

XXth Congress of the European Society for Rural Sociology

18-22, August, 2003, Sligo, Ireland

## ***Work, Leisure and Development in Rural Europe Today.***

### **Programme**

#### ***Working groups***

### **1. Farming and Food**

#### **Working group 1.1 Farm Family Transitions: Responses to Modernity and Changing Agricultural Conditions**

***Convenors: Charles B. Hennon (HennonCB@MUOhio.edu )  
Bruno Hildenbrand (Hildenbrand@ifsws.soziologie.uni-jena.de)***

We are proposing a working group to discuss research and theoretical developments in the area of farm family transitions. Specifically, we wish to exchange information on how qualitative methods can bring new understanding to farm family functioning and the transitions experienced over several generations or years. Such research can provide rich details about major transition points such as marriages, deaths, succession, and changes in production or product. This information supports theory building about the family response to ecological (physical and social) opportunities and constrains. Different farming paradigms (e.g., yeoman, entrepreneur) and farm family types (e.g., marginally performing, modernizers out of necessity, innovative entrepreneurs, part-time farmers) can lead to diverse strategies for responding to issues of modernity and changing agricultural conditions. Important family issues such as power, stress, gender roles, fertility, and solidarity influence the ability of farm families to respond in efficient and effective manners to changing agricultural conditions. This working group hopes to exchange ideas leading to useful conceptualizations, research strategies, and theory building that can enhance knowledge about the interplay of family and farm, business and lifestyle.

#### **Working group 1.2 Food consumption and farming**

***Convenors: José Ramón Mauleón (sopmagoj@ve.ehu.es )  
Gianluca Brunori (gianluca.brunori@inwind.it)***

This Working Group will focus on how food habits in present European societies influence the transformation of agricultural practices and the development of rural areas. Farming is influenced by factors such as agrarian policies or globalisation of economy, and also some patterns of food consumption. For example, to buy food in supermarkets rather than local markets where local varieties of species produced by small farmers are predominant, to increase the consumption of processed food highly concentrated in big companies instead of fresh food, or to look after the cheapest food instead of the better food, are some of the food patterns with direct

consequences for farming. This model of production and consumption based on mass production and the domination of this segment by big food companies strongly reduce the capacity for control by farmers, forcing them into processes of enlargement of scale and concentration.

Different actors have reacted to this model. On the farmer's side, direct selling of food is a strategy to resist the process of concentration and domination by the big food processing and retailing companies. It is a way for family farmers to communicate directly to consumers, so farmers appear to consumers to embody values such as trust, authenticity, ethics, respect for the environment, or tradition.

On the consumer's side, an initial modernisation has been followed by a high level of diversification of eating styles, based on processes of social construction. In this process, the symbolic components of food have strongly increased their importance over the functional components.

In order to study further the influence of food consumption on farming, papers addressing the following topics are welcomed:

- influence of conventional and new food patterns on agricultural practices
- influence of conventional and new food patterns on rural restructuring
- public policies on food and agriculture
- the conventional global agri-food system
- small farmers' marketing strategies
- agriculture and food ethics
- social movements related to food and agriculture

### **Working group 1.3 The wider impacts of the Organic movement on Rural Society**

*Convenor: Matt Reed (mjreed@mac.com )*

Many of the founders of the Organic movement viewed it not only as a way of transforming farming systems but of the rest of society as well. Throughout the twentieth century the Organic movement was the hub of a great deal of social experimentation and radical thought. Organic farming would transform how agriculture treated the soil, plants, animals and the wider eco-system, but it would also have an impact on the rest of society. Many of the founders viewed the health impacts of Organic food as being a positive benefit to society, whilst others wanted to overturn the dominant forms of land ownership or the dominance of multinational capital in the food chain. Recent scholarship has correctly focused on the degree to which the Organic movement has been incorporated into the global circuits of capital and the powers of the state. Whilst others have looked to the broader social and political roots of the Organic movement and the role, it has played within the environmental movement or protest movements. This panel seeks to explore the degree to which the Organic movement has managed to effect change in the broader structures of rural society. Questions that might be asked in relation to this might include; The role of Organic farmers in changing not only agricultural systems, but also patterns and forms of land ownership, farm management, gender and familial relationships.

- Is there evidence that Organic farmers are able to resist the pull of global markets, to rebuild local food economies or to retain the value of their produce in rural economies
- - Have Organic producers and consumers defined a new form of citizenship in relation to food and agriculture, creating a more active and informed civic group
- - Are the new forms of association between producers and consumers in the Organic movement a viable model for rural development, or just evidence of a new middle class?
- - Have the Organic movement's organisation in their protests against genetically modified foods opened new areas of civic action or just conformed to previous repertoires of protest
- - Is there a new space for 'Organic' selfhood, as new relationships between the environment and humans are initiated ?
- The panel seeks contributions on these themes, and more, from interested scholars in the social sciences, particularly postgraduate students. A diversity of methodological approaches is positively welcome.

### **Working Group 1.4 Alternative Food Networks in Rural Development**

*Convenor: Colin Sage (c.sage@ucc.ie)*

The emergence and development of alternative food enterprises has recently become a significant expression of rural innovation. The production of high quality specialty food has even encouraged the view that it might

become the basis for a new economic dynamic in areas largely bypassed by the productivist logic of treadmill agriculture and mainstream agribusiness. In this way innovation, quality and local identity are inter-linked and providing for the (re-)emergence of regional food specialties, constructed *cuisines de terroir*, and applications of protected designation labels. Indeed, it may also offer opportunities for building synergy with new fields of activity such as rural tourism that engage with the gastronomic landscape.

