

Social innovation in marginalised rural areas



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Maria Nijnik, Social, Economic and Geographic Sciences Group, with thanks to C.Barlagne, R.Hewitt, D.Miller, M.McKeen, L.Secco, D.Valero, B.Slee, S.Alkhaled, *et al.*

Processes observed in rural areas of Europe



1. Out-migration & ageing
2. Population drift from more remote places into villages & towns
 - Closure of services
 - Threatening capacity for endogenous development
3. Diversification & restructuring
4. Changing infrastructure
5. Changing lifestyles

They interact with **macroeconomic settings** → societal segmentation

To address the challenges & use the opportunities:

*Support small businesses & entrepreneurship (new business models); local, short food supply chains; infrastructure and services; valorising ecosystem services; bio-economy; exploit green spaces; digital growth; fiscal incentives; etc. & new collaborative actions – **social innovation***

Social innovation

... introduced to respond to pressing social demands **not traditionally addressed by markets or existing institutions**

... first & foremost is about **quality of life & well-being...**

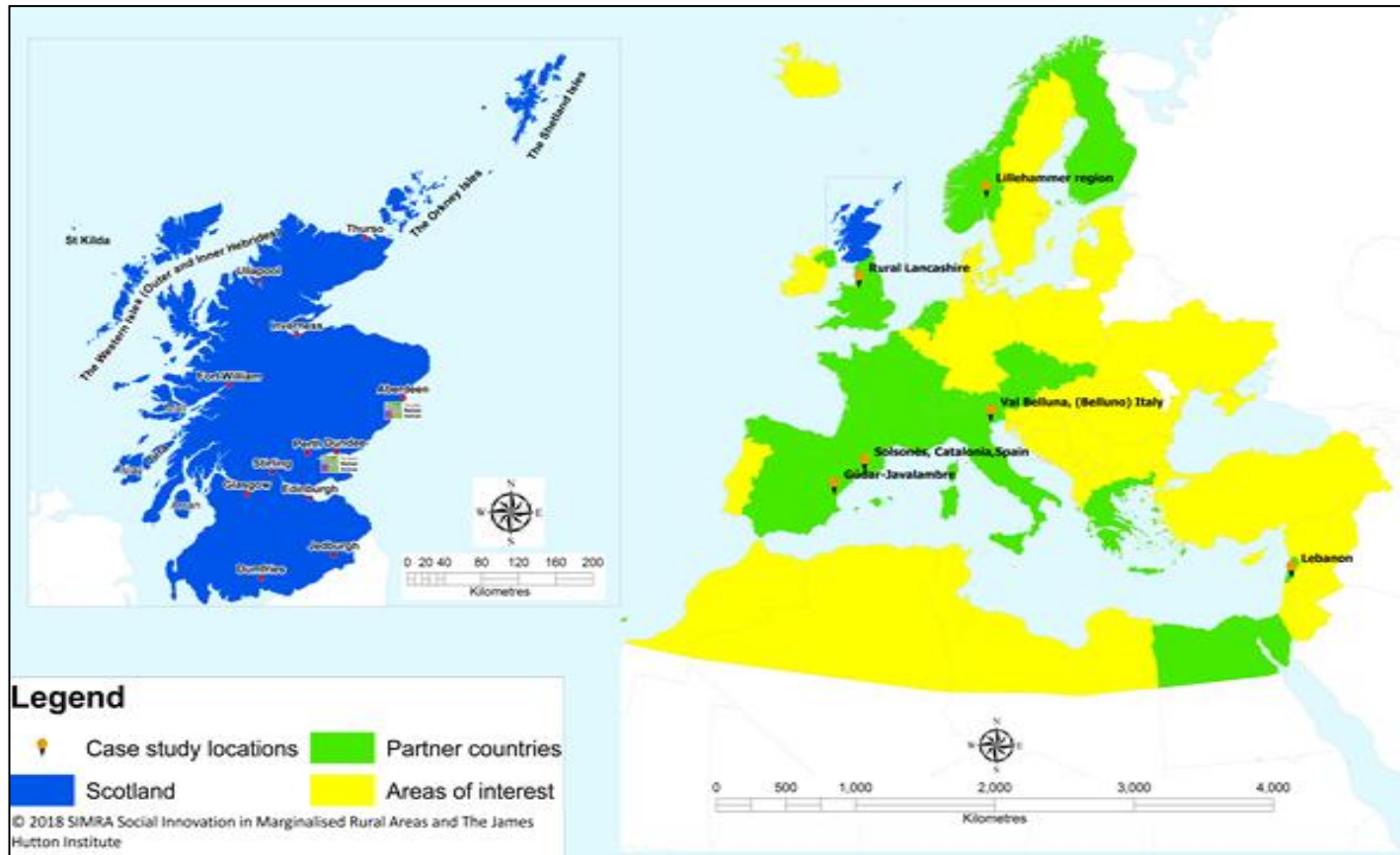
... involves **new social relationships & collaborations**

