

When Peace and Quiet is not enough

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Quality of Life

Place Attachment:

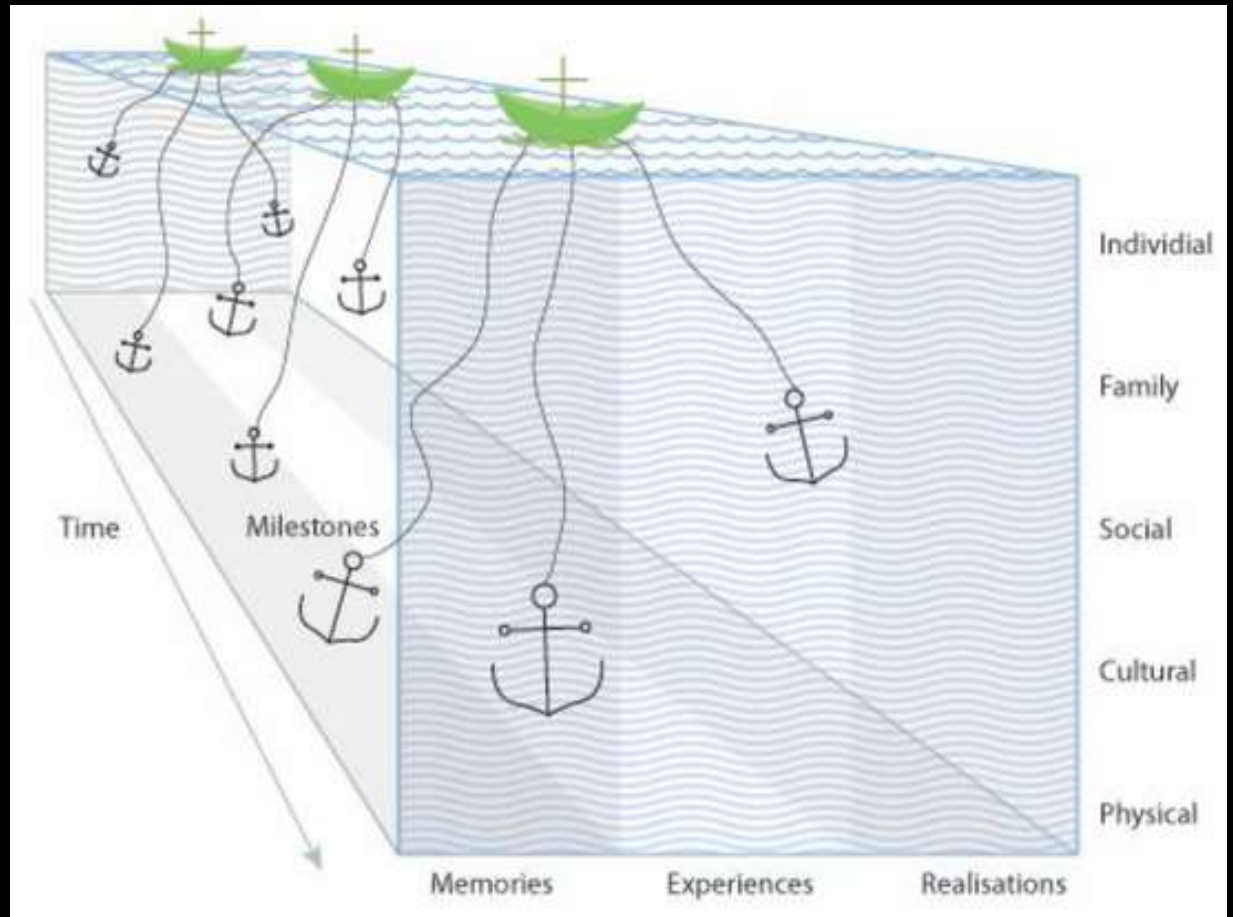
What does it mean?

- Sense of place
- Place Identity
- Place Attachment
- Place Dependence



Place Attachment

- Anchors to place



The challenges of work in rural areas

- Low quality/low rewards
- Mental health and alcohol addiction
- Reliability
- Seasonality of employment
- Weather






