



## LOOKING AFTER THE FUTURE

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Community based approaches  
to sustainable rural development

## TRANSNATIONAL CONFERENCE

April 14-17, 1999

North Sutherland in the Scottish Highlands

### Duthchas

Duthchas is an EU LIFE Environment Project, based in the Highlands and Islands of Scotland. The focus of the Project is the sustainable development of remote rural areas, which are economically and socially fragile but which have important natural and cultural heritage resources. The Project is developing approaches which enable local communities and public agencies to work together in a strategic way to develop plans and action for sustainable development.

### The Conference

The focus of the conference was on the methods and practical examples of community involvement in developing strategies and actions for sustainable development. In particular it addressed the following issues:

- What does sustainable development mean for remote rural areas?  
Identifying the strengths and challenges for remote areas.
- How do local communities address their own sustainable development?  
Building on the strengths and addressing the challenges across the range of local needs and activities e.g. Land-use, local services, culture, local products, tourism
- What support do communities need to achieve sustainable development?  
Removing the barriers and increasing support  
Achieving a strategic framework and identifying roles.



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## CONFERENCE PROGRAMME

<b>Wednesday April 14</b>		<b>Inverness – Tongue</b>
19.00	Welcome to North Sutherland	Tongue Hotel
19.30	Welcome dinner	“
<b>Thursday April 15</b>		<b>Tongue &amp; field visits</b>
9.00	Briefing on field visits	Tongue Community Hall
10.00	Field visits	
16.00	Return from field visits	Tongue Community Hall
17.00	Preparation of field group findings	“
19.30	Dinner and entertainment	Tongue Hotel
<b>Friday April 16</b>		<b>Strathy Community Hall</b>
10.00	Opening of conference proceedings	Agnes Rennie, Chair of Duthchas
10.15	Introduction to North Sutherland	Joan Campbell, Development Officer
10.30	Introduction to Dùthchas	Vanessa Halhead, Project Manager
11.00	Duthchas	Audio-visual presentation
11.30	Presentation of findings from field visits	
12.45	Lunch	
13.45	Presentations from visiting experiences :	
	- Community Involvement in Les Cevennes Biosphere Reserve	Didier Lecuyer, Les Cevennes, France
	- Community based rural development in the Algarve	Margarida Guerreiro, 'In Loco' Portugal
	- Communities shaping their own future	Ron Beard, University of Maine USA
15.45	How do local communities address their own sustainable development?	Workshop 1 with presentations
17.15	Concluding plenary	
18.00	Return to hotels	Tongue
19.30	Conference dinner	Ben Loyal Hotel, Tongue
21.00	Ceilidh - Local music and dancing	Tongue Community Hall
<b>Saturday April 17</b>		<b>Strathy Community Hall</b>
9.15	Introduction to the day	Jim Johnston, Chairman of the Sutherland Area Advisory Group
9.30	Presentations from visiting experiences :	
	- Norway's Rural development Programme	Egil Nestander, Sogn og Fjordane
	- The Estonian Village Movement	Mikk Sarv, Chair of the Estonian Village Movement
		Sirjie Vinni, Chair of Kodukant Harjurnaa
	- Sustainable Rural Development - Lessons from the European Network	Hannes Lorenzen, ENESD
10.30	What support do communities need to achieve sustainable development?	Workshop 2 with presentations
12.00	Final plenary and closing remarks	

## LIST OF PRESENTERS

COUNTRY	NAME	POSITION	<u>THEMES</u>
<b>NORWAY</b>	Egil Nestande	Head of Agriculture County Governor of Sogn og Fjordane	The Rural Development Programme in Sogn & Fjordane The TITAN project - providing information to local communities 'Norwegian Farm Food' - promoting local food processing and marketing
	Inga Midtun	Project member Fjordane local project Sogn og Fjordane	Initiative to save and revive the local shop Balestrand
	Elin Leikanger	Agricultural Officer Eid Commune Sogn og Fjordane	Community surveys – a local example of community surveys
	Inge Melkevoll	Project leader Oldedalen local project Sogn og Fjordane	Between the fjord and the glacier - presentation of Oldedalen community
	Ashild Kjelstad Seljesaeter	Agricultural Officer Gaular Commune Sogn og Fjordane	'Youths home to Nordfjord' - encouraging young people to return to their home region after education and work experience outside.
<b>FRANCE</b>	Didier Lecuyer	Les Cevennes National Park	Involving local people in the planning and work of the National Park :
<b>SCOTLAND</b>	Agnes Rennie	Chairperson, Duthchas	Providing incentives and resources to support local sustainable development
	Ann Sinclair	Fair Isle	The Fair Isle Marine, Environmental and Tourism Initiative
	Vanessa Halhead	Project Manager of Duthchas	Presentation of the Duthchas initiative and the work undertaken so far.
<b>ESTONIA</b>	Mikk Sarv	Chair of the Estonian Village Movement	The Estonian Village Movement - helping rural communities in their activities, and making government help them.
	Sirjie Vinni	Saida Organic Farm & Chair of Harju County village movement	How the community have used the current situation in Estonia to start ecofarming and to manage the area sustainability
<b>PORTUGAL</b>	Margarida Guerreiro	'In Loco' Rural Development Organisation in the Algarve	The successful approach of 'in Loco' in support of local communities :
<b>GERMANY</b>	Hannes Lorenzen	Pellworm Island	An island approach to sustainable development, incorporating agriculture, conservation, renewable energy and tourism
<b>EU</b>	Hannes Lorenzen	European Network of Experiences in Sustainable Development	Lessons from The European Network Of Experiences In Sustainable Development
<b>USA</b>	Ron Beard	University of Maine Co- operative Extension	Lessons learned about the process of sustainable rural development.

## SUSTAINING AND BENEFITING FROM OUR NATURAL ASSETS

The Conference began with a practical look at life in North Sutherland. This was intended to shape thinking and act as a reference point for the discussions.

### FIELD VISITS

Field visits were arranged around five key themes :

THE SEA

THE LAND

THE PEOPLE

THE NATURAL HERITAGE

THE CULTURAL HERITAGE

Each field visit comprised a team of local people with expertise in the subjects under discussion and a team of visiting delegates, from Scotland and elsewhere in Europe. Each team was given the task of addressing the following questions with respect to sustainable development:

1. What are the key strengths which this area can build on for the sustainable development of this asset ?
2. What are the key challenges facing the sustainable development of this asset ?

These questions were addressed with respect to the following aspects :

- Social sustainability
- Economic sustainability
- Environmental sustainability

The results of the field visits were reported back to the main conference as a foundation for the conference discussions.

There were six visits:

#### 1. THE SEA

Most communities in the Highland and Islands have a close relationship to the sea. This visit examined the resources and opportunities provided by the marine environment. It also considered the issues for the sustainable management of those resources. The visit looked at, among other things, salmon and oyster farming, shell fishing, boat building, access to the sea and the potential for recreation.

#### 2. THE LAND 'Sustaining a way of life'

Crofting is the traditional land tenure system in the North West Highlands & Islands which supports a whole way of life for the local communities. This visit examined the challenges facing crofting in the late 20th Century, and some of the ideas for sustaining the way of life. The visit looked at, among other things, sheep and cattle production, native breeds, cropping, peat cutting, woodland management, use of old buildings.

#### 3. THE LAND

#### Eriboll & Durness

##### Presenters :

The visit involved local representatives from the following interests :

- Salmon smolt producers
- Oyster farm
- Eriboll Pier Association
- Durness Fisheries Association
- Rispond Marine
- The Fisheries Trust
- Thurso College

#### Strathay Point & Strath Halladale

##### Presenters :

The visit involved local representatives from the following interests :

- Local Crofters
- Scottish Crofters Union
- Crofting Development Officer
- Crofters Commission

#### Borgie, Skerray, Dalcharn Woods

### **'Developing its full potential'**

Land use in the north-west Highlands & Islands faces many challenges, including poor soils and climate, the constraints of agricultural policies and land tenure. The sustainable use of this precious resource was the focus of this visit. The visit considered the potential for diversifying the use of the land and the development of natural produce. The visit looked at the management of plantation and natural forests; community forestry; saw milling; the development of timber products; tree nurseries; horticulture; soft fruit and cattle production.

### **4. THE PEOPLE**

In remote areas, people are the most important asset for the sustainability of local communities. Sparse and scattered populations present their own particular challenges - isolation and the out-migration of young people, age and gender imbalance and the erosion of traditional community structure. Maintaining essential services is essential to maintain a viable population - transport, health care, housing, schools etc. Retaining and attracting young people by providing training and employment opportunities and facilities for recreation is as critical. This visit looked at some of the issues within North Sutherland, and some of the ways in which they are being addressed.

### **5. THE NATURAL HERITAGE**

One of the most important assets of the Highlands & Islands is its wonderful natural heritage. Large parts of the area are protected by national and EU legislation. Working with protected areas and turning them to the benefit of local communities is the focus of this visit. The visit will look the protected area system; the challenges and opportunities involved in integrating land and providing local benefit while sustaining and improving this important natural asset. Topics will include game/ forestry/ agriculture/ tourism/ the Peatland Management Scheme

### **6. THE CULTURAL HERITAGE**

The Highlands and Islands is rich in cultural heritage, a resource that is recognised internationally. This resource is however only minimally identified and used to the benefit of local people. This visit looked at some aspects of this huge resource, including archeology and local history. It sought to identify the ways in which the very most could be made of the resource, to build local identify and confidence, to interpret it to others, provide income and protect it for future generations.

#### **Presenters :**

The visit involved local representatives from the following interests :

- Local Crofters & Grazings Committees
- Scottish Crofters Union
- Forestry Commission
- Forest Enterprise
- Local development workers
- Timber contractors
- North West Sutherland Native Woodland Project

### **The North Coast communities**

#### **Presenters :**

The visit involved local representatives from the following interests :

- Health
- Housing
- transport
- Gaelic development
- Training
- Employment
- Village halls
- Youth issues
- Recreation

### **Altnaharra and Forsinard**

#### **Presenters :**

The visit involved local representatives from the following interests :

- Scottish Natural Heritage
- Royal Society for the Protection of Birds
- Estate Gamekeepers
- Farm Managers
- Forestry Companies
- National Farmers Union
- Landowners
- Thurso College

### **Bettyhill & Strathnaver**

#### **Presenters :**

The visit involved local representatives from the following interests :

- Local residents
- Teacher, Farr School
- Curator, Strathnaver Museum
- Highland Council Archeology Dept.
- Thurso College

## INTRODUCTION



The Conference was opened by **Agnes Rennie**, Chairperson of Duthchas, who welcomed the delegates from Scotland and Europe and introduced the Conference.

This was followed by a warm welcome to North Sutherland, and a local perspective on Duthchas, from **Joan Campbell**, a local development worker involved with Duthchas.

**Vanessa Halhead**, Project Manager of Duthchas then gave a full presentation on the Project:

### DUTHCHAS

Dùthchas is a demonstration project, funded by the EU Life Environment Programme from 1998-2001. Focussed on the Scottish Highlands and Islands, the Project works with 3 communities and 22 public agencies to explore ways of sustaining fragile rural areas – the natural heritage, the people and the economy. North Sutherland, North Uist and Skye's Trotternish peninsula were chosen as the 3 Pilot Areas.

Dùthchas aims to plan a development path for our most remote and economically fragile rural areas, drawing on their natural and cultural assets. It aims to do this in a way which ensures the enthusiastic participation of local people, so that their aspirations become the focus of the plan. It also aims to encourage the public bodies to support the process and adjust their policies and activities to ensure the success of the plan.

Dùthchas is involving each community, in a participative process, to create a strategic plan for the sustainable development of their area. The plan will identify their vision, goals and objectives for the area, and the practical actions needed to achieve these over a 5-10 year period. The plans will lead to innovative projects being started as demonstrations during the 3 years, with others scheduled for implementation during the following years.

The Project is also developing links with other European countries, and local people will be enabled to travel to experience at first hand how similar communities in other parts of Europe have found successful ways of tackling their development needs.

To date the Project has engaged all three communities and all 22 Partner Agencies in an intensive survey process to determine local views about the current situation in their area, its challenges and ideas for making the areas more sustainable in the future. The results of the surveys have been recorded in full as the foundation upon which to start the process of planning for the future.

To complete the introduction to Duthchas and to the Duthchas Pilot Areas, the delegates were treated to special audio-visual presentation on the findings of the community surveys in the Pilot Areas.