... relates to **governance mechanisms & economic opportunities...**

... a mechanism to address **sustainability & social justice**

... considered crucial for **smart & inclusive growth**





*In fields as diverse as energy, forestry, social farming, health care, tourism and conservation, social innovation is driving place-based rural development. In **Scotland, under the Government Strategic Research Programme (RESAS), and beyond, under H2020 SIMRA_EU**, we are investigating how social innovation arises, what drives its success and how it can address challenges in marginal rural areas.*

Key objectives of our projects:

To better understand social innovation (SI) & how to enhance it in agriculture, forestry & rural development

- Define, conceptualise & categorise SI
- Explain its variability & diversity
- Explain its triggers, enabling/success factors & challenges/barriers
- Develop knowledge to support SI, addressing specificities & priorities of social needs & new social relationships & collaborations



Social innovation



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...new ideas, products, services, models, arrangements, relationships, interactions (attitudes, collaborations, values, behaviours, skills, practices), fields of activity (social entrepreneurship & social enterprises), processes and changes designed to meet societal needs.

SI is *“the reconfiguring of social practices, in response to societal challenges, which seeks to enhance outcomes on societal well-being and necessarily includes the engagement of civil society actors”*

It begins with ideas, develops into prototypes and/or pilots, can become more stable, up-scale/out-scale/replicate & may create systemic changes



This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 677622

PARTNERS

The James Hutton Institute, University of the Highlands and Islands, LRI, CIREAM, ICRES, EURAC, GAROUKERRY, foreco, Seeds-int, OAR, SAB

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Visit us on LinkedIn!

Duration
April 2016 to March 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 677622

Get involved in SIMRA!

There are many opportunities to get involved in SIMRA:

- Participate in our workshops
- Take part in the case studies
- Contribute to our online blog
- Follow us on social media

To register your interest in SIMRA please contact us at: simra-h2020@hmc.cuhern.org

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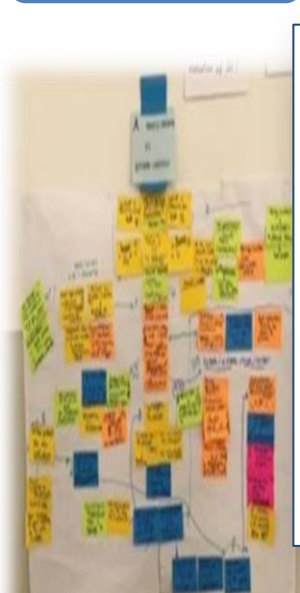
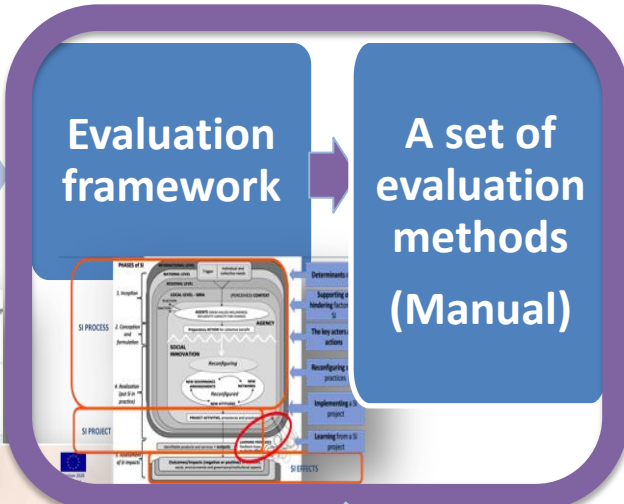
The workflow diagram

