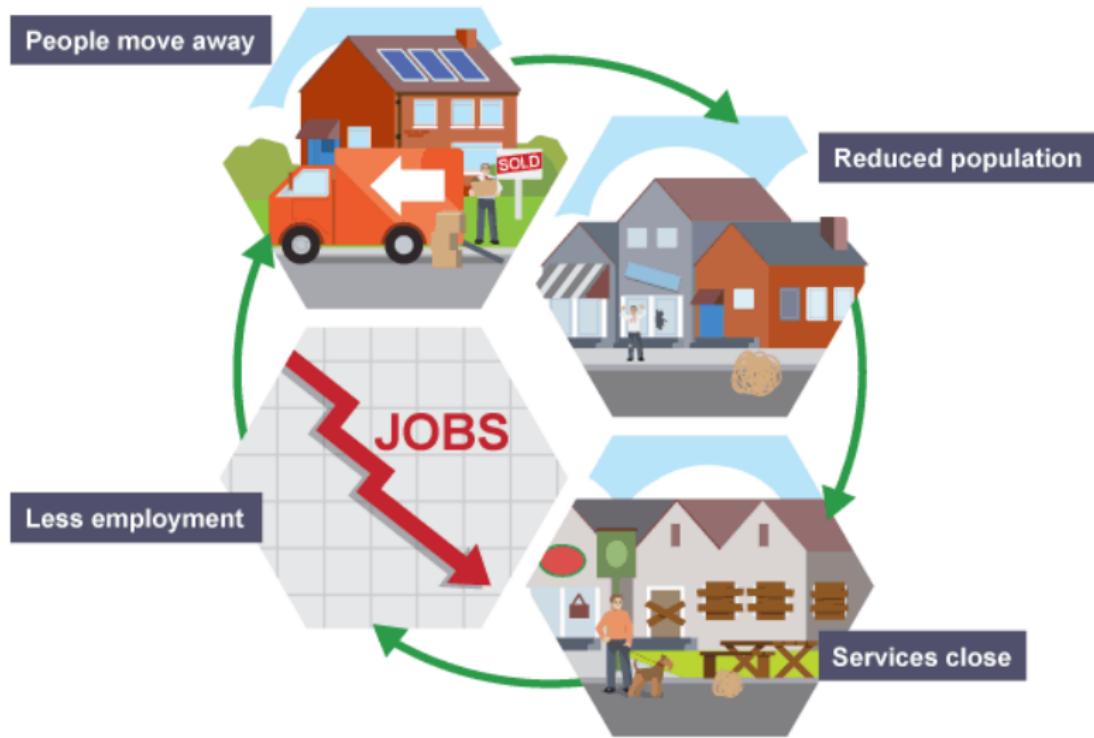
Student Activity

10 minutes

- Represent existing dynamics in MEDC and LEDC by a cyclic diagram that shows decline of population in rural areas