This Working Group seeks to better understand the role and significance of small specialty food producers within the rural economy. It may wish to consider some of the following issues:

- Do these forms of innovative behaviour involving new production practices differentiate these enterprises/actors from their neighbours and set them apart, socially, culturally, economically?
- Social embeddedness is frequently invoked as a key characteristic of alternative food networks. Is there evidence to suggest that this is contributing to revitalizing a rural moral economy involving principles of social connectivity, reciprocity and trust?
- One of the most striking features of alternative food networks is their close association with short food supply chains that bring producers and consumers into closer proximity. Are there original and innovative expressions of this from the different European regions?
- Given the central role of consumption in driving demand for food products embedded with meaning how might we seek to overcome the disjuncture between rural production sociology and the sociology of food (Tovey 1997, Goodman & DuPuis 2002)?

Papers are invited that offer both conceptual reflections on the topic as well as empirically derived insights. In consultation with prospective contributors it is hoped that full papers would be available for electronic circulation before the Congress in order to enrich discussion during our meeting. Abstracts outlining the nature of the topic should be sent to the convenor, Dr Colin Sage, by 1<sup>st</sup> April 2003.

## **Working group 1.5 Labour, skills and training for multidimensional agricultures**

***Workshop Convenors : Yuna Chiffolleau (chiffolle@ensam.inra.fr)  
Joachim Ewert (jwe@sun.ac.za)***

As societies evolve and express new requirements in matter of quality of products, food and health security, environmental management and social conditions , agricultures are changing towards multidimensionality. Farmers have to implement new ways of farming, to take charge of new activities ; farmworkers have to perform new tasks within territories the assets of which are summoned in a new manner. Moreover, these actors are members of these changing societies and as such, they share new values that prompt them to build a new relation to their jobs. These radical transformations challenge individual identities and social structures such as professional bodies, farms, agro-food enterprises, local communities etc., in the sense that new skills and new ways of managing them are required.

Thus, we seek to better understand what is at the heart of those newly required (individual or collective) skills such as observation, management of information, conceptualisation of complex and interactive situations, building of social relations, management of several activities, etc... Beyond what is required, it seems crucial to better understand how those required skills are built, what are the social mechanisms through which the bearers of those newly required skills are acknowledged such as local reputation, professional set of rules, the educational certification system and so on. Indeed, how those skills are built is an intertwined question that challenges the role of numerous agencies and actors, especially at the local level. *In this regard, the central hypothesis may be that territorial assets are the core component of the evolution of agriculture towards multidimensionality.*

We would welcome papers that analyse how the skills, training and labour regulation issues play themselves out in export agriculture of less developed countries as well as in rural areas of Northern countries.

These questions are addressed by a wide range of disciplines, by the human sciences (ergonomy, social psychology, sociology, anthropology, political science and economics) as well as by biotechnical disciplines (agronomy, animal husbandry, forestry, food technology). Hence, this workshop invites diversity and has the ambition to cast an interdisciplinary light on these questions.

While we welcome a range of theoretical or empirical papers that inform these questions, we are particularly interested in submissions on the following topics :

- Surveys that re-examine classic themes in the history, sociology and economics of labour in the light of contemporary multidimensional changes in agriculture and in the agro-food industry.

- Analysis of changes in production processes that highlight bottlenecks and constraints (e.g. routines, equipment) and point to the kinds of skills, organisation (e.g. flexibility) and labour management required under the new conditions.
- Changes in labour regulation, employment contracts (e.g. casualisation vs. stabilisation through employer groups) and in the relationship between workers and employers (farmers, entrepreneurs, etc.). We seek papers that address the intersection between labour relations and quality production (broadly construed).
- Emergence of pluri-activity as a renewed process demanding specific skills and new forms of collaboration.
- Place and diversity of vocational training in the building of new skills, role of training agencies, educational systems and local or professional communities. We are interested in the ways in which generic and specific skills are identified, translated into training products and implemented through the co-operation between different actors.
- Skills as a product as well as a condition of professional history. We are looking for papers describing and analysing individual learning processes through personal trajectories (e.g. professional mobility, multiple activity management, training careers).
- Territories or production basins as interactive systems of building skills. Case studies of innovative territories with regard to human resource management and/or the reconfiguration of older production basins, including the skills issue, are welcome.

## **Working group 1.6 The future of farm-based rural development: Farming or leisure?**

### ***Convenors:***

***Anne M Jervell (Anne.Jervell@nilf.no )***

***Gunn Turid Kvam (Gunn.Turid.Kvam@bygdeforskning.ntnu.no )***

While occupation in agriculture has a downward trend the leisure industry is growing. Can farm-based rural resources be redirected towards meeting consumption needs other than food? How do farm households contribute to reshaping the role of agriculture in rural areas?

Increasing leisure related demand and a interest in the qualities of rural life are probably important factors to explain the interest in Farmers Markets, farm shops and agrotourism. Research on entrance into farming and rural settlement also suggests that leisure values and quality of life may be as important in these decisions as work and income.

This working group invites papers that address the role of consumption activities and leisure in rural development, especially as mediated through the strategies of rural farm households. This can include studies of:

- How farm entrance decisions may be based on considerations related to leisure time and consumption activities rather than on farm profitability (residential farms, hobby farms)
- How farm households are increasingly profiting from the growth in the market for leisure and recreation when they diversify into agrotourism, 'agrotainment' and added-value speciality products
- How co-operation and network activities among farm-based enterprises contributes in exploiting the growing market for leisure and recreation
- How important tourism attraction and direct sale activities are for the development of new farm-based enterprises
- How leisure market related activities on the farm can conflict with or depend on traditional farming activities
- How the demand for leisure activities affect the value of farms and farmland
- How developing leisure market activities are affected by or change the gender relations in farm families

We encourage papers related to the processes, decisions and experiences within rural households that engage in activities targeting the leisure segment, as well as papers on how organisations, co-operation, networking and policy influence the effects of the increasing demand for leisure on the development of farm-based enterprises.

