

Does social and solidarity economy  
help facing post modern challenges in  
East-Central European rural  
peripheries?

Prof. Dr. G.Fekete Éva

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# An outline

1. Postmodern demands and rural peripheries
2. Social and solidarity economy in rural peripheries
3. Reviving state dominance
4. Conclusions



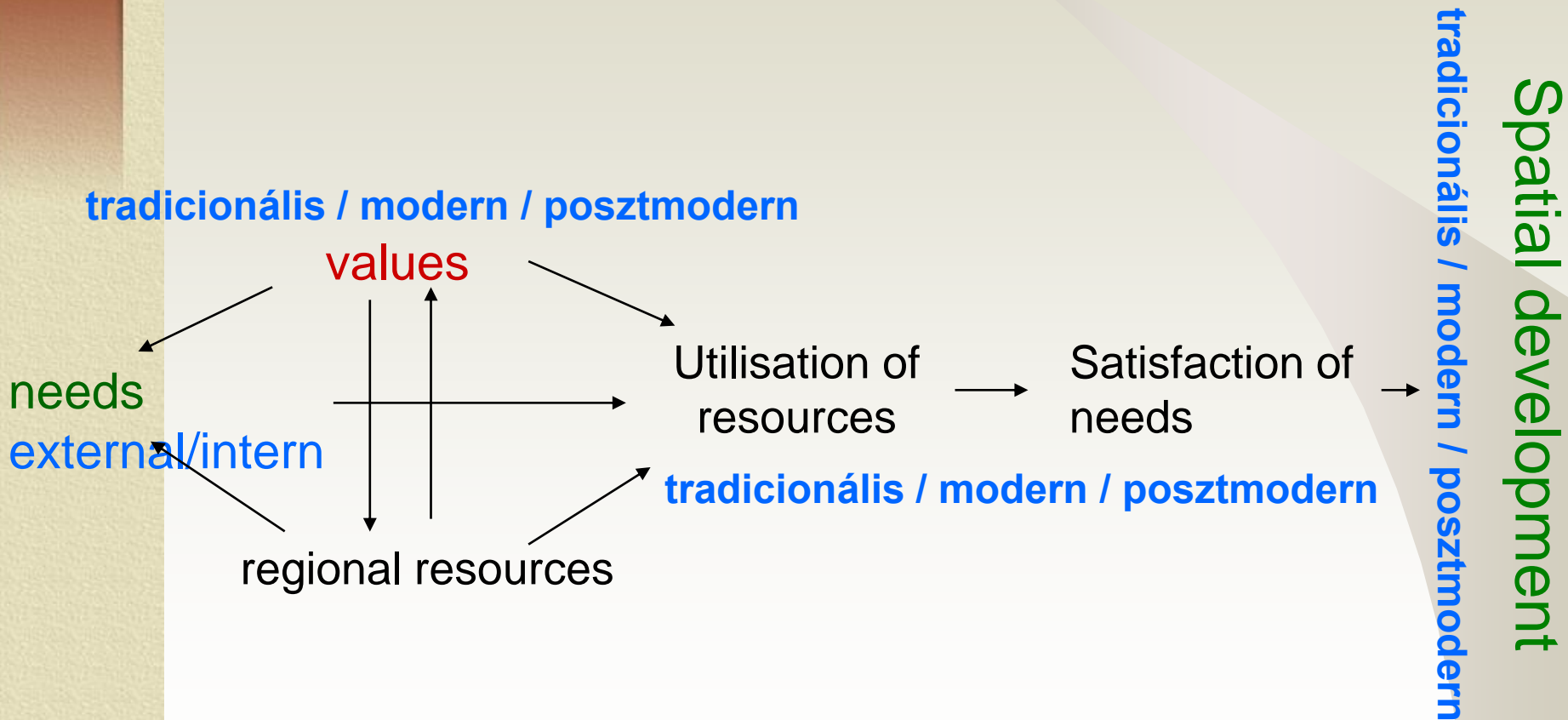
# Basic terms

## - theoretical frameworks

- **Post-modern:** Post-industrial, what comes after “the modern”
- **Values:** fundamental cultural principles reflecting what a given society finds desirable and important
- **Rural space** (compared with urban space):
  - Low concentration (population, businesses, institutions and buildings)
  - Proximity to nature
  - Peripherality – locating far from centres
  - Slow cultural changes
- **Spatial development:** an ability of a given area to satisfy the needs of a larger-than-earlier number of residents in a manner that provides improved quality and offers a wider selection, without harming others

# Spatial development and values

## - theoretical frameworks



# Changeover of values – a chance for rural peripheries

## - theoretical frameworks

- New values
  - Non-materialistic behaviour
  - Environment awareness
  - Tolerance
  - Diversity
  - Self-expression
  - Pleasure
  - Positive attitude to community
  - Participation
  - Utilisation of cultural heritage
  - Networking
  - Identity
  - Beauty

• New needs

- Resources gaining in importance and recognition

*Scarcities arising from strong modernisation*

in regions that have not undergone strong modernisation

feminin features

- New modes of utilisation

**Re-interpretation of competitiveness**

**– the emergence of a new arena for competition**



# New challenges for rural economies - theoretical frameworks

## increasing demand for

1. healthy food,
2. fresh water,
3. alternative energy,
4. natural raw materials,
5. housing and second homes,
6. recreational services, hospitality
7. fine handmade works of art crafted by artisans,
8. cultural and intellectual products,
9. information services,
10. logistics services,
11. child- and eldercare,
12. environmental industry, recycling,
13. landprotection.

## new sectors in the economy

- Multifunctional agriculture
- Cultural economy
- Social economy
- Network economy
- Green economy

## sine qua non of success

- Perception of demand