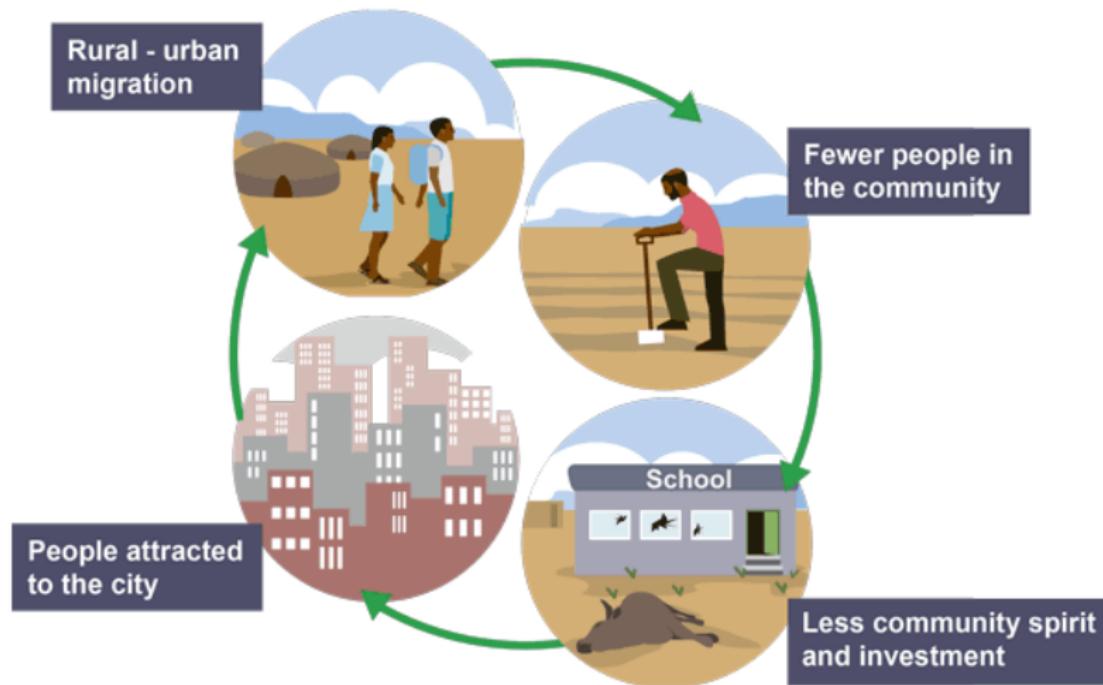
Cycle of decline

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Cycle of decline

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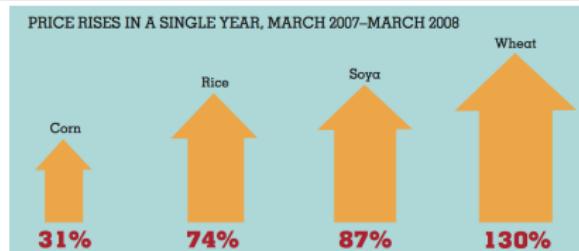
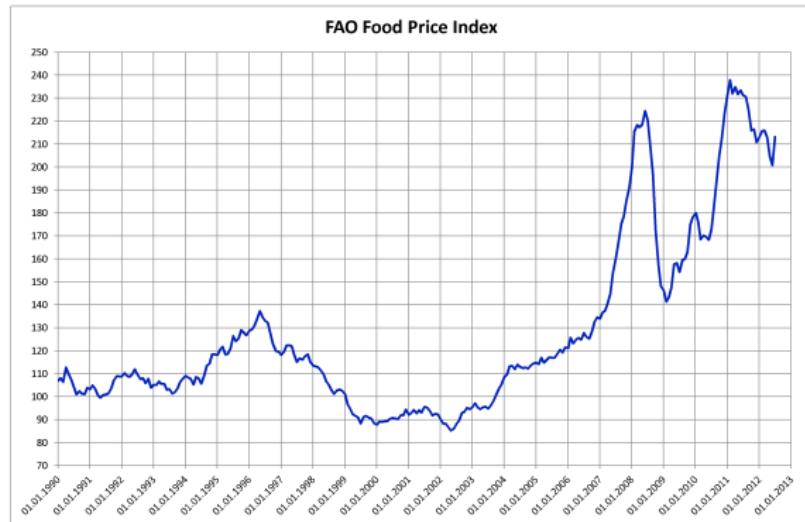
2008 Food-Energy Crisis