Social Innovation Think Tank

Conceptual framework

Analysing marginalization

Database of SI examples



Science of the Total Environment

Social-ecological innovation in remote mountain areas: Adaptive responses of forest-dependent communities to the challenges of a changing world

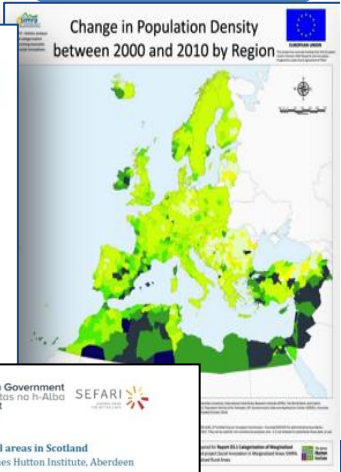
Marina Melnykovich^{1,2*}, Maria Nijak³, Dor Sokolyk⁴, Albert Nijak⁵, Simeu Satski⁶, Yuriy Bihun^{7*}

ABSTRACT

KEYWORDS

EMPirical ABSTRACT

ARTICLE INFO



simra Social Innovation in Marginalised Rural Areas

This database is work-in-progress and will be progressively updated

Show Select 2 entries

- A box of sea
- ACCESS: Assisting Comm Sources
- Adelw@rthof
- Adotta un terrazzamento
- Apelina un Olive Adapt
- Baba Residence
- Biohof Megg Community

COLLECTION OF EXAMPLES OF SOCIAL INNOVATION

The James Hutton Institute Scottish Government Rìaghaltais na h-Alba gov.scot SEFARI

Social Innovation in rural areas in Scotland Workshop on the 31st May, at the James Hutton Institute, Aberdeen

In fields as diverse as community land ownership, social care, social housing provision, cultural services and environmental projects, social innovation is driving place-based rural development. At the James Hutton Institute, we are researching how social innovation works, what drives its success and how it can address challenges in marginalised rural areas. Come, discuss and network with a community of practitioners working on social innovation.

- 9:30 Welcome tea and coffee
- 10:00 Introduction by Maria Nijak (The James Hutton Institute)
- 10:10 Introduction by Graeme Beale (Scottish government)
- 10:30 Action to support community capacity for social innovation in rural Scotland At talk by Rodger Goodyear (Portray Community Enterprise) and Bill See (Rural Development Company)
- 10:50 Social Innovation in Forestry: Scottish experiences with communities and small businesses: A talk by Tom Cooper (Glenangry Community Woodlands) and Bianca Ambrose-Oji (Forestry Commission)
- 11:10 Social Innovation and Community Energy in Scotland At talk by Gairn Enterprise (Gairn Community Trust Co Ltd) and Richard Hewitt (James Hutton Institute)
- 11:45 Tea and Coffee
- 12:00 Focus Groups organised around 3 activities
 - Table 1: Enablers and barriers for community-driven innovations
 - Table 2: Facilitating community projects: actors, linkages and scales
 - Table 3: How can we help you? Research priorities for social innovation in rural areas.
- 12:45 Lunch
- 13:45 Focus groups continued (tea and coffee)
- 14:30 Focus groups continued
- 15:45 Concluding remarks and farewell
- 16:00 End of the day

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 677622. It is also funded by Rural & Environment Science & Analytical Services Division of the Scottish Government.