# FIELD VISIT 1 REPORT

## The Sea

### **Eriboll & Durness**

**Leaders:** Mary Mackay and Anna MacConnell

<b>Presenters</b>	Charles Marsham	Rispond
	Hugh MacLellan	Oyster Farmer
	Kenny MacRae	Eriboll Pier Association
	Martin Mackay	Durness Fisheries Association
	James Mather	Durness Fisheries Association
	Marty Mackay	Rispond Marine
	Dr Owen Abbott	UHI
	Shona Marshall	Fisheries Trust

### **Delegates**

Edward Stuart	George Campbell
Ron Beard	Morag Ferguson
Margarido Guerriero	Stuart Baird

### **Feedback Presentation**

#### Strengths

- High quality resource
- Local access to resources
- Confidence, imagination, magic
- Co-operation
- Commitment / determination
- Strengthening and diversifying existing

#### Challenges

- Sea fishing and fish farming are economically challenging
- Maintaining co-operation
- Securing control
- Capital investment
- External support – political & financial

## FIELD VISIT 2 REPORT

### The Land – Sustaining a Way of Life

#### Strathy Point and Strath Halladale

**Leaders** Thomas Mackay and Caitriona MacCuish

**Presenters**

David Mackay	Crofter
George Macleod Crofter	
Sandy Murray	Crofter / Crofting Development Officer
Steven Sandham	Crofters Commission
Alastair Fraser	Crofters Commissioner
Stan Whitaker	Scottish Natural Heritage
Iain Thompson	Auctioneer, Hamiltons Auction Mart

**Delegates**

Ena Macneill  
Shiela Nairn  
Bill Cattanach  
Ian Findlay

#### Feedback Presentation

##### Environmental

###### Strengths

- Exceptional clean environment
- International important habitats
- Extensive grazings leading to marketing opportunities
- Peat cutting
- Hill walking

###### Challenges

- Ground water regulations
- Livestock traceability with local label
- Reintroduction of native breeds of cattle to the hills

##### Social

###### Strengths

- Communal activities
- High quality of life – low crime
- People helping each other
- Retaining people
- Retaining unique culture

##### Challenges

- Retaining young people – Educational / economic opportunities
- Lack of available crofts
- Present financial difficulties
- Erosion of communal working

##### Economic

###### Strengths

- Money available to assist crofters
- Quality product
- Commitment to crofting way of life
- Tourist area
- Township development opportunities

###### Challenges

- Finding ways to access funds
- Developing niche markets
- Exploiting all available grants and subsidies
- Vacant crofts
- Amalgamation leads to de-population
- Mechanisation, economies of scale
- Adverse impact of national policy on crofting communities e.g. petrol prices, cattle passports (ground water regulations)

## FIELD VISIT 3 REPORT

### The Land – developing its full potential

#### **Borgie, Skerray, Dalcharn**

**Leaders** Pat Rodlin, Bill Telfer and Vanessa Halhead

<b>Presenters</b>	Willie Beattie	Forestry Commission
	Allan Campbell	Forest Enterprise
	Bill McIntosh	Timber contractor
	John Priddy	North West Sutherland Native Woodland Project
	Murdo Sutherland	Crofter / Chair of Grazings Committee

**Delegates** M Mackenzie  
Egil Nestande  
Meg Rogers  
Rognvald Taylor

#### **Feedback Presentation**

##### Strengths

- The ability and willingness to work co-operatively
- The ability to use external support to the full
- Small-scale projects allowing flexibility low risk and networking
- Young people with ideas and energy
- Positive vision of what you have as a community
- Potential to develop natural resource use in area
- Potential for training within the community

##### Challenges

- Establish direct marketing
- Increase local processing to add value
- Moving towards quality / certified products
- Building a woodland culture in small steps
- Using local labour in management of forests
- Setting local rather than national agenda for management of local resources
- Reducing land tenure barriers to the use of natural resources
- Reducing dependency on external support

## FIELD VISIT 4 REPORT

### The People

#### Tongue, Melness and Bettyhill

**Leaders** Sandra Munro and Meg Telfer

**Presenters**

David Polson	The Highland Council – Planning
Frances Gunn	NOSCAD, Farr School Board
Irene Macleod	Caithness & Sutherland Enterprise
Donald Lockhart	Albyn housing Association
Jasmine Grant	Thurso College / University of Highlands & Islands
Margaret Barlow	Head Teacher – Tongue Primary School
Mairi Reid	Teacher – Gaelic Unit
Ellen Henderson	Manager – Day Care Centre
Elizabeth Bailey	Dept. Manager Cala Sona
John F Mackay	Melness Gaelic Centre
Steve Warner	Manager – Naver Teleservice Centre
Sheena Mackenzie	Manager – North Coast Leisure Pool
Jim Johnston	Head of Farr School

**Delegates**

Donald Maclean	Inga Midtunn
Tony Gee	Magnild Myklebost
Elin Leikanger	Seosmah Mac an Phearsoin
Didier Lecuyer	Joyce Gilbert
Ashild Kjestad	Seljester

#### Feedback Presentation

##### Environment

###### Strengths

- Landscape
- People

###### Challenges

- Land ownership
- Hangover from clearances
- Community spirit
- Channeled into clear identity
- Quality market for quality goods
- Future development must look at sustainable practices
- Green tourism
- Organic

##### Social

###### Strengths

- Community (All Ages)
- Articulate, capable intelligent wise people in the community
- Harness skills and knowledge to meet

##### Challenges

- Lobby Scottish Parliament
- Basic services
- Infrastructure
- Ensure equal distribution of resources regardless of population
- Retain individual community identity
- Key individuals – burnout

##### Economic

###### Strengths

- Landscape / people
- Community (All ages)
- Sense of innovation / entrepreneurship
- Increasing sense of empowerment
- Existing potential

###### Challenges

- Transport
  - Fuel prices
  - Level playing field
  - Distance
  - Employment / training
- Attracting funding

## FIELD VISIT 5 REPORT

### The Natural Heritage

#### Altnaharra & Forsinard

**Leaders** Pat Thompson and Iain Macdonald

<b>Presenters</b>	Jackie Fairweather	Scottish Natural Heritage
	Malcolm Beaton	Keeper, Altnaharra Estates
	Jimmy Anderson	Farm Manager, Altnaharra Estates
	John Mackenzie	Assynt Crofters Trust
	Norrie Russell	Royal Society for the Protection of Birds
	Dave Clements	Keeper, Forsinard
	Malcolm Morrison	National Farmers Union

<b>Delegates</b>	Diane Macpherson	Marie Macphail
	Grace Nicol	Gavin Scott Moncrieff
	Sirjie Vinni	

#### Feedback Presentation

##### Strengths

Existing hill Farming  
Stalking & Fishing  
Natural habitat  
Tourism  
Co-operative management

##### Challenges

Balance  
Marketing  
Subsidy  
Fishing  
Promotion of area  
Land ownership



**The Cultural Heritage**

**Bettyhill, Strathnaver and Altnaharra**

<b>Leaders</b>	Brian Mearns and Sine Gillespie	
<b>Presenters</b>	Eann Sinclair Murdo Mackay Roger Miket Joan Campbell Margaret Mackay Irene Ross	Caithness & Sutherland Enterprise Retired teacher and native of Strathnaver Historian CASE board member, tourism worker Strathnaver Museums Trust Strathnaver Museums Trust
<b>Delegates</b>	Anne Sinclair Helen Macdonald Mikk Sarv Robert Mackay	Inge Melkevoll Joyce Gilbert Diane Mackay Liam O'Neill

**Feedback Presentations**

	<b><u>Bettyhill Museum</u></b>	<b><u>Strathnaver Archaeology Trail</u></b>
<b>Strengths</b>		
Social	Good strong story Sense of place Volunteer to interpret presence Focus for community Children / education Necessary resource	Story geographically defined & about an earlier community Proximity to road Potential for disabled access
Economic	Visitor potential (income) Building an area personality brand	Potential attraction Potential for job creation
Environmental	Sustains listed church	Adds another dimension to landscape
<b>Weaknesses</b>		
Social	Community Participation Ownership Relationship with other facilities Focus for activities Limited building space Collection / storage problem	Weakness of archaeology in terms of dramatic sites as Orkney Lack of information on sites How reflective of heritage? Community participation Creating jobs
Economic	Not employer Charge / donation in current climate No professional display Lack of toilets & café Professional staff No secure funding base	Marketing web / CD Rom
Environmental		Possible erosion by sites / landscape Possible conflict of uses eg. litter
<b>Potential</b>		
	Partnership New build Shift of focus display Professional staff Add new community elements (hall for cultural activities & display)	Widening Reconstruction Bunkhouse accommodation Cycle hire to explore trail Guides/ mini bus exploring the wider elements of culture Ownership / partnership Local radio with strong cultural drive The glue that binds (Gaelic)

## PRESENTATIONS FROM VISITING EXPERIENCES

The afternoon began with presentations from three visiting experiences:

### DIDIER LECUYER, CEVENNES BIOSPHERE RESERVE FRANCE

#### **Community Based Approaches to Sustainable Development in the Cevennes Biosphere Reserve and National Park**

##### **The Cevennes mountains : landscapes fashioned by human beings**

The Cevennes are an area of mountains situated in the South of the French Massif Central, not far from the Mediterranean sea. The population of the Cevennes, present since Neolithic times, probably was at its peak in the 18th and 19th centuries. Generations of Cevenols doggedly built the dry stone terraces to work the slopes and create cultivable plots of land on the hillsides. Nearly every farm was self-sufficient, surrounded by vegetable gardens, chestnut groves, pastureland, woods and mulberry trees the leaves of which were used for feeding silkworms for the production of thread. The result was a patchwork landscape, rich and full of variety. This is the landscape that the Scottish writer Robert-Louis Stevenson discovered during his trip with his donkey Modestine in 1878, and that he described in his book *Travels with a donkey in the Cévennes* as the « French Highlands ».

Since the second half of the last century, a large proportion of the population of the Cevennes migrated towards the towns. A lot of people found jobs in the coal mining industry of the Ales basin, at the southern edge of the Cevennes.

Nowadays, the Cevenols, with their sparse population (10 inhabitants per square kilometre) are no longer able to manage the vast territory which is gradually becoming an overgrown waste land.

The Cevennes seem apparently an area of untended forest, mixed with pockets of cultivated land around numerous villages and hamlets. Land ownership is extremely divided up. The former chestnut groves are now mainly abandoned. Many of the deserted terraces are progressively destroyed by the heavy rains in spring and autumn. The increasingly uncultivated land makes this an area of very high fire risk.

##### **From regulation to agreement process**

The Cevennes National Park was created in 1970, in this context of depopulation to protect the flora and fauna but mainly to maintain a rural life which was losing its substance and consequently some rich open landscapes and a part of its biodiversity.

For more than 20 years the national park has worked in the central area, inhabited by about 400 people in 1970, with the help of specific regulations. The exodus of farmers was less significant compared with some surrounding areas, but the milieu continued to close at a rate of 1% every year.

When the Cevennes were designated as a biosphere reserve in 1986, we decided, thanks to the Mab international programme, to work in closer collaboration with the local people. The regulation approach that we followed in the central area having shown its limits, we completed with another process based more on partnership and agreement in the total area of cooperation (more than 40000 inhabitants)

Whereas the core area of the national park is rather small (91.000 hectares), the cooperation area of the BR is really extensive (323.000 hectares). We very soon understood that it would be too complicated and not efficient enough to carry out a participation process in this large area.

So we decided, as managers of the biosphere reserve (BR), in the first stage, to choose some smaller demonstration areas, with which the local people identify. Our idea was to experiment in a small area, and if this proved successful to transfer it to some other areas of the Cevennes in order to progressively cover the whole BR.

##### **Some demonstration areas**

In 1991 we looked for a demonstration area and we thought that the Galeizon valley, a little watershed of 8.500 hectares, inhabited by 2500 people living in 5 different villages, could be a good choice. In fact, this valley is interesting because its activities are varied, its natural and cultural heritage is rich and it is located close to a bigish town, Ales (70.000 inhabitants), and therefore is a good means of studying the relationship between countryside and town.

We had a meeting with the 5 mayors and asked them if they would agree to the idea of carrying out, with our technical help, a project on the sustainable development of the valley. We spent a lot of time discussing the concepts of biosphere reserve and sustainable development. The mayors agreed to the project on one condition: the process must lead to concrete action. As this was also our wish, we decided to work together. To

this end, the 5 mayors, who had previously worked separately, decided to create an inter-council committee called « the inter-council committee for the conservation and management of the Galeizon valley ». Our second demonstration area was chosen in accordance with the wishes of the mayors grouped in the inter-council committee of the upper Ceze valley (in the center of which lies the small town of Génolhac), who had already been working for several years on a project of economic development with a public agency. The mayors had already defined some objectives for their valley, but wished to work with the BR on ways of protecting and enhancing the natural and cultural heritage.

### **Definition of an area project with the participation of local people**

With our technical assistance and a little financial help from the managers of the BR, the local communities of these two valleys defined what could be the future of their area. They decided to follow the main recommendations of the Mab programme, i.e. to try to protect and enhance the natural and cultural resources, with the participation of local inhabitants, the help of research in social and natural sciences, considering the local development in its diversity, complexity and as a whole. They involved local actors and stakeholders, who sometimes had different views of their territory, which often led to conflicts on land use; they encouraged them to define a global project resulting from a strong consensus. The local project was built from individual projects presented by stakeholders, and from collective issues: management of a common heritage, water, landscape, etc. The mayors of these two valleys discovered or were forced to remember that participative democracy complements representative democracy. People elect their representatives for the local council every 6 years, but between two elections the population also wants to have its point of view taken into account.

### **A three stage process: Diagnosis - Definition of objectives - Elaboration of an action plan**

In the case of the Galeizon valley as in the Genolhac area, some working groups were created in which some representatives of communes, local associations (fishermen, hunters, ecologists, etc.), local administrations and socio-economic bodies (chamber of agriculture, chamber of commerce, etc.) took part. These groups were organised around a theme, for example « Agriculture and forestry », « Water resources management », « Tourism and heritage ».

#### **Stage 1: Elaboration of a diagnosis for the area**

Before defining what one wants, it is necessary to make a clear analysis of the present situation. How does every local actor see the area? Where are the problems? It seems to us very important to have a consensus about the diagnosis before continuing the process.

With the help of a small grant coming from the French Ministry of environment and from the French Mab committee, some studies were carried out by local researchers (most of them students) to help the thematic groups in their reflection.

Every working group, after a few meetings, was able to elaborate a diagnosis for the area. Then one or two representatives of every group had a meeting and elaborated a global diagnosis which was then submitted to a plenary commission for approval.

The plenary commission is an informal authority created for the circumstance in each of these areas. Its members are all the people who take part in the working groups, all the mayors concerned and the representatives of the social groups concerned by the future of the area. In the two cases, the plenary commission had about 60 members.

#### **Stage 2: Definition of objectives for the sustainable development of the area**

After the approval of the diagnosis, it is useful to define what could be the future of each area. What do we want for tomorrow? What does sustainable development of our area mean for us?

As stated by J.G. Frazier in his article « Sustainable development: modern elixir or sack dress? » published in 1997, the term sustainable development, in most cases, instead of offering a true solution to contemporary problems, is a source of confusion, contention and even deception. It is imperative that the use of this term be based on a clear understanding of its meaning, at a global level as at a local level.

Our first question in our attempt to apply the Mab programme, i.e. the concept of sustainable development in the Cevennes BR was : Regarding the protection and enhancement of the natural and cultural resources, how can the local people build a global project, resulting from a consensus, which could be economically viable, ecologically healthy, appropriate for their cultural needs and socially acceptable?

The same working groups as for stage one organised some brain-storming sessions to define, with the help of some researchers, some objectives for the development of the area.

After that a synthesis was written and a draft was submitted to the plenary commission, to every local council concerned and then to the inter-council committee for approval.

#### **Stage 3 :Elaboration of a pluri-annual action plan**

It is important to know where we are going, what we want for the territory, but it is also necessary to define how we intend to act in the short term to try to reach the defined objectives.