Case Study



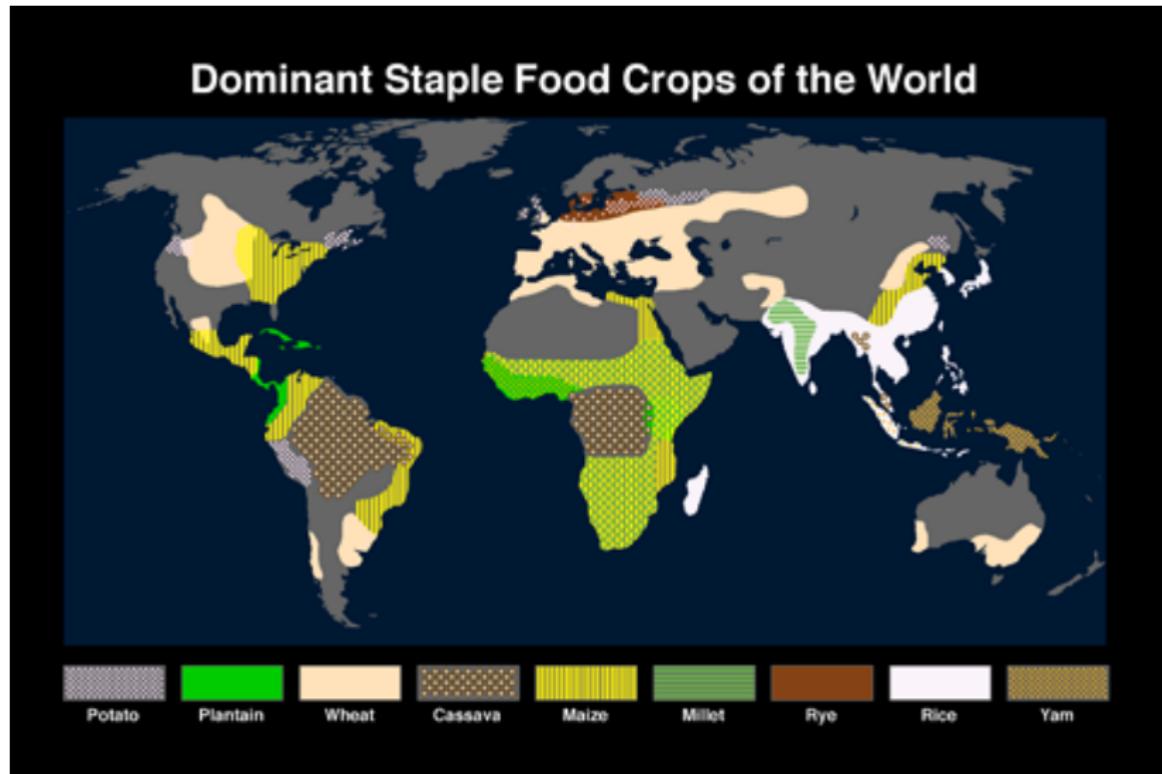
2008 Food-Energy Crisis

Case Study



2008 Food-Energy Crisis

Case Study



2008 Food-Energy Crisis

Case Study



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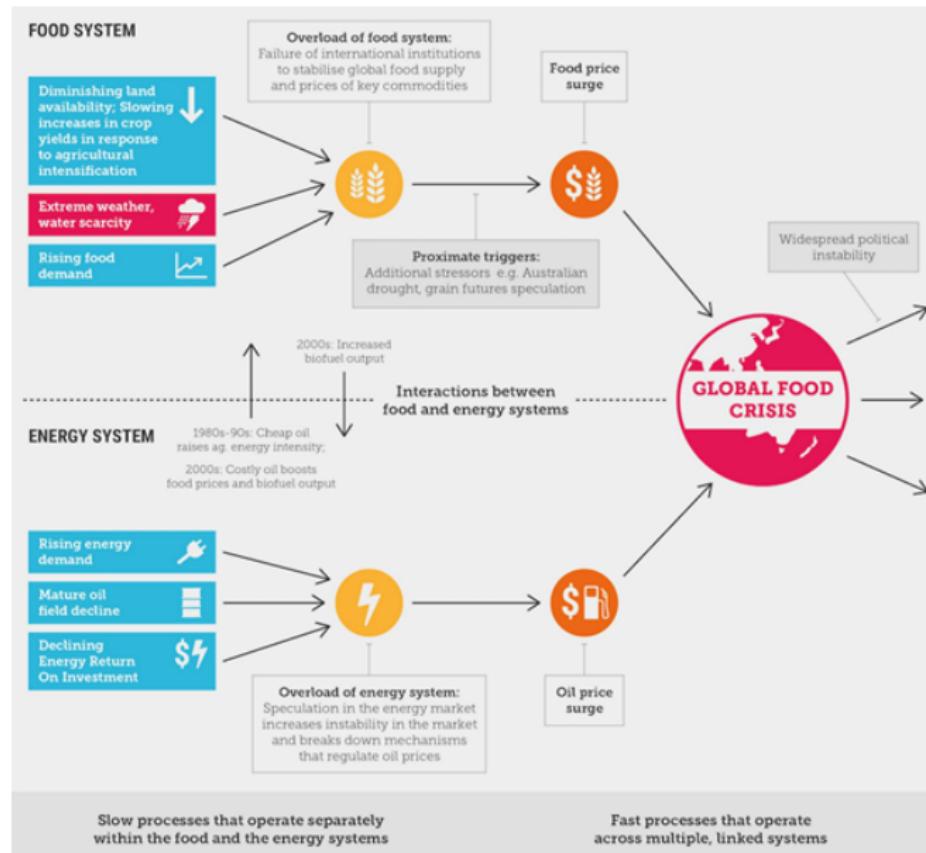
2008 Food-Energy Crisis

Case Study



2008 Food-Energy Crisis

Case Study



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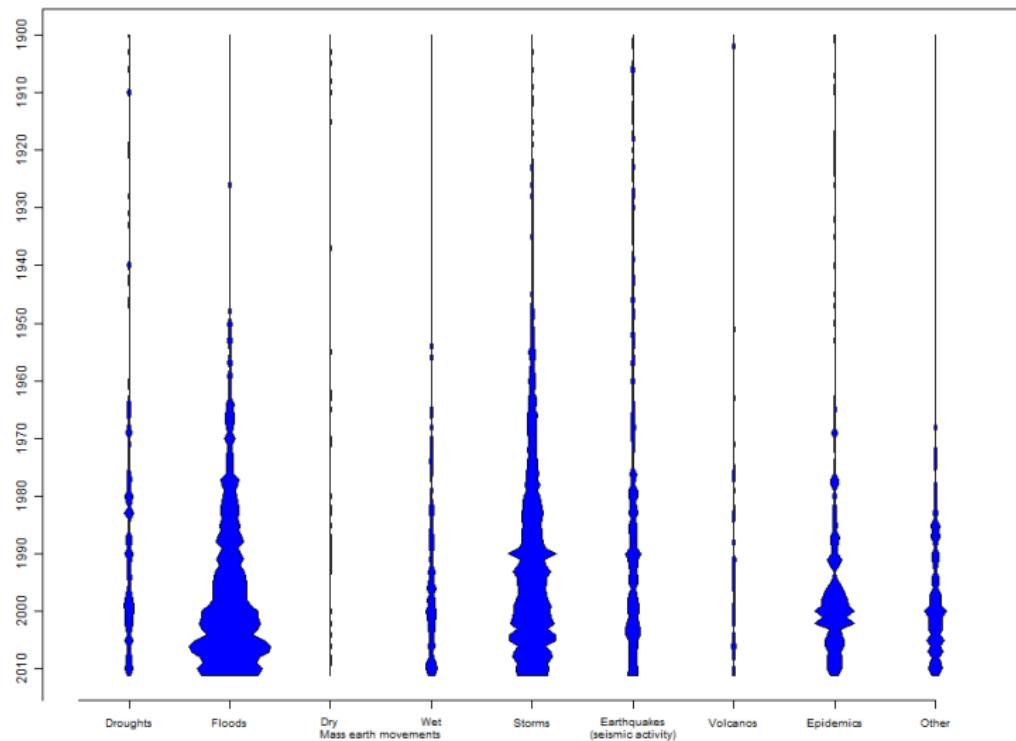
⑤ Society