## 2. Heritage, Globalisation, Leisure and Tourism

### Working group 2.1 Rural history and rural development (in 20<sup>th</sup> century)

*Convenor: Tibor Valuch (valuch@axelero.hu)*

It is important question: how changed the European rural society in the last century, because we can't understand the problems of contemporary rural development if we don't know very long-drawn-out trend of century, and recent phase in rural development which is connected to these trends towards European integration.

- What has the difference of work, way of life, way of thinking, stratification of rural society been in European regions?
- What has the role of national state, EU and more generally, political power been in rural changes ?
- Which were the most important technical and economical innovations?
- What were the main stages of de-peasantisation in "Green Ring" countries?
- What has happened to "traditional" or "historical" peasantry in Eastern Europe?
- What is the role of historical heritage and its representation in contemporary rural/local development ?

We are waiting for papers on different ways of modernisation (in rural economy and rural society), cultural changing in local societies, history of every day life, transformation of natural environment from historical point of view.

### Working group 2.2 Cultural representation of European rurality (discourses, rural images and related topics)

*Convener :Manuel Carlos Silva (mcsilva@ics.uminho.pt)*

To be announced later

### Working group 2.3 Globalisation and Counter-globalisation: Social Individualisation in Rural Areas

*Convenors: Krzysztof Gorlach (gorlach@theta.uoks.uj.edu.pl)*

*Patrick H. Mooney (soc168@pop.uky.edu)*

It has to be stressed that recent developmental processes in Europe are the reflect of the wider problem of globalisation. In that sense the "Europeanisation" means the special form of globalisation occurring in this part of the world. Rural areas seem to be touched by this type of globalisation in several different aspects concerning rapid processes of agricultural restructuring, diversification of sources of income among rural inhabitants, growing tendencies in exclusion and poverty, changing patterns of rural space, etc. All these changes result not only from the "invisible hand" of market forces or financial and informational flows but also from the activity performed by various social forces and embedded in various social discourses.

Therefore key issues concerning the description and explanation of social processes in the globalisation era lie in the modes of social reaction taken as a response to various situations and conditions of the late modern world. Studies on the perception of occurring changes, forms of construction of social activities, patterns and ways of social mobilisation in order to re-shape the fabric of contemporary society enable – in our opinion – an understanding of the nature of social processes today. In other words, in order to understand globalisation and its results one has to understand the counter-globalisation forces and activities, namely various types of fundamentalism, extremism, populism, localism, particularism, regionalism, etc. They have a special significance as important aspects of individualisation – to use Ulrich Beck's term – in contemporary social life.

In our working group we would like to make an attempt to analyse such phenomena particularly in rural areas all over the world. What are the peculiarities of the individualisation process in this part of our societies? And how do counter-globalisation forces look like and how are they shaped today in rural realities of the global world? In order to form an answer to such questions we have to look at the nature of rural social movements, forms and methods of pressure on the institutional arrangements exercised by various rural actors as well as forms and methods of co-operation and conflict in rural societies today. We have also to look at the process of constructing rural policies today and the role of nation-states, NGO`s, IGO`s and other social actors in this area.

All the issues stressed above form an important frame to analyse the processes of change in contemporary rural Europe as well. Therefore we invite all the investigators studying particular phenomena and processes in various countries to focus on the issues of social individualisation in order to explain the nature of the process of European integration.

## **Working group 2.4 Leisure and heritage in rural areas**

***Convenor: Gemma Canoves (gemma.canoves@uab.es)***

The aims of this working group is to analyse, in the first place, the evolution of leisure in rural areas within a European context, focus on Tourism in Rural Areas (TRA), underlining the different models and their life span. In the second place, analyse the development and diversity of tourist products, services and complementary offer in rural Europe. Thirdly, to project the woman`s importance in these particular activities. Finally, focus on how leisure in rural areas will possibly favour environmental and life style preservation and natural and cultural heritage re valorisation.

The leisure initiatives, at the same time, develop and enhance the peculiarities of the rural landscape and the heritage in each area. The diversification and improvement of landscape varieties and heritages will permit the commercialisation of this leisure products not only in the national sphere, also in the international, because the singularity is the key. Space consumption implies the appreciation of the values of those spaces and in that sense, the TRA are especially rich in culture, landscape varieties, customs, gastronomy and traditions.

## **Working group 2.5 Rural Tourism and Rural Development**

***Convenors: Alenka Verbole (Alenka.Verbole@fao.org)***

***Kovács Dezső (dezso@gtk-fl.gau.hu)***

***Alexandros Koutsouris (koutsouris@aau.gr)***

Rural tourism in Europe, a phenomenon old at least 200 years, has significantly contributed to the formation of the modern European countryside. Rural areas have for the long time been associated with the hard work of peasant societies and leisure activities of the upper-classes. The new European countryside, based on its natural and man-made amenities and cultural heritage, evolved into the place for leisure and tourism throughout various transformations.

During the past decades national policies as well as the EU rural policy measures helped to develop tourism in rural areas and contributed to diversification of rural economies. Rural tourism since the beginning of the 1990s entered a renaissance phase in the Eastern and Central Europe as well.