So, every demonstration area, with its own dynamism, carried out a plan of action including about 30 or 40 concrete things to do during the next five years.

### **A zoom on objective 11 of the Galeizon valley action plan**

Objective 11: Control the water resources.

Action 11.1 Develop some farming practices which economise the water.

Action 11.2 Improve the existent bathing spots keeping the natural aspect of the river.

Action 11.3 Protect the upper Galeizon (limit car access to the river; protect aquatic habitats and species; prevent waste water from coming directly into the river)

Action 11.4 Rehabilitate the vegetation along the river banks; use the river as a support for environmental education.

The complete plan of action includes things that the inter-council committee, every local council and every actor concerned by the area can realise in the mid term.

A small working group, with the help of the managers of the BR, elaborated some action sheets. On every action sheet one could find the following information: the precise definition of the action to carry out; appropriateness or non-appropriateness of the action with the orientation defined at the European, national or regional levels; the partners to associate; the estimated cost of the action; the financing to look for.

As for the previous stages, this new document is widely discussed by all the local partners who directly confront their points of view. (At this stage as before the points of view can still be different!).

At the end of the process, the plenary commission, the local councils and the inter-council committee approve a text which recapitulates the objectives and the action plan. This text then becomes the reference, the guideline for the day to day action.

So the final document is the result of ideas fully discussed during fascinating and animated working sessions, where people can listen to each other, better understand the internal and external dynamics of the territory and measure the importance of a global process leading to concrete action, always looking for a balance between conservation and development, ideal and reasonable, day to day and long term.

### **The signature of a charter, text of reference for the future of the territory**

At the end of such a process, it is useful to formalise the obtained consensus by signing a convention.

So, for example, the process followed for the upper Cèze valley led to the signature of a « landscape and environment charter », which was signed by 4 partners, the president of the inter-council committee of Génolhac, the State representative for the district (*le préfet*), the president of the district council and the director of the national park/biosphere reserve.

In signing the charter, the different partners have agreed to combine their efforts to ensure the sustainable development of the area, and on the objectives to be met. The representatives of the State, the district council and the biosphere reserve have also decided to make available to the Génolhac inter-council committee the necessary human and financial means to carry out the plan of action within the next five years.

In the case of the Galeizon valley no convention was signed at the end of the process. But nonetheless 6 years after its introduction, the text approved by the plenary commission continues to be a reference for associated bodies and local communities.

This was emphasised this year on the occasion of a project envisaged by the town of Ales. At the beginning of 1998 the inhabitants of the valley discovered, on reading the local press, that the neighbouring town of Ales intended to buy 25 hectares of land in the valley at St Paul-la- Coste, to create an artificial pool on the river for swimming and a holiday camp.

The main associations in the valley prepared a petition which was signed by more than 700 people in the space of a week. Various demonstrations were organised at the village halls throughout the spring and a collective for the safeguard of the Galeizon valley was set up.

The inhabitants emphasised that the Galeizon is part of the Cévennes BR and that the proposed leisure complex is not in conformity with the action plan elaborated in the spirit of the MAB programme. They equally showed their anger at having this project thrust upon them whereas the MAB procedure involves local participation such that nothing can be done without prior consultation with those involved.

A public inquiry into the leisure complex project, requested by the prefect, as is the custom in France, took place during the spring. A great many inhabitants signed the inquiry register showing their desire to conserve their valley, and the natural character of the river in conformity with the action plan.

The sustainable development project for the Galeizon valley entails no convention, no contract. Nevertheless it imposes a moral charter on everyone and it is encouraging to see to what extent the inhabitants have adopted it as their reference. They have assimilated what is essential in the MAB programme, that is to say the elaboration of a sustainable development project based on the protection and improvement of the natural and cultural heritage, in strict concertation with all concerned and in particular with those who live on the spot.

## **Local representatives are fully in charge of the processes**

Many institutions are involved in these processes, so one organisation should have clear responsibility for coordination.

In our cases, the local representatives, the inter-council committees, have decision-making powers. The plenary commission is an advisory group which also provides political back-up for the project.

Heritage protection and/or enhancement leads to social and economic development

In relation to the subject of this transnational conference « Community based approaches to sustainable rural development » we would like to demonstrate how the above processes led to concrete action and how they had an impact on employment.

For that, we will just take one example in each pilot area, Galeizon and upper Cèze valley.

### ***Example 1: The management of the Galeizon river***

The management of the river is the first action led by the inter-council committee after the elaboration of the plan of action. The councillors considered that it was an issue shared by most of the inhabitants. The local people are threatened by floods; they like to fish or swim in the river; they love the landscape around the river. The local councillors decided to control the risks of flooding, to preserve the ripisylve and aquatic habitats, to protect the landscape and to regulate the different uses of water.

This river is not owned by the State but by hundreds of landowners. So to manage its banks it is necessary to work with all of them. So the inter-council committee, with the technical help of a hydrobiologist, prepared specifications for the work to be done for cleaning the vegetation along the river (ripisylve). An agreement was signed between the inter-council committee responsible for the work and every landowner concerned. In signing this charter, the landowners agreed to let the committee do its work and in counterpart they give access to fishermen along the river banks.

The work was carried out, with public funds, by local unemployed people who received training on the spot organised by an insertion enterprise. They could acquire a real professional qualification. Some of them, after this work, found a job in a local private firm. Some self-employed horticulturists, and some local farmers also had the opportunity to do part of this work.

After tending the river banks, the inter-council committee decided to employ a « river specialised technician », a kind of environment warden. This man is in charge of everything concerning the river (looking after trees which might block the river; monitoring the water quality and the fauna, in particular the beavers; keeping an eye on fires with fire brigades and foresters; educating the river users; cleaning the rubbish; etc.)

With this example it is easy to understand how the management of a collective good (water) necessitates the involvement of a lot of actors, the confrontation of diverging points of view and the elaboration of a consensus. When a consensus is reached, some employment opportunities are generally created to manage the resource for the private and collective interests.

### ***Example 2: The rehabilitation of the old dry stone terraces in the Génolhac area***

In the Génolhac landscape and environment charter, the rehabilitation of the old terraces used to delimit the plots of arable land on the hillsides is one of the actions described in the action plan.

A little commune, Bonnevaux, involved all the farmers and landowners of three villages, encouraging them to restore some abandoned terraces. The community had three aims: to prevent the risk of fire (waste land is a real danger), to reinforce the farming activities and to improve the quality of the landscape.

With the help of the inter-council committee, the farmers and landowners decided to group together in an association. Every landowner kept his own property but they decided to combine their efforts for better management. This association carried out some work to clean the plots of land and restore the dry stone walls which support the terraces; they called in a local employment company and some self-employed people to do the work. Certain farmers could do a part of the job themselves. Today some sites have been restored. Some farmers breed sheep, cultivate fruit orchards and vegetable gardens.

In another village, Aujac, the local people recently decided to begin a process to restore an outstanding site covered by old terraces. The work began this summer with an *in situ* training session for young architects and landscape-architects. Under the responsibility of a local dry stone mason they restored several plots of land on which today a farmer cultivates organic mild onions.

In this example as the previous one, we note that it is possible to manage a common good (here a landscape shaped by terraces) if we involve local people. The realisation of a concerted project, having different aims, has enabled an economic renewal and creation of employment. A know-how which was on the verge of disappearing (namely dry stone masonry) is nowadays alive again.

## **Experimentation and transferability**

We have spoken about the work done in two small demonstration areas, the Galeizon valley and the upper Cèze valley, which represents a tiny portion of the BR area (about 6% of the entire surface).

As we said above, we are careful to diffuse the results obtained so that some other communities of the BR can take advantage of the experience. The Galeizon approach was the topic of a leaflet and a video film published in French and English. Another leaflet about the Génolhac process is about to be edited.

Some other bodies contributed in the diffusion of these experiments. For example the Gard district council, and the Regional council edited documents about these projects. A national body called « employment-training-environment mission » likewise spoke about these processes.

We also have already presented this experiment to the French BR network and during the BR coordinators' meetings of the EuroMab region (Louche, 1994; Lecuyer, 1996).

## **Conclusion**

The Cevennes biosphere reserve really wishes to give a concrete content to the sustainable development concept.

So far we have not defined a global sustainable development project for the entire biosphere reserve as we said above. But we think that we have gone part of the way by working with local communities in some demonstration areas. We have at our disposal specific regulations to manage the core area of the national park. But, as biosphere reserve managers, we completed this with another approach based on partnership and agreement, with the involvement of the local people.

It seems very important to us that the local actors and the representatives of the local communities fully appropriate the sustainable development issues of their areas.

Our role as biosphere reserve managers is to encourage local people to become responsible for a global but concrete approach for the sustainable development of their area; it is not our job to do that for them.

Considering the economic dimension of the biosphere reserves, we think that our task is not directly to create employment. Our role is rather to defuse conflicts, to accompany and stimulate individual and collective projects which contribute to the protection and enhancement of the natural and cultural heritage.

In encouraging the initiatives taken by people other than themselves, the BR managers certainly run the risk of encountering ingratitude and dispossession. But then surely the aim of all biosphere reserve managers is to be made redundant amid fully-fledged « eco-citizens »

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## How do local communities address their own sustainable development?

The approach adopted by In Loco since the very first day – naturally with many changes in many aspects – has been evaluated and consolidated, but the essential guidelines of our work has been kept practically unchanged:

### Integrated intervention

1. Integration within each initiative – Each initiative has to be thought and built regarding the plurality of its components : social, economical, cultural, civic, environmental.
2. Integration within each community – It is necessary to aim at an articulation of initiatives in each community, reinforcing each one of the activities and revitalising, progressively, the social tissue.
3. Sectorial integration inside a territory – It is equally necessary to bring together similar activities within a territory.

The local community participation

The participation of the community is crucial in the whole process, to give it meaning and to make it sustainable. In order to achieve it, we consider real needs as our starting point, since they are felt and expressed by those who live in the catchment area. The following process starts from supporting the community to deeper understand, clarify and structure their needs in a project-based methodology.

### Re-creation of an identity

This guideline assumes the existence of a specific intervention area : a territory. The necessity of re-create an identity means to link aspects from the past with the new elements of the present, thus producing an image and a culture that may act as a mould and a reference for the action.

### Partnership

Aiming at partnership work is the result of our need to unify agents and institutions around the resolution of the real problems dealt with, and revealed, by our action. We also hope to turn each partnership into a communicative platform, opening our doors to different cultures of each institution we co-operate with. In doing so, we change and also contribute to their change.

### Creating and assembling a team

In the beginning ( 12 years ago) we were 3, now we are around 60 and more than a half are local people dispersed by different branches. This evolution occurred almost naturally, following the diversity and deepening of our intervention. It is a heavy family, though. But we care for all the elements and we invest in our permanent training and actualisation. In Loco encourages each person to discover and to enforce their own skills and needs in a way that both, In Loco and each individual, win.

As a kind of conclusion we may say that In loco operates in three battle-fronts as the only way of contributing for a sustainable development of different communities:

- In Serra do Caldeirão
- In the institutional context
- Inside In Loco itself

## Lessons from Coastal Maine

Maine is the northeastern most state in the US, bordering Quebec and New Brunswick. It is approximately the geographic size of Scotland and is home to 1.3 million people. Maine's economy has historically been based on natural resources: forestry, agriculture and fisheries. Manufacturing is in decline and is being replaced by tourism and service jobs. Two counties stretch some 150 miles along the eastern coastal region and provide a microcosm of rural development issues.

On Mount Desert Island, home to Acadia National Park, residents face tourism development which has displaced more traditional community ways. The challenge has been identified as creating balance among competing interests. Across Frenchman Bay, the Schoodic Peninsula faces the closure of a naval communications facility which contributes \$11-15 million annually in economic activity. On Deer Isle, a precipitous decline in ground-fisheries, with resulting economic pressures on fishing families has bred anger, fear, violence. Further east, the towns around Cobscook Bay have high unemployment rates and people seem to wait for an economic miracle, even as promises of tidal power in the 1940s, oil in the 1970s and salmon aquaculture in the 1980s seem to rise and then fade, just out of reach.

Each of these multi-community regions struggle with questions of sustainability, in light of the global economy that has emerged in the last quarter century. In each, different approaches have been used to bring together members of the business, environment, education and social services sectors to create strategies of self-reliance and innovation. Each region has identified aspects of stewardship, economic development and civic capacity which serve as starting places for community action. Each has

- engaged community residents, leaders and organizations in collaborative action;
- met key challenges;
- accomplished both successful short term projects and seen long term outcomes;
- demonstrated the importance of building on community assets;
- developed "the capacity to work together over a sustained period to shape a preferred future".



## Approach to Rural Development

After engaging in these communities, in projects that will be sketched out in what follows, I met some folks who were part of The Aspen Institute, which has a policy team devoted to rural development. That team had brought together rural development practitioners from around the US and suggested three kinds of strategies for rural communities:

- Stewardship of natural resources and a community way of life
- Development of the local economy and the skills of people to engage in it

- Building community capacity to work together over time to shape a preferred future

These strategies are best employed when they are linked to one another, but because each community is in a different starting point, one or another of these approaches may be chosen as a place to begin.

Another way to frame this problem of “starting place”, is to use a systems approach. Understanding the systems already in place in a community setting will help with decisions about where to make interventions which have the greatest potential of changing the system... removing the key log in the jam allows the river to flow. Outsiders don't know the local situation, but they might be able to ask folks, within the locality, questions which illuminate. In my practice, I am fond of using the facilitative approach, holding a mirror up so that folks can see themselves... I try to ask questions, the answers to which make the images in the mirror ever more clear.

### **Some other lessons learned**

- Start where people are, listen to them, help them listen to each other, help them create their vision of what they want, help them get there.
- Regardless of where the effort starts, look for ways that link
- to people's interest in stewardship (of the local environment, culture or way of life, buildings or historical sites),
- to the desire for economic stability, and in turn,
- to the capacity for people to tackle problems and take advantage of opportunities.
- Try for a balance of local leadership, small success leading to greater success, community involvement (shared learning among all sectors and citizens), attract outside investment and grow investment from within.
- Help people understand the various systems that are in place (economic, ecological, social and government) so that they can use appropriate leverage points to make improvements.