⑥ Conclusion

Climate Change

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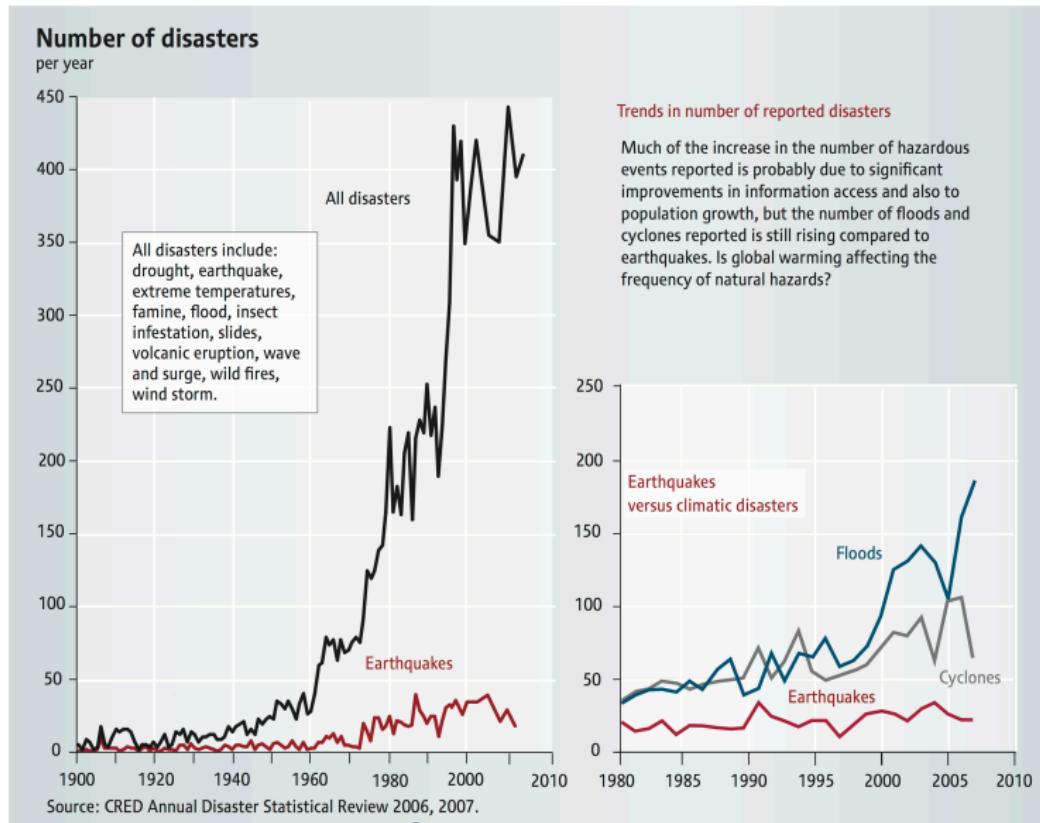
Number of natural disasters reported 1900 - 2011



EM-DAT: The OFDA/CRED International Disaster Database - www.emdat.be - Université Catholique de Louvain, Brussels - Belgium