Empirical data collection in 19 case studies

10 Innovation Actions

Guidelines for policy and practice

si parte

1. Identificare i punti di forza e le criticità del territorio rurale
2. Analizzare i bisogni e le risorse del territorio rurale
3. Individuare le opportunità e le sfide del territorio rurale
4. Attuare e monitorare le iniziative di sviluppo rurale

Cos'è l'innovazione sociale?

Che può generare?

MOOC

Examples of social innovation



SIMRA databased of SI examples

- 300, with 172 validated as social innovation
- 10% - in Scotland



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 677622

Examples of community renewables projects in Scotland

Heat Smart Orkney, Fintry, Gigha, South Uist community owned wind turbines, Slea Community Trust, Isle of Skye etc.

Care farming



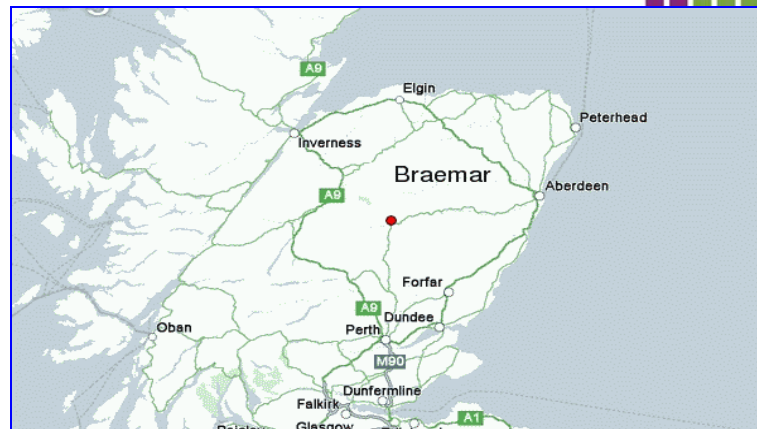
Examples of care farming / social farming / green care spread across Europe

Based on the same philosophy, but different in activities, actors & target groups

The majority of UK examples are Scotland based



Social innovation in Braemar



- A village of 400 people
- The most remote village in Deeside
- Located in the Cairngorms National Park
- Often cut off by bad weather
- Earlier population decline
- Poor public services
- Needs to retain young people

- Grid connection problems
- Energy poverty
- Opportunities not pursued by private sector

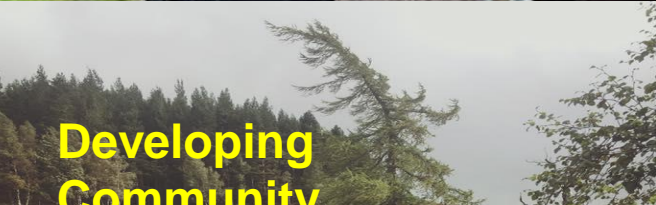


What have they done?

- Established a community development trust (CDT) to oversee projects through feasibility studies & advising
- Exploited strong social capital – a mix of local people & new incomers to create a vibrant community willing to innovate
- Each social enterprise is nurtured by the CDT & then becomes independent



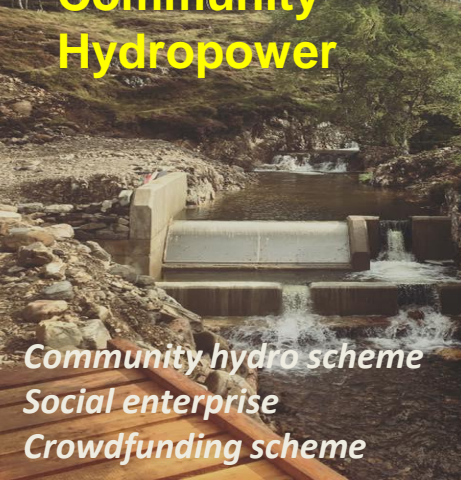
Developing community restoration projects