# WORKSHOP 1

## HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

### Topic 1 Identifying local needs and resources

**Presenter** Elin Leikanger  
**Facilitator** Lorna Walker

**Delegates** Tony Gee  
Mikk Sarv

#### Discussions

Objectives	Actions
Clear links to actions	Funding available
Ownership of outcomes	Partners that can deliver
Raising enthusiasm and awareness	Sign of commitment from Partners
Don't reinvent the wheel (make most of existing information)	Be accessible
Fill in the gaps	Be inclusive
Raising level of knowledge (tapping into wisdom)	Report back and translate
	Continuos dialogue
	Use own words of communities
Be creative	Personal Skills
	Showing responsibility
	Have a checklist of actions

### Registering of local resources

Elin Leikanger, Norway

The theme for my contribution is derived from an assignment I worked on in connection with the study 'Working Life Insight'. The objective of this study was to build up expertise for rural development and district development. Insight and knowledge of local resources was the fundamental element here.

The project assignment is based on my home community - Starheim - and the desire to accomplish work that the community could benefit from at a later date. We wanted to draw attention to all of the positive resources and values we could see in our community. The theme for the assignment was therefore Charting of Starheim district resources.

The extent of resources is comprehensive to say the least, and we quickly realised that to carry out the initiative of completely charting the extensive resources in the Starheim district would be over-ambitious. In addition there are many resources that have already been registered and systemised. The main objective of the assignment was therefore to put all resource charting of Starheim in a system, and in this way, ease work with future resource charting.

Even though our task was basically to write about a small Western Norwegian fjord community, we believe that, to a great extent, the content and conclusions can be applied in a broad sense, and particularly in regards to work with rural development in general.

We started the job by defining the term 'resource', and established further assignment work on two theoretical models for local development.

What is a resource? This question proved difficult to find an answer to in relevant literature. We found the answer in an O-level schoolbook for fifth formers: A resource is an aid, an element that is needed to otherwise maintain life and activity. We divided up the resource term into 4 different categories:

Human resources - qualities, physical and mental conditions present in a person

Cultural resources - The factors present that contribute to forming a person into a participator in his/her immediate surroundings

Natural resources - natural resources that are present in the landscape  
Man-made resources - infrastructure and capital

Each of these categories was hereafter defined further by sub-categories, which I will not touch on at this stage. Our later work was concentrated on the 4 following segment assignments:

- Substantiate why local resource charting is important
- Find out the type of resources that were already registered in the district, and identify any deficiencies
- Plan, carry out and assess a test charting of a resource that had not been registered before; the expertise of Starheim inhabitants
- Point out problems and challenges connected to local resource charting, and evaluate the consequences these have for future charting.

I will now concentrate on this last point. It summarises the conclusions we have reached earlier on in the assignment and is the basis in regards to the theoretical arguments that we have chosen.

### **Challenges in local resource charting**

All resource charting is demanding, and before you can set to work on this type of work, you have to make a thorough assessment of the benefit value in regards to the work needed for this task. The fundamental objective must be that the charting work results in a positive development in the district in the form of increased well being, or as an improved basis for industrial development. In regards to the school, it is also the teaching effect that emerges from this type of charting, and a better basis for adapting teaching plans to the local environment, that are excellent arguments for getting started.

In the start phase it is important to be aware that not all resources are equally uncomplicated to convert to positive development. Material resources are relatively easy to mobilise, as seen in perspective to the social resources. On this background we believe that registering of material resources should be given priority.

Some resources are practically never-ending, while others alter in value as time goes by. It is naturally easiest to register the resources that are stable. If the resources change rapidly, there is a lot of work involved in keeping the resource register updated. In all likelihood, an expertise register would be constantly changing. People move in and out, they gain an education, change their jobs, acquire new hobbies, they become older, and so on and so forth.

A good number of resource registers exist on municipal, county-municipal and government body levels, which also cover our district. It is important to find and familiarise yourself with the central registers that are available, before starting to create your own. In this way you can avoid repeating work that others have already done beforehand. The district should contribute to making the central registers as precise as possible, before building up their own.

In the work with this assignment we soon noticed that it was difficult to obtain a total view over existing resource registers. A great challenge exists for all administrative levels and also local community, to make this information more readily available for the general public. Here we would build on the local library resource - and work towards installing computer equipment with Internet. There is reason to believe that the majority of central registers will gradually be laid out on the Internet.

How can we develop the human resources by actively working with resource charting?

We define human resources as qualities, physical and mental conditions present in a person. Tuition in the Norwegian elementary school has the objective of each individual's personal resources.

Our work reveals that many man-made, cultural and natural resources are registered, but not the human. Why? The protection of privacy is a principal element of the Public Register law. This means that there are many legal obstacles for registering from this type of resource.

Another possibility is because it is difficult to gauge the factors we have defined as human resources. Human resources are not static, they alter rapidly over time, and continual updating of this kind of register would demand a lot of work, possibly proving to be not worth the effort?

It is our opinion that the human resources are different from the three other types of resources. Human resources determine whether cultural, man-made and natural resources can be utilised and developed.

How then can registering of resources actively contribute to developing the human resources, i.e. stimulate towards active learning?

The psychologist Vigotsky maintained that the basis for human development is the mutual relationship between development on an individual plan and development on a society plan. He based his theory on individual development being dependent on the historic and cultural correlation in the environment that the individual grows up and learns in.

**We find these ideas repeated in the tuition plan for the Norwegian elementary school.**

*'Education must concentrate on reinforcing knowledge about, and the ties that the pupils have to, the local community, surrounding environment, industries, traditions and lifestyle. It requires a wide spectre of practical experience and activities, and impulses in the local environment. An environment must be created where the pupils, together with adults and each other, participate in different tasks. The education is then more practical and realistic, and builds a bridge between the central established tuition material and the pupils' environment. Local anchoring and identity provide the basis for a wider comprehension of general characteristics in different living conditions - regardless of where people live.'*

The objective with all registering work is to gather, systemise and present information. The information can be utilised by pupils, organisations, government bodies and others to acquire knowledge about a topic. A local resource register is an information base that most persons can use to obtain knowledge on their local environment.

Easily accessible information on the local community would in this case be a central means to achieve the previously mentioned objective for the elementary school. Not only in reinforcing bonds between the individual and the local community, but also to obtain solid general knowledge of community life.

It is not only the pupils in the elementary school that are interested in access to the resource register. The local population in general, government bodies and other external parties could easily learn a lot more about the district when the information can be obtained in a simple manner. This in turn creates local development.

A local resource register reveals the positive side of a local community. The more knowledge you have of your local environment, the greater the benefit you will gain. Likewise, the more you utilise this advantage, the greater your engagement in preserving this benefit. We can mention one example of this:

*'If a district makes a good map that shows the walks you can take in order to enjoy the scenery, it is easier for inhabitants and others to use these paths. You can imagine that a mountainous region is a particularly popular tour area after the map has been made. There can be widespread ramifications if anyone threatens to diminish the value of the tour area (for instance, by constructing a motorway, hydro power station or any other radical encroachment of the cultural landscape). Also, the engagement opposing the depreciation of value would be greater than if the map had not existed and the area was not used as much for recreation. We find many other examples of this in the districts.'*

On the other hand, resource charting can also reveal deficiencies and negative qualities in a district. In itself this can be an incitement for people to get involved so that change can take place.

Exposure of positive qualities can contribute to developing well being amongst the inhabitants. Well-being is now considered to be one, of several requisites for a person's good health. Public authorities are now actively working on uncovering the health preventative effects that may be gained from different cultural aspects, scenic qualities and well being. The overall conclusion is that these qualities have an enormous preventative effect on health, especially in regards to mental health.

The conclusion on this must be that; by revealing a district's positive and negative qualities in a resource register, it can contribute to raising the expertise level of the inhabitants and others, develop individual qualities like engagement and community spirit and similar, thereby having a positive effect on general health. This supports Vigotsky's (1978) theory that human development is highly dependent on the local environment that the individual works in. The result of such a process can act as an advantage in local development.

**The value of resource charting for local development**

It would be natural to imagine that the more human resources that are developed, the better the conditions are for a district to mobilise other local resources and create development.

Good access to local knowledge gives industry a better opportunity to integrate and become representative of the local environment. The strategies for their development objectives will therefore have a more solid anchoring in their own local environment. Local entrepreneurs must be familiar with the resources in the local environment in order to utilise these and create development.

At the same time you have a better basis on which to select strategies for development work. The clearer a basis is, the easier it is to obtain support have these formalised in public plans etc.

Good local knowledge and a broader private engagement in local development can contribute to providing the arenas for industrial development with a more balanced focus point. It is not just public authorities (municipalities/ county administrative bodies) that conduct this type of work, but a mixture of public and private sectors. In addition, by revealing, for instance, the amount of industry in a district, plus an overview on whether there is a shortage of participants in the actual development work, or if there is similar work carried out on other fronts. This provides a better basis for connecting different arenas for industrial development, or for a co-operative arrangement.

Where there are many that see a need to enrich their local knowledge, and you wish to market your district in a better manner, you can also influence the higher echelons for industrial development.

The conclusion is that knowledge of local resources provides improved opportunity to mobilise of these. All persons, industry, government bodies etc. that collaborate in the local development, want to have access to the same information. Common grounds for starting developmental work can facilitate the choice of objectives and strategies, and ease the way to a joint platform.

### **The district and the rest of the world**

It would be impossible to plan development of a small community like Starheim without considering the development happening in society today. 'The district's action room' is first and foremost defined and influenced by national modification and the support system that is built up in the form of positive and negative means. Knowledge on modification and means, and contact with the authorities concerned, is decisive for a district's development.

### **Conclusion**

The objective with resource charting must be that it is organised with rural development in mind. By rural development we mean: 'Preserving and developing natural, social, cultural and human resources with a view to industrial activity, production of common benefits and preservation of the local culture and social environment. Our aim is for people of all ages to brim with enthusiasm about our community, and we believe that the work with resource charting can be one of the means to achieve this goal.'

The most important resource in the district is the people themselves. It is a general assumption that cultural, man-made and natural resources can be utilised and developed. Nevertheless we maintain that registering of human resources should not have high priority. Human resources are difficult to register, as many qualities are elusive in terms of measuring, and because there are severe limitations in the Public Register law. The human resources change drastically in the course of a lifetime, therefore updating of the resource register would be extremely time and energy consuming.

But the human resources can be developed through awareness of the surrounding area's values. The schools have received greater focus in a community-active school with teaching plans that are adapted to the local environment to a greater extent than previously. Pupil enterprises are used in the elementary school for learning to master the use of personal qualities in order to create development. But development can only happen by utilising the resources in the individual's immediate surroundings.

We believe that it is right to give priority to charting of other types of local resources than with charting of the human. This work would clarify all of the positive qualities that we have in the community. The work will raise the level of the inhabitants' expertise and it will develop both individual qualities and ability for co-operation. In this way we can build up the human resources by enabling people to acquire better knowledge of the local community that they belong to.

With increased emphasis on project work in the school, without a doubt a lot of information will be gathered that until now has just existed in peoples' memories. We imagine that the pupils, with the district's residents as the source, will collect valuable daily life history. It is vital that the school preserves the pupils' work. If written assignments are transferred to electronic archives (data) they will take less room, and it will be also easier in regards to access for the general public.

The library is highly qualified in the way of active services, and should place emphasis on making a local resource register readily available to the public. They can possibly also take on the task of filing actual pupil work in a responsible manner.

The district's residents have an important job as informants and initiators in the work. They are the ones who know most about the resources we have in the district. But if we are to organise this systematically and made available, then the residents of the district must take the initiative.

I would like to illustrate with an example of how this can be done: This year the 5th grade (Form 2) at Starheim School has had geology as its project assignment. The knowledge they have acquired has been laid out on the Internet - and is available to district residents - and the rest of the world. Similar methods can be used with a multitude of other local resources!

# WORKSHOP 1 HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

## Topic 2 Developing Sustainable Businesses

**Presenter** Hannes Lorenzen  
**Facilitator** Sine Gillespie

**Delegates** Ann Mackay  
Magnild Myklebust  
Ena Macneill  
Andy Dorin  
Andrew Brown

### Discussion

Developing Sustainable Businesses – How?

- Turning a weakness into an advantage
- Marketing with added value, premium, distributing locally
- Central local marketing point for produce
- Building on the strength of the human touch; links with the seller / buyer
- Establishing 'regional diamonds'
- Customer distribution; raw materials; suppliers
- Learning about your product and selling it
- By example having shares in a farm / cow and selling your milk of whatever to these shareholders, thereby boycotting regulation restrictions
- Customer confidence
- Via a business incubator – a nucleus where a number of businesses can avail of business technology / services / someone to answer the phone
- Building up local market; making it you strength; developing community vision



# WORKSHOP 1 HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

## Topic 3 Retaining the Local Population

**Presenter** Ashild Kjestad  
**Facilitator** Caitriona MacCuish

**Delegates**

Donald Lockhart	James Muir
Tommy Mackay	Morag Ferguson
Margaret Fyfe	Liam O'Neill
John Toal	Margarida Guerreiro
Seosamh Mac an Pearson	Di Alexander
Shona Munro	Brian Macleod

### Discussion

#### Actions

1. Action - stop talking start doing
2. Identify & access funding
3. Structure to ensure communities voice is heard
4. Training for self employment
5. Identify inward investment opportunities

#### Objectives

1. Infrastructure leading to well paid jobs and self employment
2. Releasing land for affordable housing
3. Provision of leisure facilities to retain / ensure quality of life
4. Strong local identity leading to empowerment over decision making
5. Communications infrastructure
6. Consultation & Participation & compromise leading to action. (Particularly with young people)

#### Actions

1. Meaningful well paid jobs
2. Infrastructure leading to self employment
3. Consultation & participation at early stage
4. Affordable accommodation
5. Land reform
6. Provision of leisure & social activities
7. Quality of Life
8. Local identity
9. Local empowerment over decision making
10. Inward investment to create jobs
11. Infrastructure communications
12. Compromising

## Youths Home to Nordfjord

Ashild Kjestad, Norway

Encouraging young people to return to their home region after education and work experience outside.

### Welcome to Nordfjord

- Are you one of those who wasn't to move home to Nordfjord?
- Do you wonder if you'll find a suitable job in Nordfjord?
- We will create a database with information about your education and experience.
- The industry in the district need you or may be you'll create your own job.

