

# 7 Strategies for Sustainable Community Futures

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# Understanding Rural Canada

- What are the major changes affecting rural Canada?
- How do we create/develop effective rural policy in the light of these changes?

# Consider these

- How has my community or region been affected by these changes?
- Have these strategies been adopted by my community or region?
- Should these strategies be considered in my community or region?

Demography

Economy

Globalization

Ideology

Environment/Resources

# Changes

- Demographic transformations

- Population growth
- **Urbanization**
- Aging
- Aboriginal growth

**Urbanization**

- Rural economy

- Primary to tertiary sectors
- **Mechanization (increasing value of human time)**
- Knowledge economy (complexity)
- Increasing Income inequality

**Mechanization**

**Limits to Natural Resources**

**Immigration**

- Globalization

- Global competition
- Extended networks
- **Immigration**

**State Withdrawal**

- Neo-liberal ideology

- **Withdrawal of state from its social mandate**
- Reorganize governance
- Privatization championed

- Environment and Natural Resources

- **Limits to natural resources**
- Climate change
- Management complexity
- Technological innovation

# How do we create effective rural policy and programs for a Canada where...

- Cities are dominant
- Trade is externally dominated
- Immigration is increasing in importance
- The state is withdrawing from its social mandate
- Natural resources are stressed?

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# Strategy 1. Look to urban demand



<http://www.warnerhockeyschool.com/>



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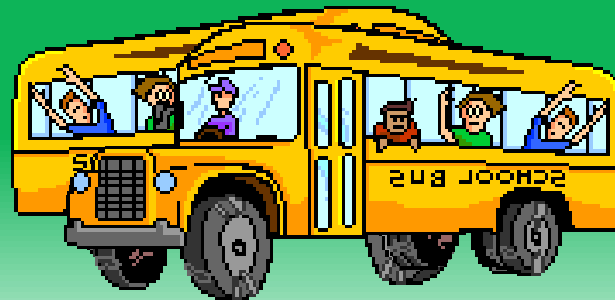
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# Strategy 1: Look to urban demand



# Strategy 2: Identify niche markets

<http://www3.sympatico.ca/remi.rioux/lacledeschamps/>



<http://www.ccare.ca/>

<http://www.fibroconcept.com/>



# Strategy 3: Integrate strangers



*d'abord et avant tout  
la belle campagne*

## Cap-Saint-Ignace

- Historique
- Affaires municipales
- Attraits touristiques
- Arts et culture
- Sports et loisirs
- Entreprises
- Hébergement et restauration
- Agrotourisme
- Portrait des gens d'ici
- Pour nous joindre