- Ability to identify new resources and utilise them in a way that they are also preserved
- Ability to network with the new sectors of the economy
- Embracing post-modern values

# Dilemmas

## - theoretical frameworks

- Does the **valuesystem** of rural residents help utilise that new potential?
  - Does the valuesystem differ by **gender**?
  - Do rural peripheries have a realistic chance to accelerate their **development**?
1. whether they had the **resources** that suit post-modern demand and could be **incorporated in commodities**
  2. whether the values that **shape the needs and behaviour of local residents** were related to post-modern values
  3. whether **women** were ready for their tasks in rural development
  4. whether **institutions** were suitable for changes
  5. whether new economic activities were incorporated in **individual and community strategies**



# Our road to answers

## – research goals and methods

1. *An analysis of the social and economic environment*
  - Forms of the manifestations of culture and their characteristics in rural areas
  - Factors affecting components of culture
  - Institutions in rural areas and social participation
2. *Questionnaire survey:*
  - Personal data
  - The presence of post-modern values
  - The social inclusion of newcomers, and the perception of their role
  - Business potential in post-modern values
  - Ability to produce and sell post-modern goods
  - Questions in the form of photos - methodological innovation
3. *Compilation of a map of resources*
  - Development potential stemming from the natural resources of rural areas
  - Cultural resources in rural areas
4. *Strategy-analysis*
  - The utilisation of resources and their incorporation in the economy



# Selected regions

## – research goals and methods

- **4 characteristically distinct large regions from two different countries sharing the same cultural heritage**
  - The Great Hungarian Plain (lowland, farming profile, large-size villages)
  - Transdanubia (hilly, ‘westernised’ small towns and small-size villages)
  - the Highlands (mountainous, small-size villages)
  - Transylvania - Romania (mountainous, small-size villages)
- **2 small regions per large region (1 tourism orientated (open) + 1 non-tourism orientated (closed) with 5 to 10 villages in them each**
- **A total of 420 questionnaire surveys**
- **Selection based on gender and economic activities**