### Background to the project:

- Movement from the district
- Lack of competence in the industry in the future
- Experience from co-operation in Nordfjord.

**AIM: To provide a stable and positive future for the region of Nordfjord by improving the labour market.**

In order to reach this goal, the region must be marketed as a good alternative to work and live in.

The project has 5 main strategies:

- Database
- Practice
- Information
- Self employment in Nordfjord
- Nordfjord as one living and working area

#### **Project organisation**

Employer:	The 7 chairmen of the county councils in Nordfjord
Project administration	Group of management
Project manager	
Period for project	1997
Period main project	1998 - 1999

Total cost of the project is approx. NOK 2 mill. and it is financed by the authorities and the employers.

#### **Recruitment to Nordfjord**

Sogn og Fjordane is divided into 3 regions. The 7 county councils in Nordfjord are included in this project. The main industries in the region are agriculture and fishing. Other important ones are industry, fisheries, tourism and culture. The number of inhabitants in the region is declining. The main reason is the fact that young people leave Nordfjord. Also the neighbouring regions have experienced this, but Nordfjord in a greater scale than the others. Most of them move in order to take higher education and they seldom move back to the region. The main reason behind this phenomenon is the lack of job opportunities in the region. When people decide where to live, an interesting job is one of the principal reasons taken into consideration. A deficiency of youths, especially young women, is the result of this.

#### **Lack of competence in the industry in the future**

Today the industry has problems recruiting professionals. The competition on both national and international level increases, and the demand for competence is present in both public and private sector.

#### **Experience from co-operation in Nordfjord**

The problems described are regional, and several local councils working together is a necessity. Separate, has each of the 7 county councils not enough resources to work in an effective way? Improvement of communications has made co-operation possible and easier. Quite a few projects, with different communities working together, try to strengthen identity and unity in the region.

This project, "Recruitment to Nordfjord", is an initiative attempting to reverse the negative development, by co-operating. This is also something the county of Sogn og Fjordane wants to achieve, and have therefore allocated funds to the project.

#### **Database - Establishment and management of a register of people who have moved from the region**

Approx. 1200 young people are taking higher education outside Nordfjord. A database introducing these people to the employers in Nordfjord is the most important tool. The first step in the process is to send a registration form to the people targeted by the survey. This form includes questions on name, address, age, marital status, connection to the region, main activity now, education, work experience and a question whether they want to move back to Nordfjord or not. Questions on which kind of job they are interested in, if they want to start own companies are also included. The form also has questions regarding the partner of the questioned, or the partner can fill in their own form. There is a separate form if you want work during summer vacation, project work or a deputyship in the region. Estimated time to fill in the form is 20 minutes, and the answers will later be integrated in the database. Anonymity is an opportunity. The database will gradually give a view over people from Nordfjord in 'exile'. This creates a unique opportunity to establish and maintain contact between them and the local community.

#### **Information - The main activity in this part of the programme is the publishing of the information paper "Welcome home".**

It comes out 3 or 4 times a year. The target for the information the paper gives is people with interest in Nordfjord in general, and especially young people. The purpose is to get them to register for the database and to strengthen the ties to and the interest for the home district. "Welcome home" is distributed to all households in the region. Informing the local industry about the resources, and securing local awareness and commitment is important. In addition, the project will use the Internet and World Wide Web to provide information about the

project and the region in general. It is important that the project reaches everyone who is interested in keeping in touch with the region, with the information.

**Self employment in Nordfjord**

There is an additional project on its way in the region trying to help people create their own jobs. "Recruitment to Nordfjord" will co-operate tightly with this scheme. Through questionnaires peoples attitudes and interests towards self-employment be registered. The interest of creating own jobs will be examined. This is especially aimed at all the people who are planning to take over farms and are interested in having additional income in addition to agriculture. The project will also try to help people understand and create the opportunity to live in the region, but still be a part of and employed by companies and organisations which head offices are situated outside the region. Offering offices and services to these people is a part of the project.

**Nordfjord as one living and working area**

Better communications makes it easier for the region to appear as one unit, when it comes to living and working. The improved facilities has resulted in more commuting, closer relations between the local councils and several projects based on collaboration. Altogether this hopefully contributes to making the region a more interesting place to move back to.

# WORKSHOP 1 HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

## Topic 4 Managing Local Resources Sustainably

**Presenter** Anne Sinclair  
**Facilitator** Anna MacConnell

### Delegates

Diane Macpherson	Jackie Fairweather
Grace Nicol	Andy Anderson
Liz McLachlan	Inge Melkevoll
Noel Fojut	Roger Miket
Gavin Scott Moncrieff	Edward Stuart

### Discussion

1. Good research – makes a good
2. Seek allies and balance interests
3. Foster a community identity
4. Try to establish control over resources and take responsibility for them
5. Stick together

## Fair Isle – Sustaining a Maritime Culture

Anne Sinclair, Fair Isle

Fair Isle, approximately 5k.x 2k, is situated midway between Orkney and Shetland, 150k -north of the Scottish mainland. For centuries its economy was based on the catching, processing and export of dried/dried salted fish, fish oil and feathers. A subsidiary trade, in the form of barter with passing ships, was also an important factor in the provision of basic essentials not readily available on the island. Fresh water, domestic fowl and their eggs, vegetables, cloth and knitted goods were transported out to the vessels making passage through the Fair Isle Channel, and exchanged for items such as household, requisites and clothing as well as (it must be said!) tobacco and spirits.

Over the 1900s, depletion of fish stocks, distance from 'wet fish' markets, no market for hard fish', a decline in population numbers and the expectations brought about by education and advances in communication have all been factors in imposing a radical change in the lifestyle and culture of the island. In the late 1950s the evacuation of the population was seriously considered by Zetland County Council and by the owner of the Isle, but was rejected by the islanders. The return of young families, the modernisation of the croft houses (aided by the National Trust for Scotland) and the building of a new pier (Z.C.C.) helped to turn the situation around.

At present, the population stands at 70 with an average age of 30 years - a very healthy situation, but a reduction in the number of permanent residents would pose problems. We are lucky in that we have dedicated young people, a variety of skills both traditional and modern, and a readiness to change direction and retrain. We also have a tradition of working together (for example, the hill land Is worked communally, with a rota checking system at lambing time and lambs divided between crofts in the autumn). The main source of power is a wind energy system and we now have a breakwater. Fair Isle itself has been known for a century as a Mecca for ornithologists with its propensity for attracting rare birds and its massive sea bird colonies. Fair Isle Bird Observatory has played an important part in attracting tourists and 'twitchers' but, during the last decade, fluctuations in sea bird numbers have caused some anxiety. The National Trust for Scotland, who own the island, helped establish youth camps every summer, bringing in people from all over the world who assist with work on the crofts and join in the social life.

### Fair Isle Marine Environment & Tourism Initiative

Concern, regarding the depredation of a fragile ecology and the lack of any island control in the various policies and directives being issued by the British government and EEC, combined with the realisation that tourism must play a vital role in the future of the Isle prompted the setting up of F.I.M.E.T.I. The project aims were:

- The provision of adequate protection of our marine environment, our culture and traditions for the benefit of Fair Isle, its inhabitants, its visitors and the nation.
- To demonstrate the value of the marine resource through the sustainable management as traditionally practised by the people of Fair Isle.

- To maintain and enhance the marine environment and related traditional activities for the future.
  - To provide display and interpretative material which will benefit tourism, widen the range of tourist attractions and make Fair Isle a model for environmentally positive tourism.
  - To initiate and act as a model for integrated protection, interpretation and appreciation of the marine environment and set national and international standards for the future.
- This seemed a tall order for a small island but we have achieved some of our aims.

The project is led by Nick Riddiford, Schoolton, Fair Isle - who has the unenviable task of co-ordinating the research done by the team, who also live and work on Fair Isle - and has as its main partners the Fair Isle Community Association (of which every adult member of the community is an associate), Fair Isle Bird Observatory Trust and the National Trust for Scotland. Two reports have been published - *'Managing the Sea for Birds - Fair Isle and its adjacent waters'* (with the Royal Society for the Protection of Birds) and *'Safeguarding Our Heritage - The Fair Isle Marine Resource, a community proposal for its sustainable management'*. There are several thematic leaflets now available and FIMETI has its own web page, via the Fair Isle web site at <http://www.fairislr.org.uk>. A CD-ROM is planned and there are lectures and exhibitions open to the visitor.

We are still working towards the emplacement of legal protection for the sea around us, but have raised the Island's profile to such an extent that FIMEU is taking the lead in the Northern Periphery Programme, a Finland - Scotland - Sweden - Norway co-operation in provision of services, business development and sustainable resource management and exchange of ideas and information. Although we have a long way to go, we have left the starting post.

The sea will always be a vital part of life in Fair Isle and so will its people. We are fortunate that we can work as a community, can consult and co-operate and have the will, the ability and the expertise to make a difference. Most communities would find that, once focused on a project and with support from the relevant bodies, they have the same.

## WORKSHOP 1 HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

### Topic 5 Sustaining local services

**Presenter** Inge Midtunn  
**Facilitator** Meg Telfer

**Delegates** Murdo Mackenzie  
Joyce Gilbert  
Bill Cattanach

#### Discussions

#### Objectives

- Income generation from without / within
- Keeping interest beyond inception
- Local management / co-ordinator (someone with broad shoulders)
- People / everybody must be heard
- Make sure everybody knows what is going on
- Be realistic / practical approach / how many different ways can we achieve it – why – how.

#### Actions

- Local newspaper involving all ages
- Event to celebrate achievements
- Ownership / membership – shares / co-op.
- Local publicity – leaflets / brochures
- Making full use of resources – people.

### Initiative to save and revive the local shop in Fjordane (Balestrand Commune) Inge Midtunn, Norway

- Fjordane community – short presentation
- Closing down the shop
- Possibilities of starting a 'people's shop'
- Collaboration with public authorities / local commune
- General meeting in the village; taking forward the actions, involving local people in the planning, who takes responsibility
- Information and progress in starting the shop
- Voluntary work – organising, involving the local people in the revive of the shop
- Obstacles – Statoil
- Opening day
- Challenges and problems after the shop was up and running
- First anniversary – local market
- Experiences from the project – and what next?

The reason I am here today is that I am one of many who work with developing village life - to make our villages survive, My name is Inga Midttun and I come from a small village by a ford in Western Norway - Vetlefjorden. My village is in an outlying district. The village has a combined nursery and primary school. The village also has one business, making furniture and fittings. There is also a new power station. In addition there is traditional farming. Some farms have an additional source of income, for instance tourism. The numbers of jobs are limited, so there is extensive commuting to the commune's centre in Balestrand. The next village is called Svaerefjorden and together the villages are called Fjordane (The Fjords). Fjordane Grendalag is a neighbourhood association. It was founded in 1994, because we needed a mouthpiece on behalf of the village - directed towards local and central government.

I would like to tell you about a project we have worked on in our villages - it is about our local shop. It all started in March 1997. The villagers were told that the owners of the local shop wanted to sell their business if there was anyone who would like to take over the running of the shop. The alternative was to close the shop down. Statoil, a state-owned oil company, had cancelled the agreement with the shop regarding the delivery of fuel

and other goods which they supplied. Their reason was among others that the shop couldn't stock the goods which Statoil demanded, in accordance with country wide advertising campaigns.

The mayor and the leaders for local business and agriculture came to a meeting with the association. The main topic was how one could combine sailing fuel and the shop's opportunities for continued operation, and negotiating with Statoil. A representative from a countryside chain of grocers also came. He was in charge of looking after local shops in outlying districts. There was information about the possibilities of starting a 'people's shop' in the village. That meant that the villagers themselves had to own and run the shop.

The association was keen to have a shop and that that should be possible considering the customer base. It was decided to carry out a study: What do the villagers think about a possible people's shop? The association was in charge. They were to work with the commune's leader of business, and the grocer's consultant, At the same time the press was contacted, both locally and centrally. We focussed on district politics and the role played by government bodies. For example closing down petrol stations, post offices, and communications in outlying districts.

In the spring of '97 Fjordane Grendalag worked on an application for money to develop outlying districts at the county's administrative office. In July we arranged an ideas workshop for the village. Which project would be an important starting point for the village? The political and administrative leaders in the commune were invited. The leader of local business led the work on ideas. The result was that different groups carried on working on different projects. One of these was the shop.

In August -97 we advertised for a general manager for the new people's shop. The application was designed working closely with Flexibo, a furniture business. This business also needed more workers. The owner was very aware of the village's prospects. He demanded of possible employees that they must settle in the village. Joint advertising could also result in an application from two people -needing a job, for instance a family. Local people were also contacted, to find out if anybody was interested in maybe sharing the job as general manager.

In September there was another general meeting in the village. The topic was the shop's future! The result of the questionnaire was clear. There was room for a continued shop. The villagers wanted to keep the shop.

Problems and solutions for future operations were discussed, For instance, selling fuel, needing voluntary help with decorating, needing employees, product range and purchase conditions, football pools, possibilities to get help from consultants, courses, groups exchanging experiences, share capital and more, rental agreement with previous owners, other opening hours during the tourist season.

A share capital of NOK 200 000 was needed. Five people volunteered to visit villagers and invite them to buy shares, each share costing NOK 2000. The villagers were very positive, only a few declined. Several foreigners also bought shares. They spend regular holidays here, and use the shop every day. They wanted to support the village and get a new shop! Finally we collected 240,00 NOK.

On October 1997, the village held la meeting to form the company. A document was prepared, with regulations for the shop. Everyone present unanimously agreed to form a company. There was a competition to find a name for the new shop. The chosen name was Farnesbui A/S. A statutory general meeting was held on the same evening, and the board and chairman were elected.

There was information about the progress in starting the shop: The shop would be closed completely for two weeks. During this time the people's shop would be built from scratch. The grendalag started making a list that evening, of people who could help with voluntary work. There was one contact person in charge of this. Money for bought shares was due within two and a half weeks. The opening would be on December the third! It still was not decided who would be the general manager.

#### **The voluntary work started:**

The chairman organised the voluntary work: to get people there at the right time and for the appropriate job. They all came from the village. There were electricians, carpenters, decorators etc. Work went on until midnight almost every evening. People made curtains, and chairs and tables for the 'cafe corner' were given free, the consultant got help with pricing the goods. In two weeks the shop was cleared of goods / furniture, they painted, fitted shelves according to an architect's drawings, and built a cold store. During these two weeks 177 hours of voluntary work was done!!