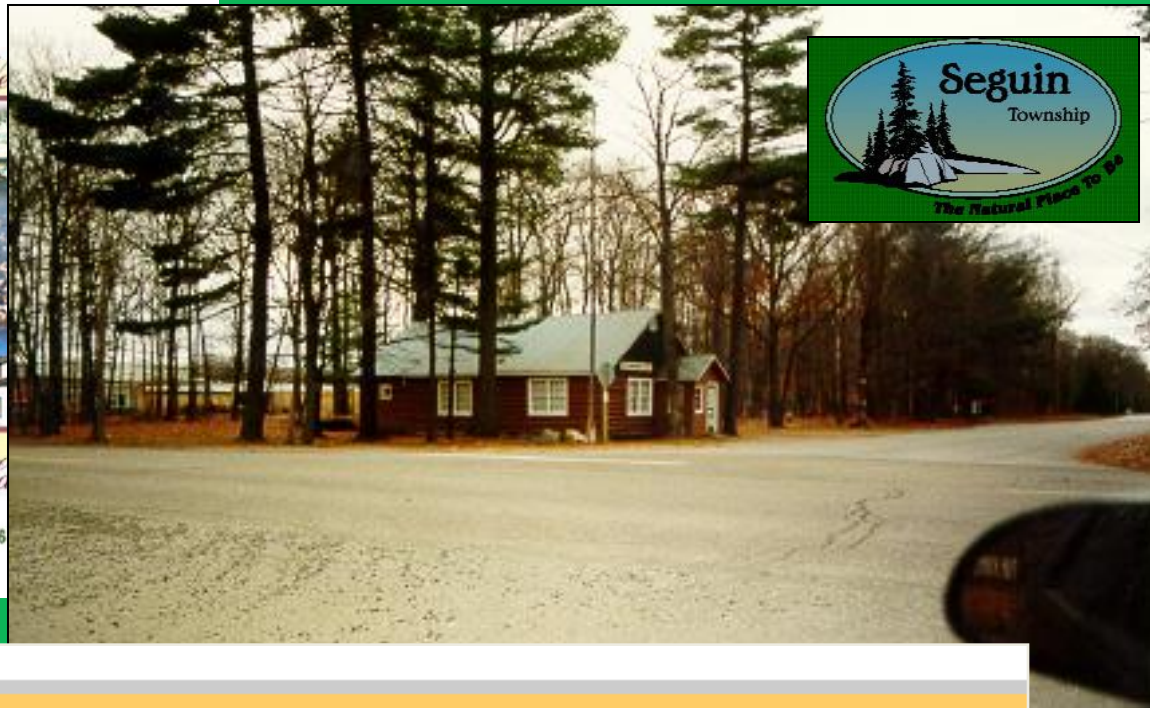
*Bienvenue*



*Cap-Saint-Ignace*

Desjardins  
Caisse populaire de Montmagny

26



**South Central Settlement and Employment Services**

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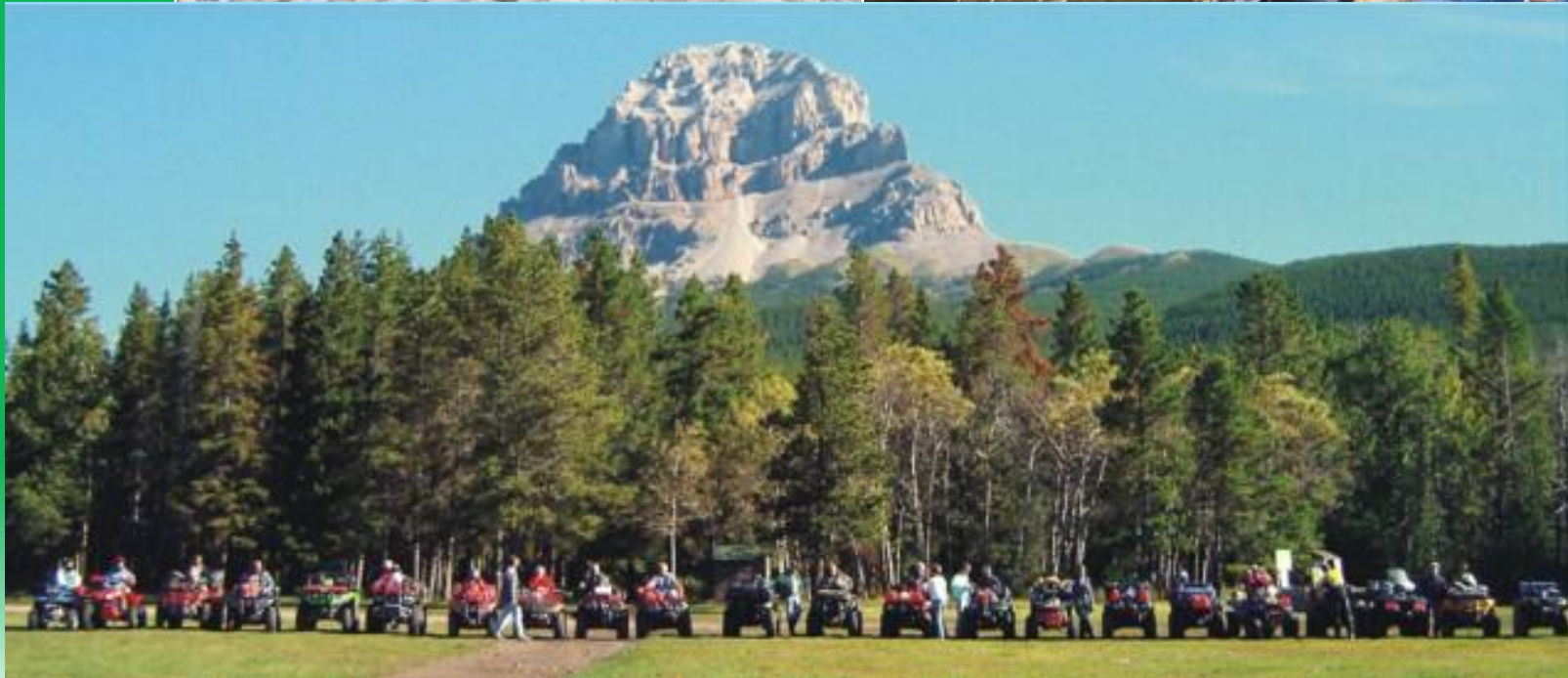
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# Strategy 4: Build Social Infrastructure