Consequently, rural communities and their environs became a resource with potential benefits (and costs) and their role is changing from meeting food needs of the population to meeting their recreational and leisure needs as well. These demands put pressure on both rural communities and environment.

In our session we would like to address the new phenomena in rural tourism development and as well as new realities that changed rural working lives and rural leisure in the European countryside.

We invite papers, which explore, describe and discuss different dimensions of rural tourism within the context of rural development, i.e.

- rural tourism as an innovation in rural areas and innovation in rural tourism (eco-, agro-, etc. tourism as new forms of tourism in rural areas; new ideas and practices for and around rural tourism, small-scale vs. mass tourism; their introduction and diffusion);
- theoretical issues which contribute to the sociology of rural tourism;
- the role of social and cultural and human capital in the development of rural tourism (how does rural tourism emerges and evolves);
- development patterns and impacts of developing tourism in rural areas (integrated vs. sectoral tourism development; individual vs. collective/participatory actions; conflicts evolving around rural tourism development; change of image of rural tourism);
- the role of the State, regions, local authorities, agricultural advisory services and NGOs and other actors in the development of rural tourism;
- the supply and demand side of rural tourism;
- rural development policy analysis and assessment of national regulation or regulations (i.e. financial, entrepreneurial, agricultural) which can promote or hinder local development and would reflect the background of rural tourism in different countries);
- comparative analysis of rural tourism development;
- the role/significance of management and marketing for rural tourism;
- national, regional and local case studies on rural tourism development (including LEADER and SAPARD experiences).

## **Working group 2.6 Recreating Local Rural Development in the Era of Globalisation**

*Convenor: Karl Bruckmeier (karl.bruckmeier@he.gu.se )*

Rural development has become more multidimensional and diverse during the past decade when the policy of the European Union changed significantly, for example, with Community Initiatives such as LEADER and the “Agenda 2000”-reform of Common Agricultural Policy. The changes have been studied with regard to the forms and effects of the policy programmes through which they have been catalysed, however, not sufficiently with regard to more far-reaching changes in rural development. A more holistic picture of rural development and its differentiation should include the socio-cultural, economic and ecological components as important ones. The complex changes included in this picture require further study and discussion. The diverse rurality in the 21st century as a mosaic of regional and local variants of rural development is still not visible with all its important and new forms or as a whole, but only from pioneering examples that include different economic sectors and activities as well as the manifold forms of use of natural resources bound to specific cultural values and practices. For the study of local rural development it is important to take into account the overarching economic globalisation as well as the processes of differentiation that lead to multidimensional and diverse rural development with new chances for local groups, their interests, their different livelihood strategies. Local rural development has no value “per se”, but as component of the revitalisation of rural civil society which otherwise and parallel to the “glocalisation” of rural development can be found in new rural civic associations and groups, or in changing gender roles. A joint element of such processes can be seen in the changing power structures in rural development.

To study new forms of local rural development is a challenge not only for rural sociology, but also for the neighbouring disciplines with traditions or interest in the study of local social processes, be it social or cultural anthropology or others. The working group shall contribute to the broadening of the scientific debate about the chances of local approaches to rural development by discussing cases and examples from all over Europe. Contributions from different social scientific disciplines are welcome.

## **3. Environment and rural geography**

### **Working group 3.1 Environment-induced rural restructuring?**

*Convenor: Jaap Frouws (Jaap.Frouws@wur.nl )*

The environment is considered a key concept in the redefinition of farming and its implications for the countryside. This process of redefinition refers to (1) the societal embedding of farming (its 'contract' with society as far as the protection of rural environmental values is concerned); (2) its ecological significance to biodiversity and other qualities of nature in rural areas; (3) the growing importance of its additional income from nature management and landscape conservation; (4) the broadening of the farmers' profession with new skills and competences of environmental management and (5) shifts in rural governance towards environmental self regulation by farmers.

Debate in this working group will focus on the following issues:

- a. Is the environment really the prime mover of the social, ecological, economic, professional and political redefinition of farming and its role in the process of rural restructuring? How to explain this environmental restructuring – or modernisation? - of agriculture and the countryside?
- b. To what extent are farmers' readiness and capacities to implement the environmentally induced transformation of their work and profession going to function as mechanisms of reorganisation and sorting out?
- c. The environmental restructuring of agriculture and the countryside may involve a transfer of regulatory powers to farmers' groups or organisations. This raises the issues of the accountability, legitimacy and effectiveness of such new modes of rural governance.

### **Working group 3.2 Social natures in the European countryside**

***Convenors: Paul Milbourne ( milbournep@cardiff.ac.uk)***

***Terry Marsden (Cardiff University, UK, marsdentk@cardiff.ac.uk)***

Recent years have witnessed attempts to provide more sophisticated accounts of how 'the natural' interacts with 'the economic' and 'the socio-cultural' in the European countryside. Important connections have been made between realist and social constructivist approaches to nature, through new theoretical developments which have brought together political economies and cultures of rural nature. Within these new theoretical accounts, social constructivism has been repositioned as co-construction, while realism has been transposed into socio-historical materialism. This workshop seeks to explore how such re-positionings and re-connections are influencing our understanding of past, contemporary and future natures in European rural spaces. More particularly, it is concerned to examine how differing cultural and community processes impact on our understandings of rural nature. The workshop aims to provide a critical examination of rural natures in relation to the productions, regulations and consumptions of nature; in the context of different forms of nature; and in terms of the different rural spaces of Europe. Offers of papers are sought from sociologists, geographers and others working in one or more of these areas.