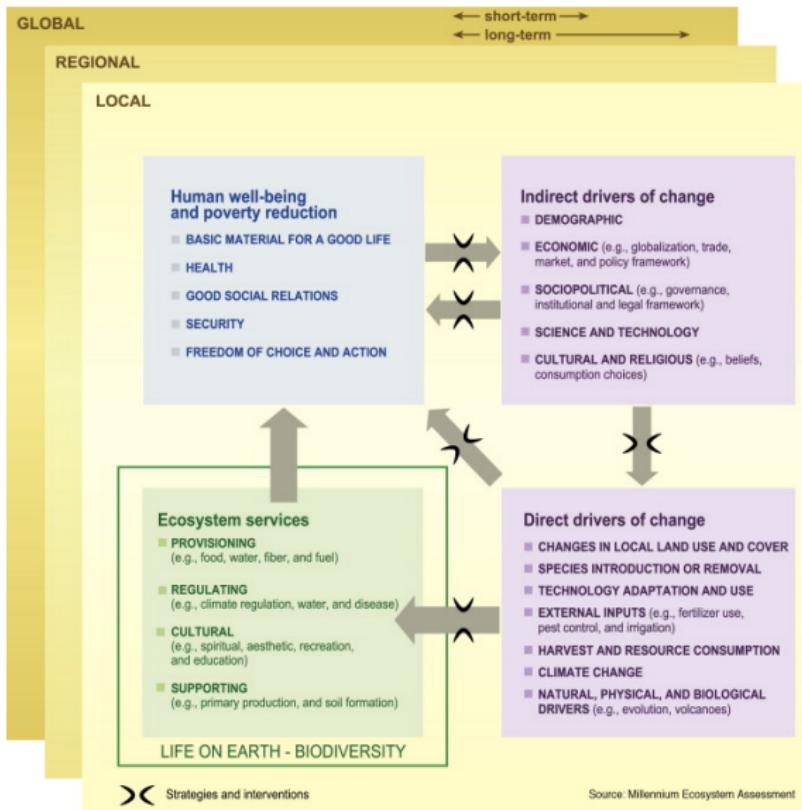
Climate Change

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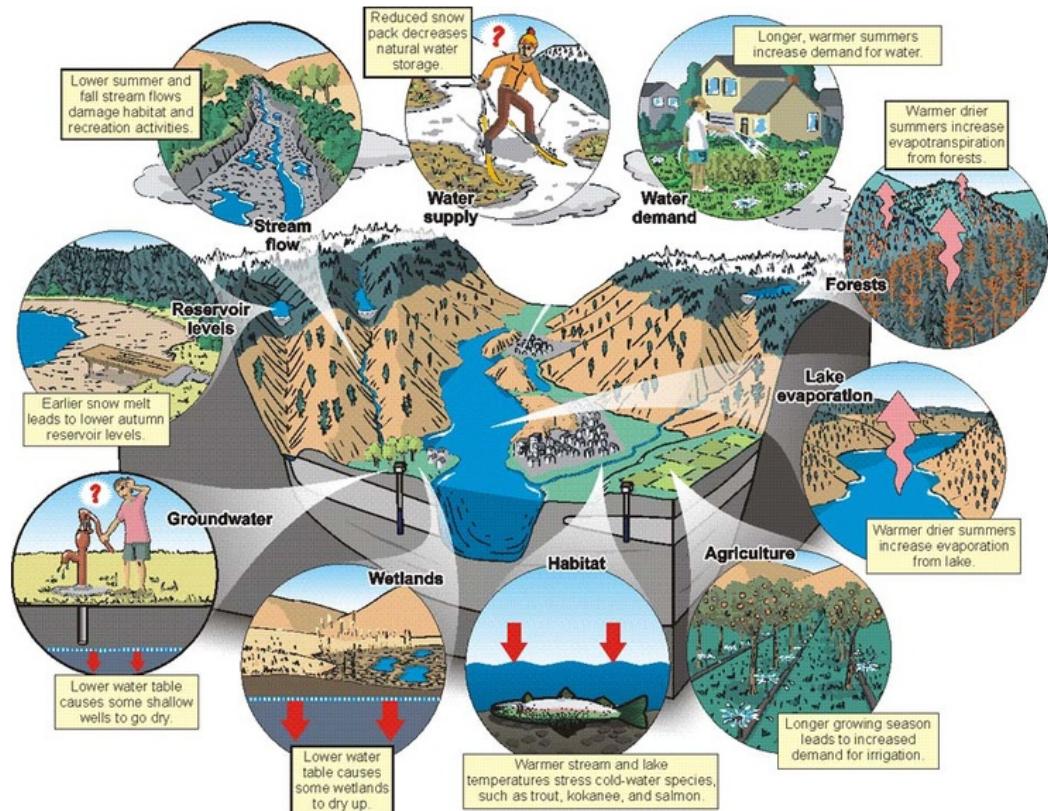
Climate Change

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Climate change impacts

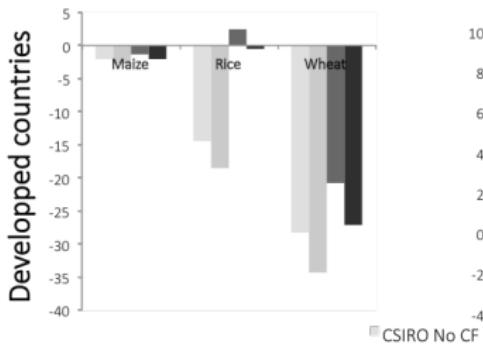
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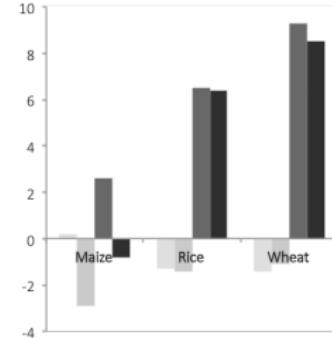
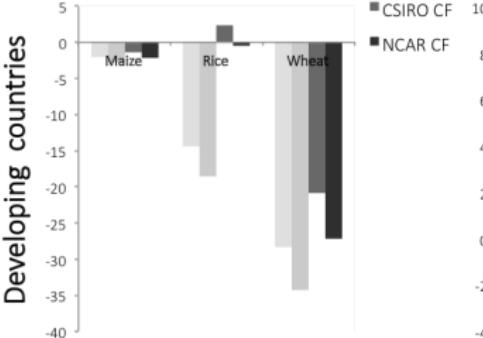
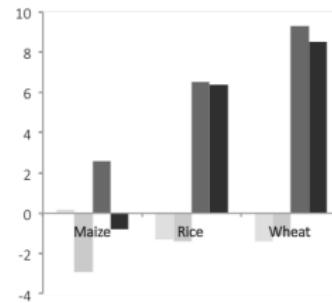
Climate change impacts