# The sample by gender

Age (years)	female	male	Total
8-17	6,9	13,7	10,2
18-29	16,2	17,6	16,9
30-39	17,6	13,2	15,5
40-49	20,4	16,7	18,6
50-59	18,5	15,7	17,1
60-	20,4	23,0	21,7
Summa	100,0	100,0	100,0

qualification	female	male	Total
8 grades or less	32,9	40,2	36,4
Vocational school	12,5	18,6	15,5
secondary school	38,9	22,5	31,0
college, university	15,7	18,6	17,1
Summa	100,0	100,0	100,0

employment status	female	male	Total
student	9,3	20,1	14,5
entrepreneur	5,6	10,8	8,1
getting maternity leave payment	5,1	1,0	3,1
employee	40,7	27,0	34,0
public employee	4,2	4,9	4,5
disability pensioner	7,4	7,4	7,4
old-age pensioner	18,5	17,6	18,1
unemployed	6,9	10,3	8,6
home nurse, dependent	2,3	1,0	1,7
Summa	100,0	100,0	100,0

roots	female	male	Total
week	15,7	13,7	14,8
medium	43,1	39,2	41,2
strong	41,2	47,1	44,0
Summa	100,0	100,0	100,0

openess	female	male	Total
week	53,7	44,1	41,4
medium	39,8	43,1	9,5
strong	6,5	12,7	49,0
summa	100,0	100,0	100,0

# Groups of measured values

- related to
  - **home** (neighbours, strangers, natural environment, animals, garden, close to family members)
  - **work** (aims and forms of work, gender related jobs, housworking)
  - **consumption** (locality, healthy, price, consciousness)
  - **education** (life long learning, type of school, knowledge)
  - **community** (civic organisation, representing common interest, governance)
  - **environment** (eko-footprint, waste handling, sport)
  - **tradition/progress** ( cultural heritage, innovation, creativity, beauty, order)

# Some examples for statements of the questionnaire belonging to the main types of values – research goals and methods

	TRADITIONAL (24)	MODERN (19)	POSTMODERN (24)
1.	If I cannot afford new things, I strive to produce them myself.	1. I prefer hypermarkets to local shops.	1. I(would) prefer locally produced food.
2.	I can only rely on my family.	2. I like having meals in fast food restaurants when I visit cities or towns.	2. I need to pay in order to be well-informed.
3.	I need the opportunity to breed animals.	3. Old traditions are outdated and must be replaced.	3. I do not mind paying more for healthy food.
4.	I prefer living in close proximity to parents.	4. I like buying new things.	4. I am ready to do voluntary work for my community.
5.	I would rather stay because my relatives and friends also live there.	5. I am interested in and like giving a try to all technical innovations.	5. I like a lovely vista from my home.
6.	The man should be the breadwinner.	6. Beauty is subject to/depends on money.	6. I stay because of the beautiful natural environment.
7.	Traditions must be preserved.	7. Local public issues are the responsibility of mainly mayors and local councillors.	7. I need a job that guarantees self-realisation.
8.	I like to be surrounded by the objects that once surrounded my grandparents.	8. I stay because I cannot afford to live elsewhere.	8. All people need to be attached to some community.
9.	All people need to be attached to some community.	9. I would rather not have Romany neighbours.	9. I like to have a pretty vegetable garden round the house.
10.	I am happy to visit village events.	10. I want a well-paid job.	10. I like being on good terms with neighbours.