### **Working group 3.3 Rural areas - new sites of consumption?**

***Convenor: Andrzej Pilichowski (pilan@kryisia.uni.lodz.pl )***

No serious theory of the contemporary society can ignore the importance of consumption. According to Ritzer, Goodman and Wiedenhof "The form and future of the Internet, or of modern society as a whole, cannot be grasped without understanding the forces of consumption that drive it.[...] Although the Internet was originally developed for the scientific/military/industrial complex, its role in production has been eclipsed by its role in consumption. (Georg Ritzer, Douglas Goodman and Wendy Wiedenhof; Theories of Consumption, in: Handbook of Social Theory, edited by Georg Ritzer & Barry Smart, 2001, Sage). David Goodman and E. Melanie DuPuis in the paper published in Sociologia Ruralis examines some recent contributions to the literature on consumption in agro-food studies. They have noted that "The current interest in food consumption and its politics is informed by the earlier "turn" to culture and the cultural in poststructuralist and post-modernist social theory, which contested the dominant optic of production relations, workplace politics, and associated conceptualisations of power. Despite these more theoretical developments, however, current efforts to bring consumption into rural sociology are critically impaired by the continued reliance on production-centered theoretical frameworks. (D. Goodman and E. Melanie DuPuis, Knowing Food and Growing Food: Beyond the Production-Consumption Debate in the Sociology of Agriculture, in: Sociologia Ruralis, Volume 42. Number 1. January 2002).



We would like to propose metaphor of consumption in analysing of rural areas, i.e. rural areas as site (means?) of consumption (of the space, landscape, the sustainable environment, the turistic attractions, the safety food and so on) " in the context of new, often urban-based, demands on rural resources and rural space" (The Budapest Declaration.on Rural Innovation of the Final Conference of COST Action 12 on Rural Innovation, Budapest, April 2002).

The WG should identify/analyse a number of dimensions to this issue (i.e. links between: producers and consumers, newcomers and local inhabitants, city dwellers and agrotourism). We follow the Budapest Declaration: "The countryside is increasingly confronted by new challenges, and new ways of understanding the rural are necessary. One possibility is to see rural areas as a space for experimentation (Mormont 1990; Blanc et al. , forthcoming) - terrains on which people have a certain freedom, and also a certain necessity, to innovate, invent new solutions and institutional arrangements." (The Budapest Declaration...p. 17.).

"The rural is no longer the monopoly of farmers"(Ploeg, J.D. van der et al,2000). A. Kuklinski perceives transformation issues in the European space in the context of integration, globalisation and metropolisation processes. Mechanisms accompanying these processes are phenomena of durability, decay and matropolisation. The term "disagrarisation" appearing in this context is sometimes understood both as a process of declining (but all the time significant) importance of agriculture within the national economy and as transformation of the European space. The 21st century has to bring an appropriate solution of this problem, among other things, through weakening role played by this space in shaping the European ecological rural landscape" (Kuklinski, 20000). The question is what else?

## **Working group 3.4 Sustainability, environment and development in rural areas**

**Convenors: Nelson Lourenco (nelson.lourenco@netcabo.pt )**  
**Carlo Guipponi (carlo.guipponi@unipd.it)**

The central objective of the Working Group programme is related with land use changes and the study of consequences thereof to the sustainable development. To attain this objective the working group session should be focused on the discussion of methodologies and tools to understand the complex interactions between society, territory and environment. Based on these guiding objectives, the Working Group should cover themes such as:

- The driving forces responsible for land use and land cover changes, such as agriculture, and other activities present nowadays in rural areas, their pressures and impacts.
- The decision-making processes at different levels of analysis: from individual actors to social groups; from local to supranational institutional frameworks.
- The participation in the decision-making processes: the build of social networks; the conditions for good governance.

The integrated analyses of sustainability: examples related with coastal areas and catchments basins management.

## **Working group 3.5 Geographies of work and employment in rural Europe**

**Convenors: Judit Timar ( timarj@rkk.hu )**  
**Caitriona Ní Laoire (caitriona.nilaoire@may.ie )**

Rural restructuring processes mean that the economic, social and environmental contexts in which people in rural Europe live and work are constantly shifting, at all scales, from the domestic through the local to the international. These changes are occurring in the context of changing policy and political frameworks, such as for example, reform of the CAP, and the forthcoming expansion of the EU, with implications for rural economies in both the west and the east. This working group emphasises the importance of critical approaches to these changing realities.

In this context, this working group will focus on critical approaches to geographies of work and employment in contemporary rural Europe. Themes which may be addressed include:

- uneven development and implications for rural labour markets
- neo-liberal transition and rural employment restructuring
- work and rural identities
- the politics of rural and regional policy
- critical geography of gender, power and rural development
- critical geography of gender and rural diversification
- new patterns of work in the rural domestic sphere
- critical perspectives on 'post-productivism'
- rural unemployment
- critical geography of legal and illegal migration of agricultural labour
- work and rural welfare.

Contributions from feminist and other critical perspectives will be welcome. One aim is to facilitate a greater understanding of the governance, inequalities and lived experiences of working in rural Europe, at different geographical scales including the home, the workplace, the local, regional, national and international. It is hoped that the session will enable connections to be made across both disciplinary and spatial boundaries.