Developing Community Hydropower



Developing a community managed visitor attraction



Developing an old people's social care project



*Community hydro scheme
Social enterprise
Crowdfunding scheme*

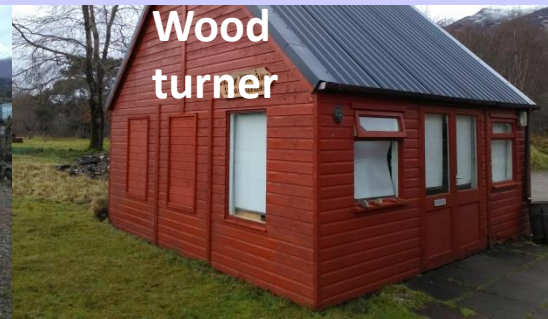
Social innovation in Lochcarron



Tree house



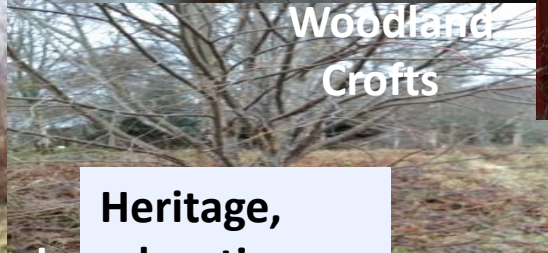
Potter



Wood turner



Kirkton woodland Heritage group



Woodland Crofts

Heritage, education & well-being

Local employment & income

Lochcarron Community Development Company

Lochcarron Community Development Company is a community run organisation. Managing local woodlands, a tree house, cultural, environmental and heritage projects, training and employment, for local sustainability.

News About Training Treehouse Booking Kirkton Trading Events Diary of Events Heritage Craft Shop & Gallery Photos

Local Information Development information



Kiki's craft corner



Tree pruning

Professional training and skills development



Dry stone walling



Willow weaving



Craft centre

What makes it possible?



Dedicated volunteers with a vision

Seed & match funding



Skills (e.g. a full time Community Development Officer, Networks)

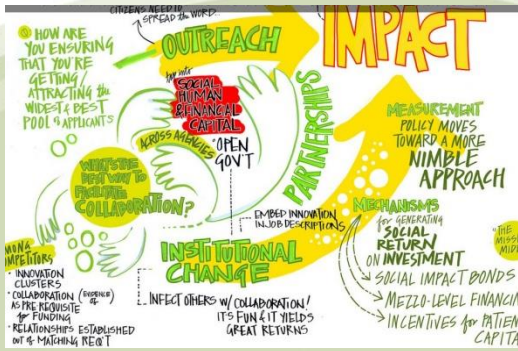


Opportunities !!!



LCDC is a registered Scottish charity. No SC020150.

Alternative business models



The Strathcarron Artisan Dairy Project.

Posted on May 14, 2017

The Strathcarron Artisan Dairy Project.



The Amal ('hope') project - socially integrating (150) Syrian refugees in Aberdeenshire: a committee of 4 men & 4 women elected to enable families to contribute to the **community on the concept of collective good & not for profit action**. The **ongoing SI initiatives**:

- **'Kitchen'** – to provide the opportunity to cook Arabic & provide food, incl. to the newly arriving people & the community.
- **'Garden'** – a place to mingle with locals at a garden/ allotment & practice language skills & build confidence for applying for work & integrate.