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# Strategy 4: Build Social Infrastructure

## Tumbler Ridge Examples

- Health
  - Public health nurses
  - Alcohol/Drug counseling
  - Safe House Project
  - Victim Assistance
  - Block parents
  - Al-Anon
  - Literacy Group
  - Take-Off-pounds
- Education
  - Books Lapsit Program
  - TR Children's Centre
  - Northern Lights College
- Recreation
  - Darts club
  - Minor hockey
  - TR Boards, Bikes
  - Curling club
  - Happy Hookers
  - Red Hat Society
  - Quilt Guild
  - Museum Foundation
  - Ornothology Group
  - Legion
  - Community Arts Council



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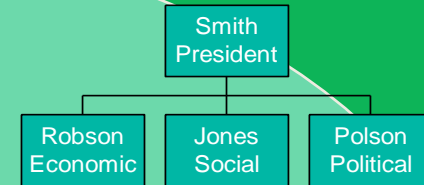
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Market

**Market-based:**  
Contractual, short-term, supply and demand  
E.g. commerce, labour, housing, trade



Bureaucratic

**Bureaucratic-based:**  
Rationalized roles, principles  
E.g. government, law, corporations

**Associative-based:**  
Shared interests  
E.g. recreation, charity, religious groups

Associative



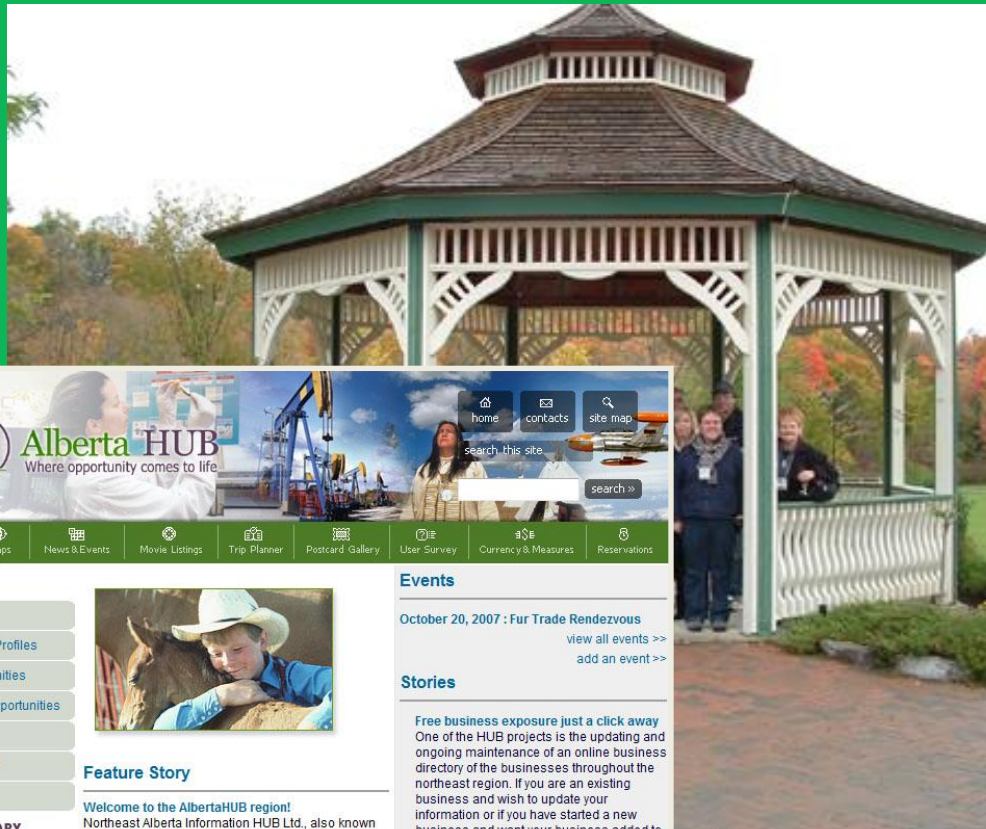
# Strategy 5: Build All Capacities

Communal

**Communal-based:**  
Generalized reciprocity, identity, birth  