## 4. Rural society, social structures and development

### Working group 4.1 Demographic Change and Rural Restructuring

*Convenor: Mary Cawley (mary.cawley@nuigalway.ie)*

The links between rural demographic change and the restructuring of social and economic systems form part of the discourse relating to multidimensional rural development. In particular, considerable attention is devoted to these links in official policy discussion and design and in lay discourses at local levels. The continuing reform of agricultural policies internationally and the impending enlargement of the European Union suggest that it is timely to explore the ways in which the links between demography and restructuring in the countryside are conceptualised and find expression in particular places. The support of 'viable' population levels and social and economic structures in the countryside remains a core objective of development policies in many countries internationally. Enhancing the capacity of rural places to retain and attract population, particularly in the working age groups, continues to be identified as instrumental in sustaining local society and economy. In the European Union, such concerns have influenced the adoption of rural development as the second 'pillar' of the Common Agricultural Policy and were addressed in the European Spatial Development Perspective published in 1999. Recommended survival strategies include the diversification of farming and of the rural economy more generally and the promotion of more effective urban-rural interrelationships in the areas of service provision, transport and communication. The countryside is, of course, differentiated and local demographic structures vary significantly between expanding urban fringe areas and remote locations. Even within the latter, differential capacities exist to attract retirees, second-home owners and counterculture migrants with widely varying impacts locally.

This Working Group is designed to provide a forum to explore theoretical and practical issues relating to the theme of demographic change and rural restructuring. Papers are welcomed on any aspect of the theme but particularly with reference to:

- (i) conceptualising rural demographic change and its implications for social and economic restructuring
- (ii) processes of rural demographic change and contributing factors
- (iii) social restructuring in the countryside
- (iv) demographic change and rural economic restructuring
- (v) the adaptation of rural service provision to demographic change

## **Working group 4.2 Migration, Labour Relations and Socio-economic Integration in Rural Europe**

*Convenors: C. (Babis) Kasimis, ( kasimis@upatras.gr )  
Apostolos G. Papadopoulos, (appapado@cc.uoi.gr )*

Globalization has played a major role for the deregulation of labour markets and the search for flexibility, low production costs and a growing casualization of employment relations. Such developments are widely reflected in European agriculture and the rural economy at large. The restructuring of agriculture and of rural space, the extensive demographic changes in the countryside and the diversion of the indigenous population away from seasonal, arduous and low paid jobs have created new labour “deficits” and employment structures in which migrants growingly provide the low-cost, flexible labour demanded in the recipient countries. Moreover, the presence of migrants in rural areas has raised new questions of socioeconomic integration and local identity.

In Southern Europe the very nature and historical evolution of an informal, flexible and small-scale economy extensively relying on agriculture, construction, fishing and tourism owes much, for its survival in a global competitive environment, to the presence of migrants in the past fifteen years. A development made possible largely as a result of the collapse of the regimes of Central and Eastern European countries (CEECs), that led to a massive exodus of large parts of their populations, and the inflow from Third World countries. Migration, however, has extensive economic, demographic and social implications not only for the recipient countries but for the countries of origin too.

Taking into consideration the limited research work on these issues in the European context papers are invited to widely reflect on: the various aspects of migrant labour and labour relations in rural areas, the implications of migrant employment on the operation of the farm, the “new” division of labour and farm household strategies, the living conditions of migrants, the links and networks between countries of origin and recipient countries, the emerging issues of local identity, the social capital and informal relations in rural areas and the processes of socioeconomic integration / social exclusion in rural societies.

## **Working group 4.3 Networks, communities and social identities in rural areas: Moving frontiers?**

*Convenors: Pawel Starosta (socwim@kryisia.uni.lodz.pl )  
Oleg Stanek (oleg\_stanek@uqar.qc.ca )*

This workgroup focuses on the ongoing changes in the structuring of social ties of inhabitants of rural areas. We will welcome papers trying to understand the nature of social networks (as well their openness or closeness with respect to the territory, profession, kinship, etc. as their density), how they interact with different types of communities and the identification of individuals with them. In this context, the shifts of emotional ties to different groups, especially territorial, professional and kinship identities are a fundamental issue. Among others questions, we are tackling namely the following ones. How can we conceptually distinguish network and community? What territorial levels are best suited, today, to describe social life of rural areas’ inhabitants? How commuting and immigration change social networks, as far as their potential of «social capital» is concerned? How modifies the «cultural capital» in rural areas and what are the consequences for social and economic activities? What is the influence of these phenomena on forms of identification to specific social groups and to which extent these groups conserve or loose their capacity to define social position and status of individuals? How the formal social association are affected and how this impacts the composition and the power of local elites? Comparison of this problematic with that prevailing in urban areas is another major concern.

## **Working group 4.4 New realities of gender relations**

**Convenors: Bettina Bock, ([bettina.bock@wur.nl](mailto:bettina.bock@wur.nl))**

**Sally Shortall ( [s.shortall@qub.ac.uk](mailto:s.shortall@qub.ac.uk) )**

**Uta Hoffmann-Altmann, ([uta=hoffmann-altmann@uv.hu-berlin.de](mailto:uta=hoffmann-altmann@uv.hu-berlin.de))**

Rural development is not a neutral process; it affects the relations of power within society and is in turn affected by them too. This working group focuses on gender as one of the central dimensions of power, taking however the intersection with other dimensions (like ethnicity, class and age) into account as well. More specifically, we invite researchers and practitioners to present papers dealing with the different effects rural development has on women and men, the resulting shifts in gender relations and/or with gender-specific modes of realising change.

The transformation of rural life follows from various processes of change. Among these are large-scale socio-economic and political changes (e.g. transition in CEEC, globalisation of markets), livelihood strategies as well as other development initiatives of rural households and the policies and systems of governance imposed at European/national/regional levels to steer change in a specific direction. Papers may concentrate on the gender-specific aspects of each of these levels or analyse the intersection of these processes in specific settings in time and place.