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- Irrigated -

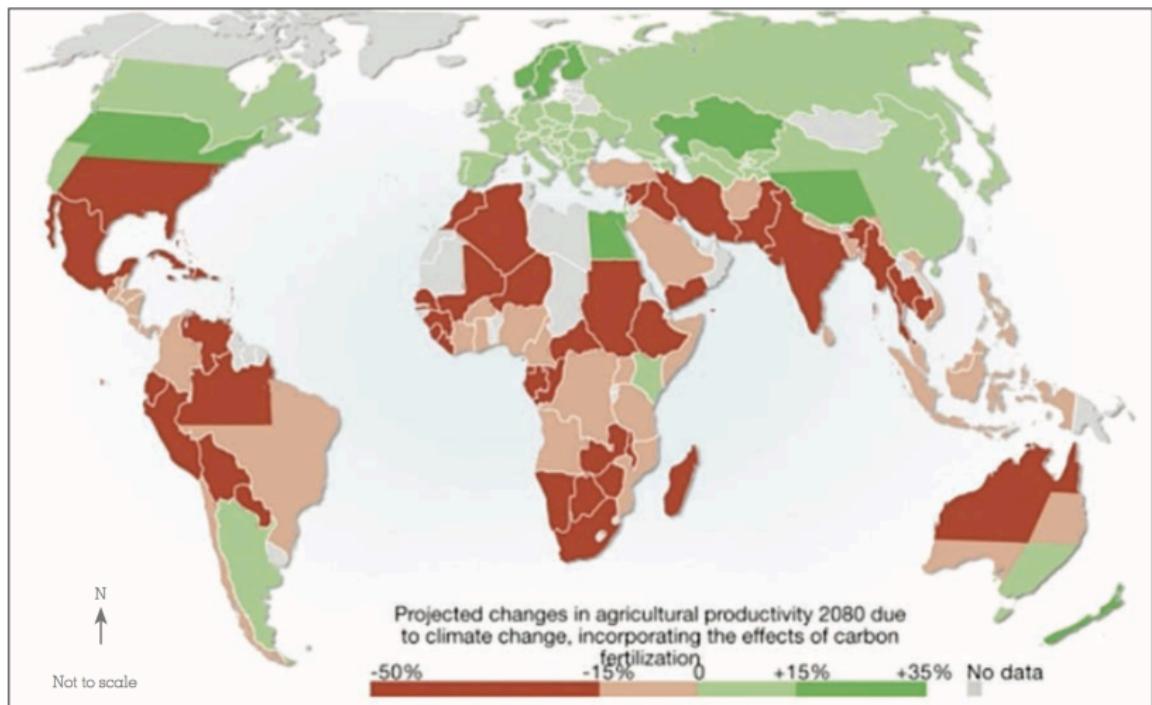


- Rainfed -



Climate change impacts

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion



Climate change impacts

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Findings from sociology

Nagel et al., 2010

- **Political economy:** emissions reflect how we organise politically and economically
- **Human ecology:** climate change is global but effects depend on local social/political condition
- **Social factors drive consumption:** excessive consumption related to status-seeking and advertising
- **Social factors influence knowledge and response:** acceptance and response to science is socially driven
- **Social organisation of science policy:** ability to learn and respond depend on our institutions

Policy options on climate change

Introduction ► Rural Changes ► **Environment** ► Economy ► Society ► Conclusion

Mitigation

Efforts to reduce or prevent emission of greenhouse gases.

Policy options on climate change

Introduction ► Rural Changes ► **Environment** ► Economy ► Society ► Conclusion

Mitigation

- Energy efficiency measures
- Low carbon energy supply
- Change of agriculture and forestry practices
- Changes in consumer behaviours

Policy options on climate change

Introduction ► Rural Changes ► **Environment** ► Economy ► Society ► Conclusion

Mitigation

Adaptation

Adjustment in natural or human systems in response to actual or expected climatic stimuli or their effects, which moderates harm or exploits beneficial opportunities.

Policy options on climate change

Introduction ► Rural Changes ► **Environment** ► Economy ► Society ► Conclusion

Mitigation

Adaptation

- Improve the general resilience of social and material infrastructure
- Improve water resources management
- Invest in agriculture, forestry and fisheries
- Estimate and prepare for future disease outbreaks
- Manage existing environmental threats

Policy options on climate change

Introduction ► Rural Changes ► **Environment** ► Economy ► Society ► Conclusion

$$Vulnerability = f(Exposure, Sensitivity, Adaptive Capacity)$$

Environmental Degradation

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Ecological costs of specialised human activities

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 (esp. 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

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Sociology of Development

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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