As you already know, Statoil had cancelled the contract with the shop. We now had to organize a private petrol station, owned by Farnesbui. Statoil also wanted to take the pumps away. The shop paid for the pumps and thus managed to keep them. The shop entered into agreement with another oil company about fuel deliveries. We were not allowed to use the company logo because we could not sell all the products the company

advertised. We decided to have so-called 'white pumps' without advertisements. The fuel prices were the same as normal prices. Statoil had supplied the pay terminal while they delivered fuel. This was disassembled and collected. The shop had to buy a new one.

The magazine depot would not deliver magazines any more because of low sales. To start again we had to organise a guarantee to the bank to guarantee that the magazine distributor got their money. This was an extra expenditure during the start but in the long run it is an extra service.

The shop was opened on December 1998, as planned. The mayor made a speech and cut the ribbon, There were several messages from well wishers, and a gift for the previous owner. A local accordion group played, and there was dancing in the road. The local school wanted to give something towards the opening. The pupils made waffles and served coffee in the shop on the first day. It was important to be part of it. Everybody talked about the shop, and the general attitude was that everybody had to help.

After the shop was up and running groups of pupils helped in the shop - they stacked the shelves. They got work experience in the retail trade, and gave valuable help. A young girl aged 20 had agreed to be general manager for a period of six months. She knew about running a shop.

These six months presented many challenges and problems. It soon became apparent that the girl wasn't as experienced as it first seemed. She was polite and nice to the customers, but didn't handle all the problems. The board was sorely tried - to offer help, which the girl said she didn't need, or wait and see if things changed. The girl had promised to stay for six months and we worried that if we interfered too much she would leave before the time was up. However, we were very pleased that she wanted the job at all. If she hadn't, the shop might not have been started at all! The shop delivered groceries to the villagers one day a week. To manage this various people did this on a voluntary basis and drove a fixed delivery round - through all these six months! This was done for free. A previous employee worked in the shop for free; She was a great help in the day to day running. This lady is still in the shop: she tidies the shelves, checks expiry dates etc. The shop got deliveries one day a week. The villagers turned up to help the manager. It led to the villagers getting an understanding of what it was like to run a shop.

A little later the manager was taken ill, we could not afford to close the shop during this early time when we depended on a fixed income and getting new customers.

The chairman had a job which meant that he could take time off in lieu of pay, and therefore spent time running the shop. It took several days, and the work was done for free. The chair sometimes also acted as employer. This gave a lot of extra work in addition to the permanent job. At the same time the previous owner helped out, on days where it was impossible to get other help. The problems escalated when the manager was on sick leave over a longer period of time. The previous owner had another job, and was busy getting his rental cabins ready, We solved the problems by him working for a few days in the shop, while the villagers helped him clean his cabins for him on a voluntary basis. Villagers of all ages got the chance to help the shop tick over! Groups worked for several evenings.

At the same time we worked hard to get new people to manage the shop. The solution arrived in the form of a local who had left the village. He had heard that we needed people, and could help if he got leave of absence from his job for a year, to start with. He had a farm in the village, and was interested in spending more time there. It was important for the villagers that we were getting someone with a connection to the village. It might lead to more support for the shop. We hoped that in time he and his family might move back.

While the previous owner had run the shop there was football pools. This was closed down in 1995, due to demand of modernisation to a new On-line system. The villagers missed the opportunity to play the pools, because the alternative was to travel to the next village (30 km), This probably meant loss of trade. The board therefore regarded it as important to apply to become commissioner for Norsk Tipping (the Norwegian football pools). Initially this was quite impossible, because of huge expenses for Norsk Tipping in relation to number of inhabitants and earning power. It meant extra expenses of NOK 40 000 for the shop, but it was regarded as very important for the general running of the shop. The application was sent. Against all odds, we managed the impossible! In April 1998 Farnesbui could do the pools again!

In December 1998 the shop celebrated its first anniversary. The mayor arrived with good wishes and flowers. The press was there. The shop had special offers, and we tried a local market in connection with the celebrations - also to increase the interest among people in the other village to come and shop. The union of women farmers in the villages wanted to show old craft & traditions. They baked potato cakes downstairs in the shop.

Now we are in April 1999. The shop is still running, and we're still optimistic and wanting this to continue!

**What has the project taught us and what next?**

In the summer of '98 the Grendalag sent out a questionnaire to villagers who had moved away, and also to young people in full time education. This was a part in mapping out needs and maybe a return to the village. The answers we received showed that it is very important to have a local shop. We need to take this seriously. We need more residents to give the basis for more trade. We need somewhere to meet socially, especially in outlying districts. The offer of a good product range, football pools, cafe, post and newspapers makes the shop a focal point for the villagers. We have youngsters in the 4H. They have worked on a project called 'You and your village'. One of their suggestions is to organise a library service through the shop. For instance coordinate orders and get the books delivered on the local bus from the central village. Public documents can be read in the shops. In this way we are able to read about and discuss issues which concern everyone in the village.

The administration, especially the Commune, has been fantastic in helping us with issues which might help to support continued opening of the shop. They deserve a special thank you in connection with the start up of the shop. They have been involved in various processes along the way, from the ideas to advice on a complaint against Statoil, they have given business / financial support to the operation. This goodwill has opened for new enterprises.

Today we have been asked formally to start a village service via the shop. This means that the shop will receive NOK 20 000 a year to manage home help services, carried out by villagers. This gives the shop extra money, while at the same time it creates more work. The service also includes janitorial service, for example help with snow shoveling, chopping firewood etc. The shop delivers fuel to pleasure boats (red diesel). We have to market more, for example in boating guides. We can get more trade as well. There are holiday cottages in the village. The shop is important to those businesses and the tourists. We can do more to provide information in relation to maps and trips in the area.

We can see that the shop is doing a steady trade - better than before. The villagers are more aware of using and supporting the local shop than before. If the shop closes down now there won't be any more chances. There is increased solidarity in the village. This is obvious in various ways. A large reason for this must be the joint work which has included practically the whole village at times. Everybody has shown that we want a shop. We have had talented people on the committee and different groups who have worked on this project. People who want to do their bit for the community, who have worked hard and never given in. Who have seen that with the willpower and the right attitude, the foundation is laid. Who have inspired and engaged the villagers. Without all these people we wouldn't have had our shop.

We have at the moment waited with bated breath to find out if the manager wants to carry on or not, or go back to the one he had before. He was 40 on April the first, and the birthday was celebrated in the village hall – almost everyone was there. We were given the happy news on the same day he is staying! We are all so happy!

On behalf of Fjordane Grendalag I would like to say thank you for having me and would like to finish on this note:

***Use the shop while you are young and it will be there for you in your old age!***

# WORKSHOP 1 HOW DO LOCAL COMMUNITIES ADDRESS THEIR OWN SUSTAINABLE DEVELOPMENT?

## Topic 6 Promoting and marketing an area and its produce

**Presenter** Egil Nestande  
**Facilitator** Iain Macdonald

### Delegates

Pat Thompson	Marie Macphail
Stephen Sandham	Donald Macneill
Helen Macdonald	Norrie Russell
Joan Campbell	

### Discussion

#### Objectives

1. Income create / increase
2. Increasing market value
3. Identity for area (minimum standard – logo; local label; quality mark)
4. Identity customers and target them
5. Create / sustain market for seasonal goods
6. Target local market first (depending on product)
7. Packaging
8. Mechanisms for kickstart

#### Actions

1. Mechanisms
2. List of producers – target them
3. List of potential products
4. Directory – lamb, beef, venison, fruit, crowdie, salmon, veg., jam, herbs, flowers, shellfish, eggs, sheepskins (organic), fudge.
5. Consult the producers
6. Consult the market place
7. What is the criteria for a local product
8. Quality set up for processing
9. Consult regulatory authorities

## Norwegian Farm Food

Egil Nestende, Norway

### A network for producers of local and traditional food

Trends in the European food market indicate a shift among the consumers away from the standardised products of the super markets to something more unique and special. In addition to safe and healthy food, with high nutrition value and preferred taste, the consumers are more and more asking for an added value: the food should be prepared according to tradition, give an impression of home made, and preferably be linked to, and traceable to the district where it is produced. There is also a growing interest and demand for products from organic farming.

The concept of Norwegian Farm Food is based on this trend. The business idea of Norwegian Farm Food is:

- 1) to meet trends in the consumers market for traditional or special food products
- 2) to increase farmers' income through production, processing and selling of food directly to consumers at farm gate.

Norwegian Farm Food was initiated by the Ministry of Agriculture in 1996 as a nation-wide pilot and development project, partly based on a similar concept from Sweden. Sub-projects were set up in most of the 18 counties in the country. The objective of the project was to pursue the business idea on a broad range, create a network of interested producers and eventually set up a formal organisation of producers.

The first phase of the project was an information and introductory phase which was run through 1997. During this phase interested farmers were invited to information meetings, and there was a registration of potential producers at county level.

In the next phase a national register of producers was established, and a catalogue with presentation of each producer and his products was produced. Internet was chosen at an early stage as a means of marketing, where every registered farm and producer is presented through an own web-site (<http://www.norsk.gardsmat.org>). At the end of 1998 a formal membership organisation for the registered producers was formed with a board at national level, based on networks formed at county level.

#### **Criteria for membership**

In order set a common and minimum standard for achieving membership status, and to ensure a high quality of the food being offered, in accordance with the national health and sanitary requirements, a set of criteria for membership in the organisation has been set up. Most important of these requirements are:

- sale of food should be from a farm shop or by serving of meals at the farm. A group of farmers/producers can share a farm shop.
- farm shop, processing equipment, kitchen, serving rooms, etc. have to fulfil hygienic requirements set by the health authorities most of the products offered at the farm shop should come from own farm or other farms in the region (fish, mussels etc. from rivers, lakes and nearby sea, and game are accepted)
- food basically made from imported products are not accepted
- products may be sold fresh or processed on the farm
- a minimum sale of NOK 30 000 (€ 2500) per year is required

Farmers who qualify and are admitted as members have the right to use the logo for the organisation (the golden weather cock) in advertisements, letter headings, on sign posts etc.



# CELBRATION

The day ended with a European Banquet and traditional Highland Ceilidh.



## DAY THREE

The final day of the conference began with presentations from four European experiences.

## EGIL NESTANDE DEPARTMENT OF AGRICULTURE, COUNTY GOVERNOR OF SOGN OG FJORDANE

### **Rural Development Programme in Sogn og Fjordane (RDP)**

Initially RDP was a pilot Programme in the county of Sogn og Fjordane. Similar programmes have followed later in other counties by using the pilot Programme as a model. The initiative for the Programme's phase 1 was taken by Sogn & Fjordane County Council and the Department of Agriculture in 1991. A main objective was to encourage the rural population take more responsibility for its own development. Experience gained from phase 1 showed that there was a great potential within communities; people have the ability and capacity to take responsibility for their own development. As from 1997 on the Rural Development Programme is linked to the County council's Plan for Community and Rural development, and is adopted as a strategy for Regional development (Phase 2).

The aim of the RDP is to mobilise local people to respond to their own development needs, and to help stem the trend of rural emigration. The Programme shall form the basis for co-operation and making use of other development initiatives that are already in process, including programmes for communities with decreasing populations, youth programmes, forum for emerging business women etc.

The co-operating partners in the Programme's phase 2 and 3 are the County Governor, through the Department of Agriculture (who co-ordinates the Programme), the County Council, local Communes and Farmers Unions.

The RDP has a (in phase 3) a budget of NOK 540 000 (£ 42 500) per annum from the Rural Development Fund, allocated by the government, plus NOK 20 000 (£ 1 800) from each Commune involved. From these funds, each participating community receives NOK 80 000 per annum for their local project. Rest of funding is divided between central co-ordination and training, meetings, and local implementation and administration.

It is operated as a rolling programme with 2-3 new communities joining each year, and with a maximum of 7 communities involved at any time. Each community is involved for a maximum of 3 years. The grant and admittance to the Programme is awarded to communities on the basis of competitive applications. Each application must be submitted by a local community group, be supported by the local Commune, and demonstrate wider public involvement. The successful communities are free to spend the grant as they please to facilitate their work. In addition communities may send applications to other grant sources to implement their plans.

Great emphasis is placed on 'social mobilisation', and communities are expected and trained to widely involve their populations in making decisions on plans, and in implementing them. The RDP also facilitates inter-community exchange of experience through 'Rural Forum' conferences twice a year.

Projects implemented under the RDP vary widely, including agricultural improvements, processing and marketing of local products, tourism, improving local facilities etc. Each project is based on an initial analysis of the community, its needs and potential.