Furthermore, we are interested in the effect rural development has on women's and men's chances to realise satisfactory living conditions. Under the latter we subsume the various personal, professional and public aspects of life, such as work as well as leisure, the combination of work and care, and the opportunity of men and women to participate in politics and public life. When analysing women's and men's behaviour we consider it important to give attention to their collective strategies as well as individual ones. We are also interested, thus, in the dynamics of networks, households and (family) enterprises.

Analysing the gender effects of rural development is complex. An analysis is necessary however to understand how to advance gender equality. This working group aims at compiling the results of recent research and at offering an opportunity for comparisons across countries, regions, disciplines and the many dimensions of rural development. We hope to attract papers on a wide range of topics reflecting the multiple gender specific features and outcomes of the rural transformation process taking place all over Europe.

## **Working group 4.5 Methodology for the Study of Social Exclusion in Rural Areas, Measuring and Assessing the Problems over the Field.**

**Convenor: José Antonio López Ruiz ([JOSEALR@telefonica.net](mailto:JOSEALR@telefonica.net) )**

As a sociologist working in the study of social exclusion related problems, in the last years I have experienced a growing interest for the development of specific methodology for the measurement and assessment of poverty and exclusion. The need of a new revisited methodology for this aim is claiming in the scientific community, as we can verify when we see the lines and studies for the social inclusion policies promoted by the European Union in the last years. The aim of this group will be to share the main findings that have resulted of the practical experience on empirical research conducted by the author in the last years, as the study of social exclusion and homelessness for the Government of La Rioja, which is a mainly rural region in Spain or the development of a model of methodology for the type of research that concerns social exclusion study in rural areas focusing in specific characteristics of different rural areas. When we come to apply the methodology of social research on this subject of study, we find difficult to select the necessary techniques to make possible a systematic approach an analysis of the complex reality of social exclusion. More when we find that the availability of systematic information, statistics, accurate demographics, and other data that we need, is far more difficult to find when studying impoverished rural areas where social exclusion is more present. On the one hand, this makes necessary new data collecting, with the least waste of resources possible (time and money) but with the most precision available. And on the other hand, as far as the experience has shown us, is necessary to develop a system of social indicators on qualitative aspects of life related with exclusion, as a complementary level of knowledge that we have to add on the more quantitative and plain data, as sociodemographic, economic, and geographic

descriptions. This method builds a systematic way of research accurate enough to allow us to think about the social processes involved and the whole of meanings socially assigned, in order to be able to arrive be able to make an interpretation of this processes. The relevance of this point may be clear enough as we understand that, from a sociological point of view, if we want to bring some light over the study of social exclusion in rural areas is necessary to detect, understand and explain different social processes which are finally interacting in the configuration of the specific circumstances of social exclusion as manifested in a certain time, a certain geographical area and a certain group of people.

The methodology to be presented in this working group is proposing a multilevel analysis of quantitative and qualitative information related to rural population affected with any social exclusion, solving problems of data collection, definition of valid indicators of exclusion and, finally facing an interpretation of the data created. One of the first problems is the basic definition of poverty and exclusion, concepts that one have to clear up before creating more complex categories of analysis (indicators).

The working group will include workshops on the following subjects:

- Project design; resources and methodological aspects.
- Multilevel analysis and development of social indicators.
- Local networks and social intervention.

## **Working group 4.6 Social exclusion, housing and homelessness in the European countryside**

***Convenors: Paul Milbourne ( milbournep@cardiff.ac.uk)  
Paul Cloke***

Recent years have witnessed attempts by rural researchers to locate housing problems in the European countryside within broader discourses of social exclusion. Attention has been given to a series of important housing outcomes of social exclusion in rural areas, and also to the ways in which unequal structures of rural housing contribute to broader processes of exclusion in the countryside. Such developments have no doubt led to more sophisticated understandings of the exclusionary nature of rural housing. However, there remains a need to provide more critical accounts of the connections between rural housing and social exclusion in relation to the different components of housing and the different spaces of rural Europe. In particular, increased attention needs to be given to arguably the most extreme form of rural housing exclusion, that of homelessness. This workshop aims to provide a critical focus on the inter-connections between social exclusion, housing and homelessness in the European countryside. Offers of papers focused on the exclusionary natures of rural housing and on homelessness are sought from sociologists and geographers working in different European countries. Offers of papers should be sent to Paul Milbourne in the first instance.

## **Working group 4.7 Rural NGOs, civic associations and rural civil society**

***convenors: Toney Varley (tony.varley@nuigalway.ie )  
Gabor Rajnai (mikikrexim@matavnet.hu )***

To be announced later

## **Working group 4.8 ICT in rural development – is the Net working?**

**Convenors: Sarah Skerratt, (S.J.Skerratt@newcastle.ac.uk )  
Martyn Warren (m.warren@plymouth.ac.uk )**

Development of the Information Society is a core element of European policy<sup>1</sup>. This Society is seen as one which encompasses all Europeans, irrespective of location, occupation, or means. The key objectives of eEurope are: (i) Bringing every citizen, home and school, every business and administration, into the digital age and online; (ii) Creating a digitally literate Europe, supported by an entrepreneurial culture ready to finance and develop new ideas; and (iii) Ensuring the whole process is socially inclusive, builds consumer trust and strengthens social cohesion (European Commission 2000). Priority areas identified in the eEurope initiative include high-speed infrastructure, relevant learning and working skills, e-government, and social inclusion (European Commission 2001). In Europe's rural areas, with the possible exception of the Netherlands and some of the Nordic countries, these aims are a long way from being achieved, with the danger of an increasing 'digital divide' between urban and rural areas.