# Some of the gender related results

- Preferences by gender
- Composition of women's value system
- Accepted economic activities and willingness to participate in them in case of women and men

# Preferences

## female

- I need the pieces of my dinner set to be the same shape
- I need job which allows to help other people
- I prefer hairdresser is available locally
- I prefer living in close proximity to parents.
- I prefer living in close proximity to my children
- I do not mind paying more for energy-efficient household appliances
- I prefer cheap price to buy anything
- Local kids should learn in school with small-scale classes where they get more attention
- I would rather stay because my relatives and friends also live there.
- I prefer supermarkets to local shops.
- Exercise (like sport) is important for good health

## male

- The man should be the breadwinner.
- I like to see beautiful people around me
- The man should earn more money than his wife
- I am interested in and like giving a try to all technical innovations.
- I would rather not have Chinese neighbours.
- I stay because of the beautiful natural environment.
- I like having meals in fast food restaurants when I visit cities or towns.
- Child-rearing is a female job
- The daily work requires enough exercise (like sport)
- I do not like if stranger moving into my village
- I would rather not have neighbours moving from urban areas.
- I stay because I cannot afford to live elsewhere.



Average  
score of  
preferences  
by gender

	group	female	male	Total	Differences
postmodern	community	2,69	2,65	2,67	0,04
	consumption	2,45	2,39	2,42	0,06
	education	2,60	2,64	2,62	-0,04
	environment	2,51	2,44	2,48	0,07
	home	2,43	2,46	2,44	-0,03
	tradition/progress	2,49	2,42	2,45	0,07
	work	2,41	2,29	2,36	0,12
postmodern together		2,49	2,43	2,46	0,05
modern	community	2,05	2,14	2,09	-0,10
	consumption	1,91	1,87	1,89	0,04
	education	2,83	2,76	2,80	0,07
	environment	2,15	2,12	2,14	0,03
	home	2,07	2,14	2,11	-0,07
	tradition/progress	1,87	1,87	1,87	0,00
	work	2,34	2,43	2,38	-0,08
Modern together		2,07	2,10	2,08	-0,03
traditional	community	2,20	2,21	2,20	-0,01
	education	2,37	2,34	2,35	0,03
	environment	2,06	2,19	2,12	-0,13
	home	2,10	2,05	2,07	0,04
	tradition/progress	2,23	2,24	2,24	-0,01
	work	2,22	2,39	2,30	-0,18
Traditional together		2,18	2,19	2,18	-0,01
Together		2,22	2,22	2,22	0,00



# Accepted (postmodern) economic activities and the intention to get engaged in them

economic functions	real opportunity for the village			potential job for me		
	female	male	total	female	male	total
healthy food	81,9	77,0	79,5	58,8	49,0	54,0
fresh water	63,9	59,8	61,9	39,4	36,8	38,1
green energy	54,2	52,0	53,1	35,6	36,8	36,2
natural raw material	56,0	57,4	56,7	31,5	29,9	30,7
housing	70,8	67,6	69,3	36,6	40,2	38,3
tourism	75,5	72,1	73,8	45,8	39,2	42,6
handcrafts	59,3	56,9	58,1	33,3	26,5	30,0
cultural products	42,6	44,6	43,6	27,3	27,0	27,1
IT services	37,5	46,6	41,9	25,9	29,9	27,9
childe and elderly care	74,1	68,1	71,2	18,5	23,5	21,0
environment industry, recycling	54,6	60,3	57,4	47,2	29,4	38,6
landscape maintaining	77,3	75,0	76,2	33,3	37,7	35,5

# Summary

1. Values are closer to post-modern values than modern ones in rural peripheries. 😊
2. Rural women have dominantly postmodern value system. 😊
3. The acceptance of economic activities adjusted to post-modern demand is common, with that of agricultural activities being the highest. 😊
4. Intention to get engaged in the economic activities studied is low. 😞
5. In order that engagement in the economic activities studied can be encouraged, the following are needed (to an extent that varies by gender, age, attachment, global perspectives and types of regions):
  - intention to do something
  - old knowledge – new knowledge
  - readiness to co-operate
  - intention to learn new things.

The competitiveness of rural regions is low even in the economic sectors that are based on post-modern demand.

Open regions, persons with a higher level of education and those who have „world experience”, i.e. persons/places who/which have/have been exposed modernisation are taking the lead.

Will rural peripheries remain stuck in their current disadvantaged position?



Thanks for your attention!