**The Estonian Village Movement**

Active rural communities initiated Estonian Village Movement in 1992 with addressing Estonian Government in order to get assistance for rural development issues. As response for this addressing the Ministry of Interior and Ministry of Agriculture initiated Governmental Working Group, which included representatives from Ministries of Finance, Education, Culture, Environment and others. The Working Group became responsible for Estonian-Swedish rural development program KODUKANT, which had three main goals:

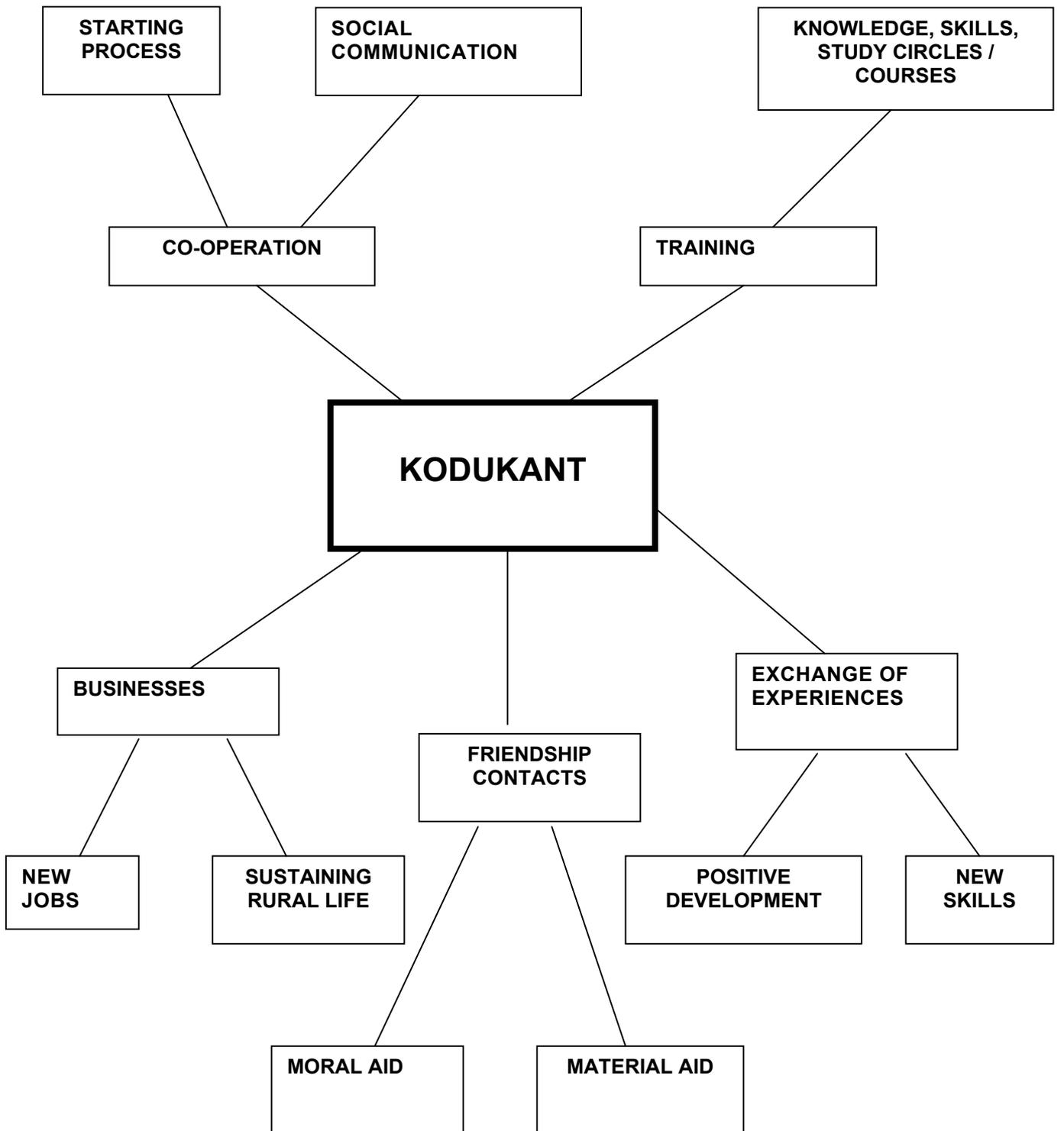
- ❖ **to support the local mobilisation and initiatives**
- ❖ **to support the start of local small and medium-sized enterprises**
- ❖ **to support networking and co-operation between different actors**

The program lasted four years until 1995 providing different workshops, seminars and study tours in three Pilot Counties. It made clear the need for governmental support to local initiatives and networking. When the Estonian-Swedish program was finished, an Estonian support program was initiated for local communities in all 15 Counties of Estonia starting from the year 1996. The local communities had got opportunity to apply with clearly defined projects for support twice a year. The maximum support was up to 250£. For the year 1999 the total amount of the program funding is increased four times compared to the initial. The maximum amount for each local project is increased up to 500£.

In April 1996 the first Rural Assembly for Villages and Small Towns was held. It defined in five working groups the local and national issues to deal with. The final report of the Assembly was published and sent to Parliament, Government, Local Municipalities and local communities. The Assembly decided to build up the non-governmental organisation Estonian Movement of Villages and Small Towns KODUKANT, which was founded before the Second Rural Assembly in October 1997. The Movement includes branch organisations from all 15 Counties. The final document from the II Assembly gives reports from six working groups. Each group discussed different issues from three angles: what can local community to do themselves for handled issue, which assistance is needed from local municipality and what kind of assistance is needed from Government and Parliament.

**Some of the main problems for rural communities in Estonia; what support communities need to address these; the role of the Village Movement (VM) in assisting**

<b>Problems</b>	<b>What support is needed</b>	<b>The role of VM in assisting</b>
How to become regarded as an efficient partner for local municipalities and businesses?	Aid to write long term development plan. Opportunity to get funding for projects.	The courses and seminars about project writing. The general strategy building through the Rural Assemblies.
How to keep on and create new employment in rural areas?	The opportunities to learn about new business ideas. Advice and funding for start-ups.	Negotiations with authorities and policy makers in order to start new programs and new funding opportunities.
How to get authorities to spread the actual information concerning rural issues?	The relevant information concerning rural communities from official sources needs to be selected and distributed to people.	Calling people to seminars and meetings in Ministries. Spreading information with own newsletter and www home page.
How keep running the local schools?	New ideas and ways to widen the use of school buildings also to adult learning.	Advice the rural communities to take over the schools threatened by closing and to rebuild these to the local information and learning centres.



## **Ellamaa Village Development Center and Kodukant Harjumaa**

It all started in 1985 when I was proposed the post of a head of the local village club (community hall). The job was paid for by local government. This was a place where people could come together to spend their free time - sing in a choir, dance in a folk-dance group, act in the plays, have all possible kinds of courses, or just have weekend parties. This kind of establishment was already popular during our 'first republic' - in the beginning of this century. They were the real 'salt' for the countryside where almost all our countrywomen got their knowledge of new tricks of housekeeping and the whole family could usefully spend their spare time.

It was also a place where all kinds of NGOs could reside (e.g. Sports clubs, women's societies, firemen's associations' etc.). During the soviet times most of them lost their importance because bigger clubs were built in the centers of parishes and most of the societies were banned.

In our village club we still tried to work in a style our ancestors had done. With years circle of active people gathered around the community hall and helped to organise the activities. We studied the history of the place and the societies and thought out different kinds of activities to get the village people together. They tasted the first fruits of self-realisation and it raised their self-confidence. Many of them are able to carry out independent projects now.

When agricultural and land reform upset most rural people in Estonia our people found Ellamaa a good place to live in and fight for. Although most of them worked in or were connected with the previous state farm, relatively few left the village. The sense of the place won.

In 1997 we decided to found a NGO Ellamaa Village Development Center. And it was really high time - for local authorities decided to close the club because of the lack of money. After first disappointment they realised it might be a good chance to be independent and try to plan the village life themselves. Especially active turned out to be women and children and youngsters. And they finally drag along the male members of the families. The second thing we realised was the feeling that if there were more such organisations united our voice would be louder and possibilities for stronger backing more realistic. So we initiated an all- county's organisation of village movement sub-organisations - Kodukant Harjumaa (1998). As most of them had been hoping local authorities to plan the life of their villages they found themselves a bit disappointed that the things are not going on, as they should. And the village activists gathered people together to find out what are the things they want and can change, how to do it and who should do it.

At the same time most of the "village loonies" found they need training badly. Democracy is a nice thing but needs studying. Luckily there was some PHARE money available so we took it and peeped into the business of project management, PR work and application writing.

When people have had this practice of voluntary organisational work and have been part of the decision-making group of their own village, they can't be very helpless when they happen to lose their job or when they look for changes - they have their knowledge and experiences to support them. They know where and how to start.

The experiences of the Network have identified four main pillars to sustainable rural development:

**THE LAND**

Attachment to the place  
Willingness to stay & improve the situation  
Protection of natural resources  
Action against pollution  
Conservation of landscapes

**THE LOCAL ECONOMY**

A diversified economy based on various activities  
A locally based economy with priority to local resources and skills  
High added value through local processing and re-investment of this added value  
A specific economy able to capitalise on its special qualities, traditions, history, landscape

**SOCIAL COHESION**

Local solidarity – close human relations through associative and cultural life  
Integration of marginal and excluded people and of minorities  
Links to the cities, consumers, rural actors  
Belonging to the place and curiosity to open up and learn from others  
Sharing knowledge and experience

**THE PROCESS**

Involvement of everyone in creating choices, making decisions and action  
Dialogue between the various partners  
Conflict management  
Elaboration of a common project

# WORKSHOP 2      WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?

## Topic 1      Information

**Presenter**      Egil Nestande  
**Facilitator**      Lorna Walker  
**Delegates**      Liz Maclachlan  
                          Mikk Sarv  
                          Anne Sinclair

### Discussions

<b>Requirements</b>	<b>How</b>
Local authority information (incl. mail, traffic) (already existing)	Internet – advantage is integrated information dissemination
Agency information	Yellow Pages
Private services (incl. prices)	Leaflets
Training & education	Local shops etc (talking, meeting places)
Transport (public; goods; roads)	Telephone
Funding – guides; help; forms	Rumour
Community information – networking; activities; sharing experiences	Newspapers
Archived cultural information – genealogy	Community centres (schools, libraries etc.)
Info to outside world	Radio & TV
Accessibility to information	

## WORKSHOP 2 TO

## WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?

### Topic 2 Partnership

**Presenter** Margarida Guerreiro

**Facilitator** Anna MacConnell

**Delegates** Noel Fojut  
Gavin Scott Moncrieff  
Edward Stuart  
Grace Nicol

#### Discussions

##### Partners

Expertise  
Understanding  
Resources  
Commitment & Action

##### Sponsors

Publicity  
Money  
Faith

#### Presentation

##### What support do communities need to achieve sustainable development?

Participants were shown examples of projects in which "IN LOCO" always needs to work with all the other actors involved. This included the "Sabor & Arte Festival" (Taste and Art Festival) in which the main objective and efforts were on building up a strong partnership with all the municipalities worked with. The main aim for In Loco is to work with the same method and the same group of people around other subjects as strategies on rural development. Through its work, In Loco has found that communities need the following support:

##### 1. Support in expressing their needs

- Supporting them to evaluate their individual needs and turning it in a more common need of the community;
- Supporting the community to conceive a working plan of "ways out", of solutions and other ways – including the diagnosis of potentials (resources) and of possible partners in the process.

##### 2. Training and information

- The training has to be very adapted to each group and is always much more wider than the topic that has been made for;
- To know their referents and to make them cope with other referents as a way of growing and changing attitudes;
- Showing different ways of thinking and doing things on a permanent basis of discussion and debate.
- This topic can be though also for some of the partners that are not very used with this new "thing" called "partnership".

##### 3. Do not substitute the communities themselves

- To give them all the instruments they need to go on ;
- To play the role of organisers of the community's ideas;
- The population participation on its own development is a necessary condition for any successful sustainability.

##### 4. Empowerment

- By enhancing their social and cultural identity or helping to re-create it;
- By enhancing the community's self-respect, self-confidence, self-worth and the power of making choices.

After this "first example" the group discussed :

1. Partnership is different from sponsor!

The partner is the one which is also involved in the objectives of the project; the sponsor gives money for our "causes".

2. Our projects gets empowered by the partners involved, because those can give special details and contacts with others ...

3. Our projects have to have innovation in them !

We have the "responsibility" of innovating always around our work and to introduce that innovation to the partners we have. Then they can have a special role in disseminating the project. Eg. We started the mobile educational buses around deserted areas – and the Regional branch of Education Ministry was always our partner. At this moment they incorporate this project and disseminated into their own system.

Why have Partners?

1. It makes a project stronger
2. Partners can disseminate
3. Can draw your experts from partnership

Do's and don'ts of Partnership:

1. Don't become party political but be aware of party politics
2. Don't try to be too inclusive – aim at key partners
3. Do use partners to gain credibility and open doors
4. Don't confuse sponsors with working 'partners

## WORKSHOP 2      WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?

### Topic 3      Local capacity

**Presenter**      Ron Beard

**Facilitator**      Meg Telfer

**Delegates**

Inga Midtunn	Elin Leikanger
Tony Gee	Liam O'Neill
Ron Celli	Di Alexander
Norrie Russell	

**Presentation**

The presentation drew on the speakers experiences of helping local groups create "ownership" over the process, to the point that they can replicate it without very much involvement from outside. It highlighted the importance of developing, at the community level, "the capacity to work together over a sustained period to shape a preferred future"

Mount Dessert Island Tomorrow - strengthened the sense that MDI is a region, built on other successful regional efforts (High School in 1968, League of Towns in 1976, MDI Tomorrow in 1988, and Island Network gatherings in subsequent years). It was successful in attracting new people and mixing them with others who are comfortable with working together.

Schoodic Futures - the group has been together for three years, with a tradition of early morning meetings and evening events. It was threatened by the need for local governments to assert their primacy in dealing with a powerful branch of federal government.

Cobscook Bay - the group disbanded when the grant ran out... one strong willed, charismatic leader has kept outside investments coming into region, some links with regional development agencies, communities may have lacked the capacity for sustained effort over time

Healthy Island Project - the group has refocused its efforts, concentrating on issues facing children and teens, recognizing that many community institutions have a role and interest in success... they have set up a sustainable organization, with support from foundations and drawing on organizational capital of the island medical center.

**Discussions**

Will depend on individual communities

**Requirements**

Resources

Training / education / access to information / connections

Process

Self belief leading to identity

Ability to resolve conflict

Involve young people

**Actions**

Community audit

External audit

Strategy for releasing them

Identify needs (shortfall between what you have and what you need )

What already exists? Model good process (Dùthchas)

Sharing other experiences

Process & training

## **WORKSHOP 2 TO**

## **WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?**

### **Topic 4      A framework for sustainability**

**Presenter**      Didier Lecuyer

**Facilitator**      Iain Macdonald

**Delegates**      Andrew Brown  
Tommy Mackay  
John Macdonald  
Andy Dorin

### **Discussion**

#### Support requirements & actions

1. Priorities for action
2. Full time local person on ground to access agencies etc.
3. Checklist to satisfy the overall good agreed between communities and agencies
4. Monitoring & learning as you go along
5. Record process
6. Balance the winners and losers

## WORKSHOP 2 TO

## WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?

### Topic 5 Incentives and resources

**Presenter** Agnes Rennie

**Facilitator** Sine Gillespie

#### Delegates

Shiela Nairn Magnild Myklebust  
Joan Campbell Jackie Fairweather  
Pat Thompson Ashild Kjestad Seljester  
James Muir Robert Mackay  
Diane Mackay

#### Presentation:

Firstly establish who is setting the agenda.