Collectivist

- Project of a society led by internal stakeholders

Economic Paradigms

Introduction ► Rural Changes ► Environment ► **Economy** ► Society ► Conclusion

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

Economic Paradigms

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Institutional Economics

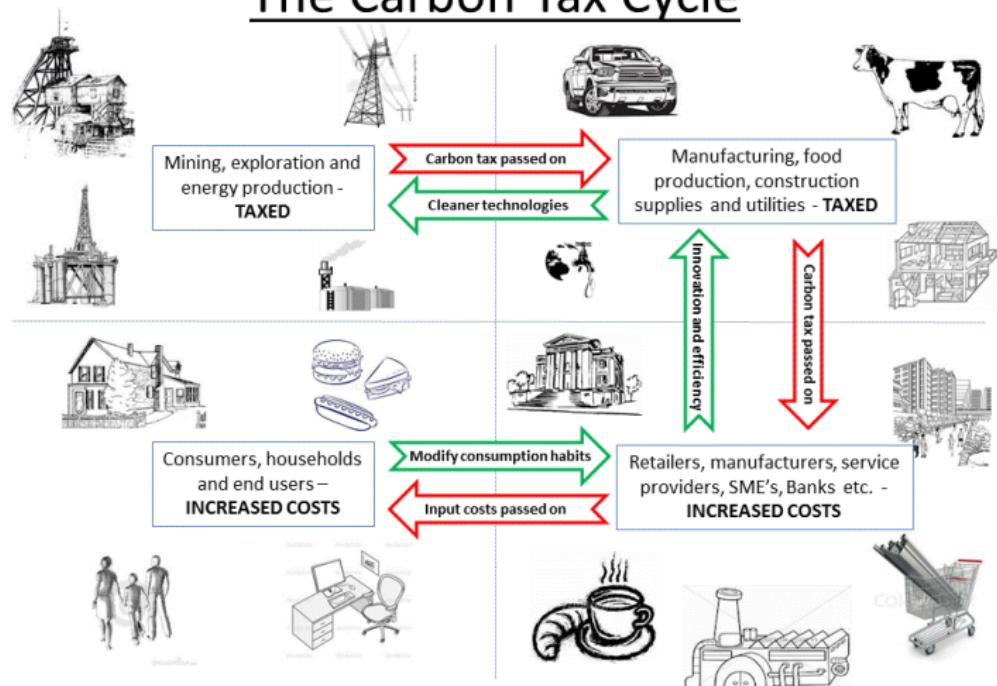
Tragedy of the commons



Tools for environmental economics

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The Carbon Tax Cycle



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Tönnies

- **Discipline:** early founder of emerging field of sociology
- **Context:** late XIXth century, early industrial
- **Theory:** macro impact upon the micro, forms of human association
- **Themes:** impact of the industrial revolution
- **Methodology:** armchair theorising
- **Treatment of the rural:** nostalgic, continuum

Tönnies

Community studies

- **Discipline:** borders of sociology and anthropology
- **Context:** 1960s
- **Theory:** structural functionalism
- **Themes:** consensus
- **Methodology:** large case study, multi method, longitudinal
- **Treatment of the rural:** nostalgia

Perception of the rural

Introduction ► Rural Changes ► Environment ► Economy ► **Society** ► Conclusion

Tönnies

Community studies

Pahl

- **Discipline:** sociology, urban studies
- **Context:** mid-1960s, highly complex industrial society
- **Theory:** social class related to capacity for choice/freedom
- **Themes:** intra-class conflict, urbanisation
- **Methodology:** case study
- **Treatment of the rural:** rejection of the sociological worth of the rural

Perception of the rural

Introduction ► Rural Changes ► Environment ► Economy ► **Society** ► Conclusion

Community studies

Pahl

Newby

- **Discipline:** sociology
- **Context:** 1970s - 1980s
- **Theory:** deferential thesis
- **Themes:** class conflict, paternalism, property and power
- **Methodology:** qualitative and quantitative, longitudinal
- **Treatment of the rural:** sceptical

Perception of the rural

Introduction ► Rural Changes ► Environment ► Economy ► **Society** ► Conclusion

A new perception of the rural?

Local



Highly variable definition. Supports farmers and local economies. May be less environmentally sustainable.

Organic



Does not mean pesticide-free. Nutritionally equivalent to conventional.

Natural



Usually means no artificial flavors or ingredients. Does not affect the safety or nutritional content.

No Antibiotics



Meat, milk, and eggs—regardless of the label—are free from harmful residues.¹

Free-Range



Animals typically indoors but allowed outdoor access.²

No Hormones Added



No hormones are used in pork and poultry. In beef and milk, hormone levels are nearly identical regardless of supplementation.