E.g. families, cultural groups, gangs

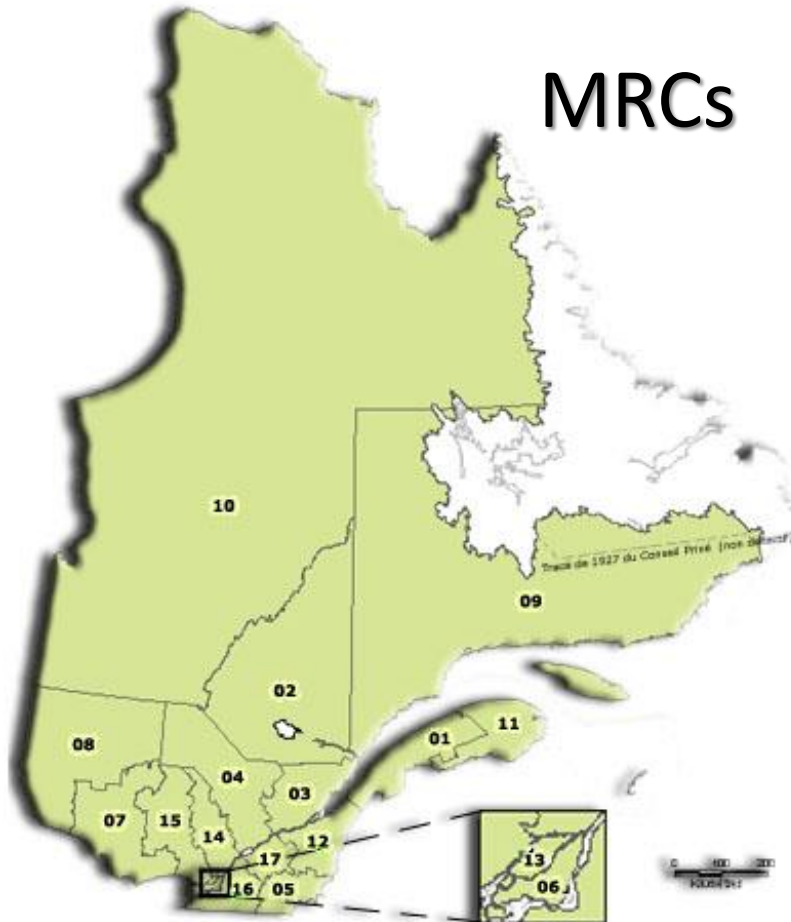


# Strategy 6: Think Regionally



# Strategy 6: Think regionally

## MRCs



## REDAs

### Legend:

- ACRA
- Alberta SW
- BRAED
- CAEP
- CRP
- GAER
- GROWTH
- HUB
- LSLEA
- PEP
- PREDa
- REDI
- RMWB
- SOUTHGROW
- Regional Development Offices



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# Collaboration lessons

- Strong regional institutions
- Multiple venues of interaction
- Clear rules of accountability and representation
- Common language and understanding
- Patience and tolerance

**“Budget for Breakage”**

# Strategy 7: Make Interdependencies Visible

- Food
- Water
- Environment





# 7 Strategies for the new rural conditions

1. Look to urban demand
2. Identify global niche markets
3. Integrate strangers
4. Build social infrastructure
5. Build all capacities
6. Consider regional opportunities
7. Make interdependencies visible

# Consider These

- What are your assets?
- Who might be interested in them?
- How can they be used?
- What can you offer strangers?
- How can you make them feel welcome?
- How is your community integrated regionally?
- How can this be used to support others in your region?

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