If there is agreement on the "bottom-up approach" ensure that there is clear understanding from all parties as to what that means.

Bottom-up means ultimately empowerment...Empowerment carries responsibilities ...

Agencies who sell this line and who sign-up to work in this way must acknowledge that it is not a signal for them to abandon their responsibilities.

- They have to ensure that community groups are well supported:
  - have a clear understanding of the tasks,
  - know who the dedicated staff member is who can provide support,
  - if appropriate provide interim funding which allows a person to be appointed locally, managed locally, to see projects through.
- Realise that funding activities such as Community appraisals is a critical stage BUT ownership must be with the community,
- Outside consultants should only be used in a supportive role.
- Encourage the concept of a "rolling programme" which can take advantage of available resources and reflects current community priorities.
- Funding agencies must be "on-board" from the outset.

#### Discussions:

##### Requirements & Actions:

1. Identify the needs & then create the projects
2. Identify a nucleus of people, geographically democratic if appropriate
3. Identify the different stages of projects & how long each stage endures
4. Identify funding sources
5. Get agencies on board early on
6. Reinforce the agenda at every opportunity
7. A rolling programme of projects

##### Actions:

1. Pick a simple achievable project
2. Appointment of local short term resource workers / community workers to bring projects to fruition
3. Reinforce public conscience among agencies
4. Agency reps. with familiar faces who know their area because they live there.
5. Get agencies to change their priorities in management v being a part of communities
6. A local forum
7. Creating moments when we are together

## WORKSHOP 2 TO

## WHAT SUPPORT DO COMMUNITIES NEED TO ACHIEVE SUSTAINABLE DEVELOPMENT?

### Topic 6 An appropriate policy context

<b>Presenter</b>	Hannes Lorenzen
<b>Facilitator</b>	Vanessa Halhead
<b>Delegates</b>	Graeme Maclaughlan John Toal

#### Presentation:

#### **Cheap food, clean water, happy animals, competitive farms - thinking out loud about sustainable reform of the CAP**

Rural people in Europe are very much governed by the policy context designed by the European Union. Why is it so painful and difficult to reform the Common Agricultural Policy (CAP)? Because the EU tries to do the splits between subsidising production and improving protection, between cheap and healthy food, between industrialised farming, animal welfare and the protection of nature. In July 1997, the Commission published its communication on Agenda 2000, a package of reforms to prepare for the next century, including a fresh attempt to reform the CAP.

The chances of success are limited. Farmers' organisations and most national ministries for agriculture strongly oppose the Agenda 2000 proposals, because of important price cuts for key farm products and the idea of setting conditions for direct payments to farms. For environmentalists and consumer organisations, however, the proposals do not go far enough. They demand much clearer links between payments to farmers and reliable control of environmental laws and food quality. Positions are entrenched and there has been a serious lack of constructive listening, talk and negotiation between the rural and the urban worlds. European agro-industry can relax. It profits most from the status quo.

Commissioner Franz Fischler, responsible for agriculture and rural development, has repeatedly stressed the need to move out of a market intervention system, which eats up most of the Common Agriculture budget by storing, processing and destroying surplus production. He suggests shifting the focus towards to an integrated rural development policy. This was well received by the media. So far, attempts at integrated development have only happened on the fringe of agricultural policy: only 3% of the CAP budget was dedicated to such measures. Nevertheless, such measures have encouraged farmers to treat animals more fairly, to practise organic farming and to maintain cultural landscapes. Also consumers - again too few - have helped to esteem such practice. They have made an effort to find these farmers and their products and to pay a fair price.

Isn't there a limit to the demand for ever-cheaper food while also expecting to receive a wholesome nutrition? Not even 12% of the average household's income is spent on food and drink. Taking into account how much European society spends on cleaning polluted water to make it drinkable and medical treatments to cure diet-related disease, it might be much cheaper to cut down subsidies for intensifying production and instead set a coherent framework for health-supporting and environmentally friendly farming.

#### **New dialogue for 21 at century**

There are positive examples. The LEADER programme, an EU Community initiative, is supporting rural development projects in which agricultural, touristic, environmental and training activities are integrated. The European Network of Experiences in Sustainable Development (ENESD) has gathered around 35 projects in East and West Europe, focusing on the process of dialogue and negotiation between all the players involved in sustainable rural development and improving food quality.

What does urban society expect from farmers? And what does the rural population expect from city dwellers? What are consumers, taxpayers, environmentalists and animal protectors ready to give in order to get healthy food and a diverse cultural landscape? These are questions ENESD is trying to draw public attention to. Repeating and confirming the limited truths of diverse interests' frozen positions makes no sense. The network has set out to support local actors, regional authorities, national and European decision-makers to find a consensus which will lead to new forms of partnership in the field. Sustainable development happens from the

bottom-up relying on tangible local relationships, in the village, in the district, in the region. The framework of Agenda 2000 will probably be decided this spring.



## AGNES RENNIE CHAIRPERSON OF THE DUTHCHAS PROJECT

### Parting Thoughts

An April morning on the road from Tongue to Strathy and through the snow the sheep lift their head to see who on earth are all these people and where can they be going in the middle of a blizzard. Well the late fall of snow had us all confused far less the sheep but there were no doubts as to where we were going as people gathered for the first trans-national conference organised by the Dùthchas project.

As formal registration took place people were still animated by the visits during the previous day and clearly an easy atmosphere had settled between locals and visitors from near and far. The conference proper got under way with a personal and emotive welcome from Joan Campbell, a member of the Sutherland project advisory group. This together with the impressive catering management by? and her team set the tone for the day.



So what were the lasting impressions after a day and a hard or hard discussion?

Real project examples from Scotland and other parts of Europe together with the practical experience of people in the Dùthchas areas prompted much discussion. Also reflecting the Dùthchas philosophy community representatives and agency representatives were present in at least even numbers and this also ensured good discussion from both a strategic and a community perspective.

For me personally there were several recurring themes:

- Firstly, if a project is to be sustainable it has to come from the community. Therefore agencies who encourage the philosophy of sustainability have to do more than pay lip service to the idea and have to show their commitment by making the resources available from the outset to put the building blocks in place.
- Secondly, project ideas do not always have to be imported there are in fact many indigenous resources, both cultural and environmental, which can lead to small and lasting enterprises.
- Thirdly, if there is to be equal access to resources, community representatives must feel confident to state their priorities and seek the resources to take them forward. Community empowerment in this sense is one of the most powerful tools of community development.



## DELEGATE LIST

Dr Owen Di	Abbott Alexander	University of the Highland & Islands The Highlands Small Communities Housing Trust
Andy	Anderson	Uig Community Council Dùthchas North Trotternish Area Advisory Group Member
Elizabeth Margaret Ron	Bailey Barlow Beard	Dept. Manager Cala Sona Head Teacher – tongue Primary School University of Maine Co-operative Extension U.S.A.
Malcolm Willie	Beaton Beattie	Keeper, Altnaharra Estates Forestry Commission Dùthchas North Sutherland Area Advisory Group Member
Neil	Black	Scottish Tourist Board Dùthchas Partnership Group Member
Andrew George	Brown Campbell	The Highland Council Scottish Environment Link Dùthchas Partnership Group Member
Alan Joan Bill Ron	Campbell Campbell Cattanach Celli	Forest Enterprise Caithness & Sutherland board member, tourism worker Scottish Office Agriculture and Fisheries Department Bettyhill, Strathnaver and Altnaharra Community Council Dùthchas North Sutherland Area Advisory Group Member
Dave Jan Liz Andy Jackie	Clements Cowan Dibble Dorin Fairweather	Keeper, Forsinard Armadale Area, North Sutherland Armadale Area, North Sutherland The Highland Council Scottish Natural Heritage Dùthchas North Sutherland Area Advisory Group Member
Morag	Ferguson	Uist 2000 Ltd Dùthchas North Uist Area Advisory Group Member
Ian Noel	Findlay Fojut	Highlands and Islands Enterprise Historic Scotland Dùthchas Partnership Group
Alastair Margaret	Fraser Fyfe	Crofters Commission Community Education Officer - The Highland Council Dùthchas North Sutherland Area Advisory Group Member
Tony	Gee	Scottish Environmental Education Council & CADISPA
Joyce	Gilbert	Scottish Field Studies Association
Sine	Gillespie	Dùthchas Are Co-ordinator North Trotternish
Jasmine Nicholas	Grant Gubbins	Thurso College Scottish Natural Heritage Dùthchas Partnership Group Member
Margarida	Guerreiro	In Loco, Portugal
Francis Vanessa Ellen Jim Ashild	Gunn Halhead Henderson Johnston Kjelstad Seljesaeter	NOSCAD, Farr School Board Dùthchas Project Manager Manager – Day Care Centre Dùthchas North Sutherland Area Advisory Group chairman Agricultural Officer Sogn og Fjordane, Norway
Didier	Lecuyer	Les Cevennes National Park, France
Elin	Leikanger	Agricultural Officer Sogn og Fjordane, Norway

Donald	Lockhart	Albyn Housing Society Ltd
Hannes	Lorenzen	European Network of Experiences In Sustainable Development
Seosamh	Mac an Phearsion	Udaras na Gaeltachta, Eire
Anna	MacConnell	Dùthchas Area Co-ordinator North Sutherland
Caitriona	MacCuish	Dùthchas Area Co-ordinator North Uist and Berneray
Iain	Macdonald	Dùthchas Area Co-ordinator North Trotternish
Helen	Macdonald	Western Isles Enterprise Dùthchas North Uist Area Advisory Group Member
John	Macdonald	Area Manager - The Highland Council Chairman – Dùthchas North Trotternish Area Advisory Group
Thomas	Mackay	Scottish Crofters Union Dùthchas North Sutherland Area Advisory Group Member
Margaret	Mackay	Strathy Area, North Sutherland
John	Mackay	Melness Area, North Sutherland
Francis		
Mary	Mackay	Durness Area, North Sutherland
Kyle	Mackay	North Sutherland Local resident
Hugh	Mackay	North Sutherland Local resident
Martin	Mackay	Durness Fisheries Association
Marty	Mackay	Rispond Marine
David	Mackay	Crofter
John F	Mackay	Melness Gaelic Centre
Murdo	Mackay	Retired Teacher & native of Strathnaver
Margaret	Mackay	Strathnaver Museum Trust
Betty	Mackenzie	NW Sutherland Council for Community Action Dùthchas North Sutherland Area Advisory Group Member
Murdo	Mackenzie	Scottish Office Agriculture and Fisheries Department
Sheena	Mackenzie	Manager – North Coast Leisure Pool
John	Mackenzie	Assynt Crofters Trust
Bill	Mackintosh	Timber Contractor
Donald	Maclean	Councillor – Comhairle nan Eilean Siar Dùthchas North Uist Area Advisory Group Member
Hugh	Maclellan	Oyster Farmer
Donald	Macleod	North West Sutherland council for Community Action Dùthchas North Sutherland Area Advisory Group Member
Brian	Macleod	Sutherland Crofter and Researcher
George	Macleod	Crofter
Irene	Macleod	Caithness & Sutherland Enterprise
Ena	MacNeill	Councillor - Comhairle nan Eilean Siar Dùthchas North Uist Pilot Advisory Group Member
Marie	MacPhail	Carinish Village Hall Dùthchas North Uist Area Advisory Group Member
Diane	Macpherson	Comhairle nan Eilean Siar
Kenny	MacRae	Eriboll Pier Association
Shona	Marshall	West Sutherland Fisheries Trust
Charles	Marsham	Rispond
James	Mather	Durness Fisheries Association
Liz	McLachlan	Friends of the Earth Scotland
Brian	Mearns	Historian & Gaelic Lecturer
Inge	Melkevoll	Oledalen Local Project Sogn og Fjordane, Norway
Inga	Midtun	Fjordane Local Project Sogn og Fjordane, Norway
Roger	Miket	Dùthchas North Trotternish Area Advisory Group Member

Neil	Money	Caithness and Sutherland Enterprise Dùthchas Partnership Group Member
Malcolm James	Morrison Muir	National Farmers Union ERM - Monitors of LIFE Environment Instrument in UK
Sandra	Munro	Bettyhill Community Council Dùthchas North Sutherland Area Advisory Group Member
Sandy Magnhild Shiela Egil	Murray Myklebust Nairn Nestande	Crofter Sogn og Fjordane, Norway Lochaber Ltd Head of Agriculture Sogn og Fjordane, Norway
Grace Liam	Nicol O'Neill	Sustrans Scotland The Highland Council Dùthchas North Sutherland Area Advisory Planning Officer – The Highland Council
David	Polson	Dùthchas North Sutherland Area Advisory Group Member North West Sutherland Native Woodland Project
John Mairi Agnes Primrose Pat Meg Kelly Irene Norrie Steven	Priddy Reid Rennie Richards Rodlin Rogers Ross Russell Sandham	Teacher – Gaelic Unit Dùthchas Chairperson Strathy Area, North Sutherland Crofter & Local development worker North Uist Resident North Sutherland Local resident Strathnaver Museum Trust Royal Society for the Protection of Birds Crofters Commission Dùthchas Partnership Group Member
Mikk	Sarv	Estonian Village Movement
Gavin	Scott Moncrieff	Councillor – The Highland Council Dùthchas North Trotternish Area Advisory Group Member
Ann Eann Edward	Sinclair Sinclair Stuart	Fair Isle, Shetland Caithness & Sutherland Enterprise Kirkmichael & Tomintoul Community Association & The Cairngorms Partnership
Murdo Meg	Sutherland Telfer	Crofter / Chair of Grazings Committee Dùthchas Area Co-ordinator North Sutherland
Bill Patrick	Telfer Thompson	Crofter Royal Society for the Protection of Birds Dùthchas North Sutherland Area Advisory Group Member
Iain John	Thompson Toal	Auctioneer, Hamiltons Auction Mart Crofters Commission Dùthchas North Sutherland Area Advisory Group Member
Sirjie Lorna Steve John	Vinni Walker Warner Watt	Saida Organic Farm, Estonia Dùthchas Project Officer Manager – Naver Teleservice Centre Highlands and Islands Enterprise Dùthchas Partnership Group Member
Stan	Whitaker	Scottish Natural Heritage