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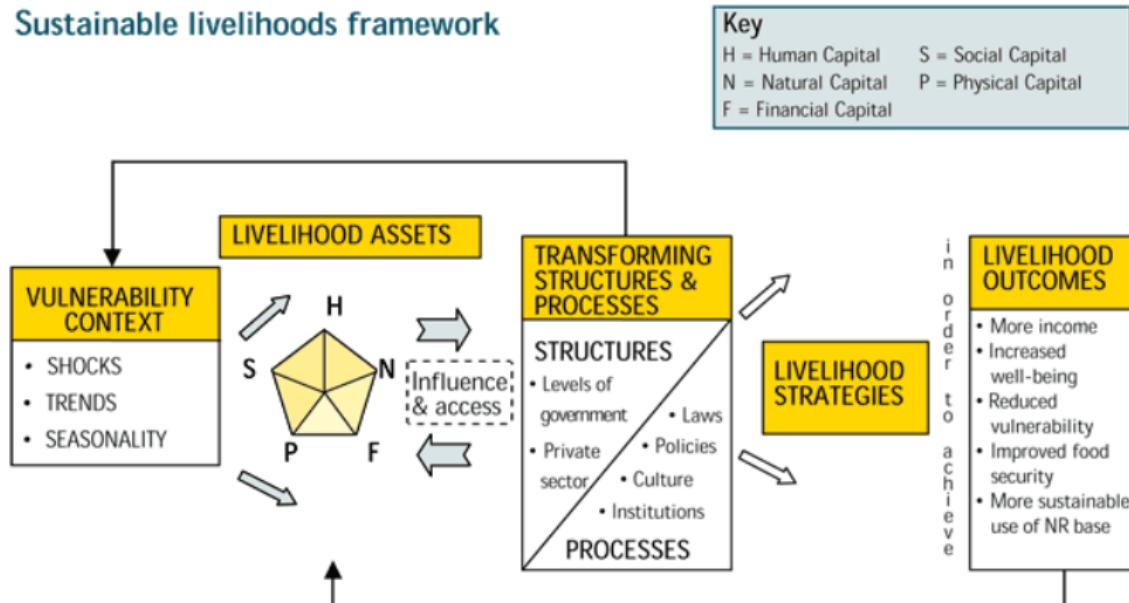
⑤ Society

⑥ Conclusion

Macro and micro analyses

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Sustainable livelihoods framework



External stresses and shocks

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Source	Shocks	Stresses
Natural		
Natural disasters or adverse weather patterns	Flood, cyclone, drought, excessive rainfall	Decline in natural resource stocks, climate change
Human		
Adverse health outcomes suffered by household members	Illness, injury, death	Frequent or lingering illness, inadequate health systems, malnutrition
Social		
Breakdown of social networks, demands made by social networks, social obligations	Dissolution of social networks due to disasters or access to schemes	Social celebrations, discrimination or stigma, life cycle events (births, weddings, deaths), demands on household assets by social network
Political		
Adverse political events and trends	Strikes, disputed elections, violence, destruction	Political dispute, inadequate public services, lack of access to legal system
Economic		
Adverse events and trends in the national or regional economy	Sudden price inflation for basic staples	Price inflation, poor economic infrastructures

Sustainable Changes

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

MEDC

- Protect the resources
- Maintain the economy
- Not let the standard of life suffer for the present residents or those that follow

Sustainable Changes

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

MEDC

- Protect the resources
- Maintain the economy
- Not let the standard of life suffer for the present residents or those that follow

LEDC

- **Rural economy:** encouraging income generation in the area ↗ less rural - urban migration?
- **Rural food production:** needs to be done in an environmentally sensitive way
- **Rural standard of living:** clean water and safe sewerage disposal, access to education and health care
- **Improvements in communication:** exchange of information, goods and products

Approaches towards sustainable change

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

MEDC

- Co-operatives to provide services
- Government subsidies to promote sustainability
- EU subsidies for deprived rural regions
- National parks management

Approaches towards sustainable change

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MEDC

- Co-operatives to provide services
- Government subsidies to promote sustainability
- EU subsidies for deprived rural regions
- National parks management

LEDC

- Working alongside communities
- Having a “*pass-on*” system
- Training people to help reduce soil erosion and improve water holding capacity of the soil
- Helping people to help themselves
- Developing self sufficiency over time

Challenges to tackle

- Preserving our natural resources
- Providing safe and nutritious food for an expanding population
- Adapting to climate changes
- Maintaining sustainable rural livelihoods

Challenges to tackle

Specific areas of rural sociology

- Sociological theory
- Research methods and statistics
- Sociology of agriculture
- Community development, social and economic development
- Demography and rural poverty
- Gender roles in rural societies
- Environmental sociology

Career Options

Introduction ► Rural Changes ► Environment ► Economy ► Society ► Conclusion

Topics

- Culture and Sustainable Consumption
- Expanding Nutritious Choices in Food Pantries
- Household Adaptation
- Increasing Food Security through Integration of Social and Biological Sciences
- Linking Local and Scientific Knowledge to Assist the Rural Poor
- Local Food Systems and Rural Development
- Newcomer Integration into Communities
- Rural Entrepreneurship Development
- Small Holder Dairy Cooperative Development
- Supporting Beginning Farmers and Rural Communities

Career Options

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Careers

- Social Services in Governmental agencies
 - ▶ Policy analysis
 - ▶ Administration
 - ▶ Rural services
 - ▶ Local/National agencies
 - ▶ Recreation
- Community Work in Non-Governmental agencies
 - ▶ Rural planning
 - ▶ Environmental protection
 - ▶ Community development
 - ▶ Advocacy
 - ▶ Sustainable development
 - ▶ Mediation
- Private sector
 - ▶ Development projects
 - ▶ Consulting
 - ▶ Consumer research
 - ▶ Insurance and real estate
 - ▶ Rural entrepreneurship