Practical challenges include:

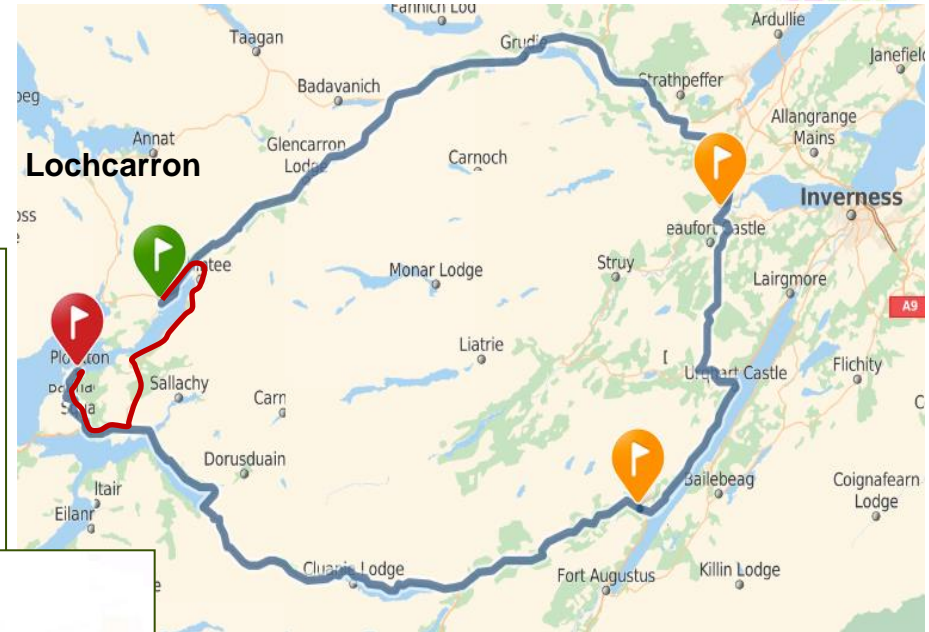
- The way through? Dependence on volunteers. Their “fatigue”?
- SI communities victims of their success?
- Initial & matching funding? Adequate scale/size? How to foster SI?
- New relationships between citizens, communities, public-private bodies?

Expectations include improved understanding of:

- Challenges to communities, businesses & institutions
- Sustainable solutions to challenges
- Social innovation & how it can help revive communities
- Building capacities to promote SI & develop new relationships & collaborations to bring prosperity to rural areas



Appendix: Lochcarron examples of SI



Pupils push boat out for school run

The Press and Journal (Inverness) 17 Jan 2012 BY JANE CANDLISH

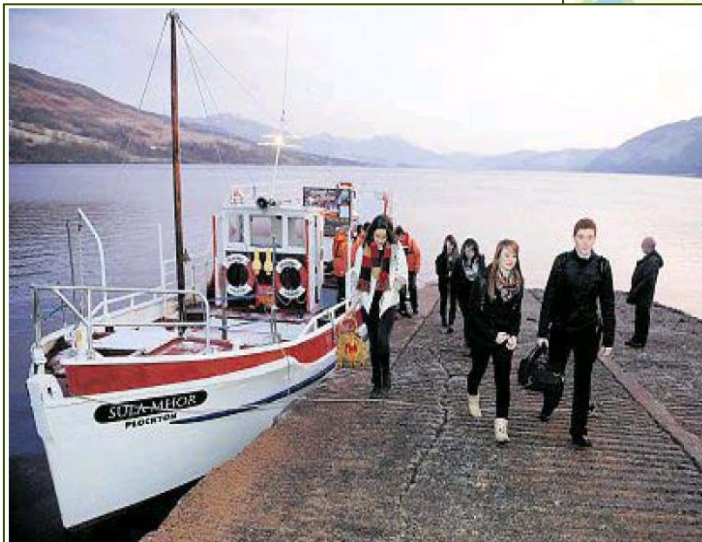
A boat more used to taking tourists on pleasure tours of the west coast yesterday became an essential part of the school run in Wester Ross.

Children from Lochcarron travelled to school by boat yesterday because the normal road route had been hit by a landslide

The A890 Lochcarron/Kyle/plockton road was shut in December and is not expected to reopen for a month.

The closure has meant motorists face a 140-mile diversion via Beauly, Drumnadrochit and Invermoriston.