Isolation



Understand and recognise rurality

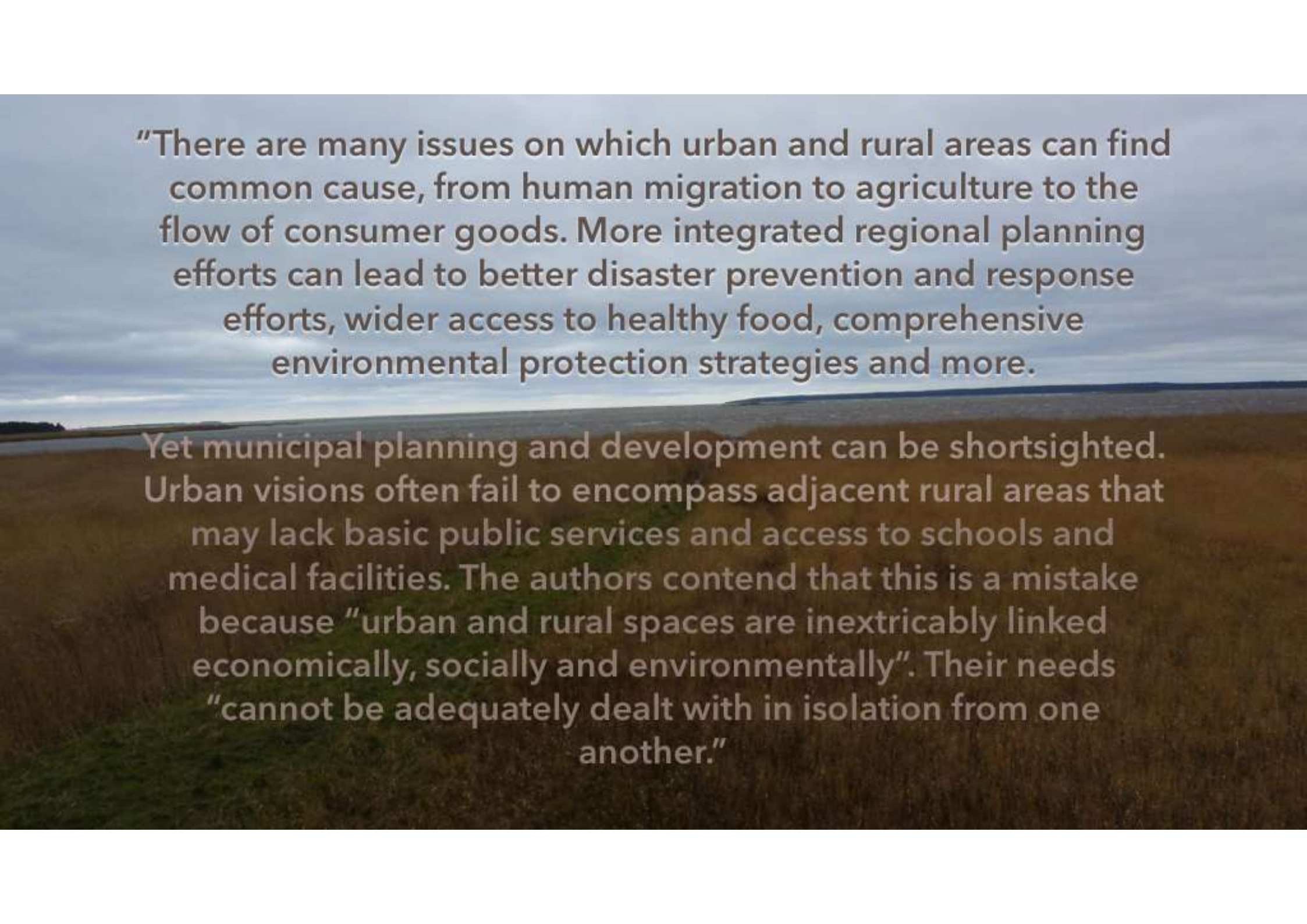
- demand that rural is considered equal to urban in minds and practice;
- expect the right to choose where we live and work;
- call on governments to recognise and appreciate the value of rural volunteering, community life, entrepreneurship and natural resources;
- ask politicians to accept rural people, communities, entrepreneurs and municipalities as partners;
- request that the voice of rural people is heard in policy and consultative processes;

European Rural Parliament, Candás, Asturias, Spain, 2019



We need to get past the view of rural land as production or recreation and see rural areas as social entities in which food production and recreational activities are placed





"There are many issues on which urban and rural areas can find common cause, from human migration to agriculture to the flow of consumer goods. More integrated regional planning efforts can lead to better disaster prevention and response efforts, wider access to healthy food, comprehensive environmental protection strategies and more.

Yet municipal planning and development can be shortsighted. Urban visions often fail to encompass adjacent rural areas that may lack basic public services and access to schools and medical facilities. The authors contend that this is a mistake because "urban and rural spaces are inextricably linked economically, socially and environmentally". Their needs "cannot be adequately dealt with in isolation from one another."

Connecting the urban to the rural

Changing mindsets

Urban areas need thriving rural areas to be resilient

Adaptable resourcing

How and when are resources needed and when can resources be met by rural inhabitants with flexible governance?

Encouraging urban inhabitants to connect with rural inhabitants

Not just with tourism, but socially



Listen to me!



Place-based approaches

- Place-based approaches can untap local potential, stimulate sustainable place-shaping practices, and create significant well-being. However, some rural communities have difficulties in capitalizing on them due to unfavorable demographics such as depopulation and aging, a focus on traditional industries, and a lack of technical knowledge.
- Place-Based Policies for Sustainability and Rural Development: The Case of a Portuguese Village "Spun" in Traditional Linen. Vasta et al. (2019)



Re-appreciation

Creating new memories



Freedom to celebrate
old traditions



Re-grounding

Hope impacting the
physical landscape, new
traditions



Teaching the next
generation



Re-positioning:

A creative people with a hope for the future



Struggling with external threats



Regeneration

- Needs inclusive, well networked leaders
- Needs resources
- Rural Education
- Rural Infrastructure
- Needs hope



Concluding thoughts

Think outside the box

Create flexible policies

Plan for a future



**Thank you for
your attention**

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