Now the pleasure boat is doubling as a passenger ferry and along with a six-car ferry is operating between



SHIPMATES: Plockton High pupils are helped ashore after their trip on Sula Mhor.

Factors of marginalisation:

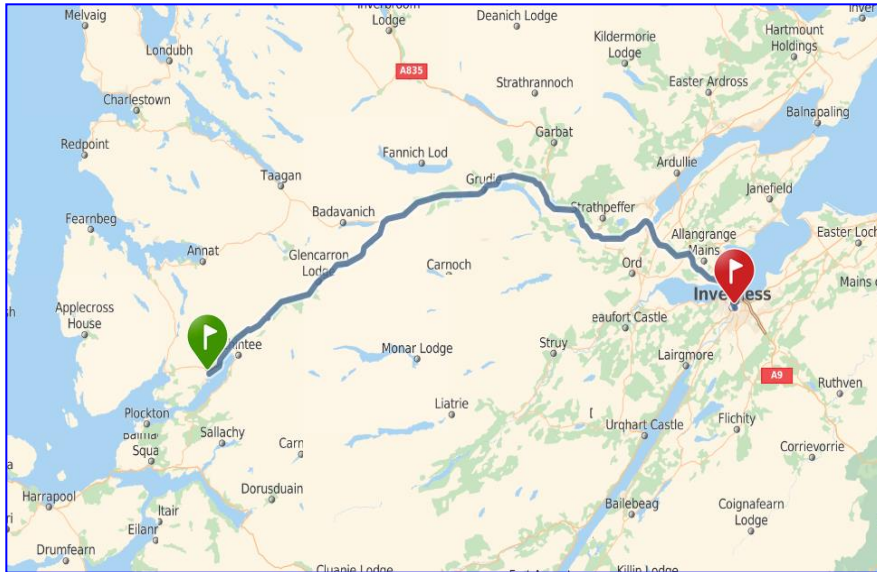
- Remoteness
- Ageing population
- Medical desertification
- Fuel poverty
- Youth unemployment
- Lack of affordable housing

Towards sustainability in Lochcarron through SI



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- Inverness used to be the closest place to receive medical attention (2 hrs drive)
- Agreement with the Highlands Council & Albyn Housing → health centre: medical service, care home & day care
- Covers people from nearby communities
- Challenges: secure funds to maintain/expand



- A place to meet: a room to host events & library
- Bus service to Inverness
- Tangible community benefits:
 - Reduces isolation
 - Health and well-being
 - Family friendly
 - Employment: 25 part time



Lochcarron Medical Partnership

Lochcarron Medical Partnership, Ferguson Medical Centre, Church Street, Lochcarron, IV54 8YQ
Tel: 01520 722215

Home News Online Services Opening Times Prescriptions Appointments New Patients Our Services Staff Contact Details

Have your say

LATEST: Welcome to The Ferguson Medical Centre...



Welcome to Lochcarron Medical Partnership

The Ferguson Medical Centre opened in September 1992. It was purpose-built to provide a pleasant & efficient environment in which to promote good health. The building is named after Dr Charles Ferguson who provided medical care in this area from 1932 to 1975. Dr Ferguson died in December 1991, just 2 weeks after the foundations of the new building were begun.

With patients' needs at the heart of everything we do, our website has been designed to make it easy for you to gain instant access to the information you need. As well as specific practice details such as [opening hours](#) and [how to register](#), you'll find a wealth of useful pages covering a wide range of health issues along with links to other relevant medical organisations.

- Website: www.simra-h2020.eu
- Facebook: www.facebook.com/SIMRAeu/
- Twitter: https://twitter.com/simra_eu/status/753903906443370496
@SIMRA_eu, associated with the hashtag #SIMRA_eu
- Scoop it!: www.scoop.it/u/simra-1
- Research Gate:
www.researchgate.net/project/SIMRA-Social-Innovation-in-Marginalised-Rural-Areas
- LinkedIn:
<https://www.linkedin.com/groups/8546624/8546624-6159676893563015168>