Given this premise, it is hypothesised that - in order for such eEurope priorities to be achieved - two key components require research attention and action: (1) the potential of community activity for engaging with eEurope priorities in rural areas; (2) the complementary role(s) of Information and Communication Technologies (ICT) in facilitating effective, participatory rural development. An aim of this dual focus in the Working Group is to generate a deeper understanding of rural social networks and the extent to which they can be mediated by ICT. This, in turn, may encompass debate concerning: research methodology requirements; concrete recommendations by and for rural development practitioners; and proposals for moderation and refocusing of EU, national and regional rural development policies. The Working Group would therefore lead to an exchange of: new, comparative knowledges and experiences; innovative and interdisciplinary methodological 'tool-kits'; and potential cases of ICT advances through participatory needs assessment. Further, one key specific output of the proposed Working Group will be the strengthening of active networks between academics and practitioners – all key components of both the European Research Area (ERA), and the development of an inclusive Information Society.

The emphasis will therefore be upon inter-disciplinary research and analyses. Specific themes which could be encompassed within the proposed remit of this Working Group include:

- Position statements and/or critical reviews of ICT in rural development, within national and European contexts.
- Rural sociological perspectives on ICT and rural community building.
- e-Education issues in Rural Development.
- Needs assessment for communication and e-networking, for rural development objectives.
- The potential for the Internet to destroy rural community life, or be the catalyst for its regeneration.
- The extent of internet-supported exchange of knowledges within rural networks & between individuals.
- Rural innovation in response to, and adaptation of, ICT (i.e. moving from passive recipients of technology to active engagers).
- Web-based portrayal of rural village communities – rationale and implications.
- Trends in e-government and e-delivery of services: implications for rural citizens, and for an intra-rural digital divide.
- ICT-related infrastructural investment policies and decisions (such as broadband) in rural areas: implications for an urban-rural digital divide.

## **Working group 4.9 Teaching of Social Sciences for Rural Development**

**Convenors : Vera Majerova (majerova@pef.czu.cz )  
Daniela Stehlik (d.stehlik@cqu.edu.au )**

The Working Group is focused on the teaching of social sciences connected with the rural development in the European as well as world context. Approach to building of knowledge society should be based on the broad collaboration among people with the different social and cultural patterns. WG reflect the authority of social sciences (especially rural sociology, rural political science, social policy, etc.) in the several levels – theoretical

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principles, methodology, empirical approach to rural social reality, using of research projects results in the practise, creation of inter-regional networks of social collaboration and eventually others. The main ideas of the prepared project of teaching co-operation of social sciences Rural Bridges will be introduced.

## 5. Development policies

### **Working group 5.1 Evaluation issues: the role of sociologist in the evaluation of rural development and other quality-of-life initiatives.**

*Convenor: Christopher Ray, (chrissub@yahoo.co.uk )*

What is - or should be - the role of sociologists in the evaluation of initiatives aimed at improving the quality of life (economic, socio-cultural, health, education, etc.) in the ailing or vulnerable rural areas of Europe? The question concerns matter not only of methodology but also of the pragmatics of being a professional/academic sociologist and, indeed, of the range of social theories from which sociologists can select in order to inform evaluation work.

With the growth of the managerial state and local/regional partnerships, the dynamic nature of EU interventions and the emergence of a new ethos in universities, the nature and status of sociology in evaluation is, to say the least, problematical.

Starting from the debate held under the auspices of COST (chaired by Karl Bruckmeier), the workshop might explore evaluation issues in terms of:

- reflections on the methods used for particular evaluations;
- evaluation versus monitoring versus academic study;
- the politics of research funding and evaluation contracts;
- evaluation for whom? (societal and professional obligations of the sociologist);
- national intellectual traditions;
- social theories and their methodological implications;
- other topics

### **Working group 5.2 Impacts of European Integration Process on the Rural Development and Agricultural Sectors of Accession Countries – change and continuity**

*Convenors: Imre Fertő (ferto@econ.core.hu )*

*Gusztáv Nemes (nemes@econ.core.hu)*

European integration has made multiple effects on the rural sector of CEE countries. On the one hand, EU rhetoric has introduced innovative ideas - integrated rural development, local participation, agri-environment, etc. – suggesting for decentralisation and a new approach to the use of socio-economic and environmental resources of our countryside. On the other hand, requirements set by the integration process - to reinforce central institutions, legislation, urging for competitiveness, etc. – is a force for centralisation and a more traditional, agricultural-sectoral view of rural economy and society. All this, country by country, results in various degrees of change and continuity in policies, work of institutions, the state of rural economy and the life of everyday rural people.

In this working group we expect papers, analysing current and foreseeable effects of the integration process in the agri-food industry, rural development, institutional system and in general the rural policy arena of CEE countries.

We plan to ask each participants of the working group to act as a discussant for another speaker. Therefore, we would like to ask each applicants to provide full versions of their paper in advance to the conference.

## **Working group 5.3 Changing Politics of Food, Agriculture and the Environment**

**Convenors: Johanne Allinson ( *johanne.allinson@ncl.ac.uk* )**

**Peter-Henning Feindt ( *phfeindt@botanik.uni-hamburg.de* )**

**Lutz Laschewski ( *lutz.laschewski@uni-rostock.de* )**

**Philip Lowe ( *philip.lowe@ncl.ac.uk* )**

The BSE food crisis in Western Europe has brought about a significant change in current agricultural policy debate adding to the already existing pressure to integrate environmental requirements into Common Agricultural Policy. Food safety and consumer protection have become new key expressions within the European as well as national policy discourses. New policy instruments are discussed to ensure food quality standards alongside agri-environmental schemes. In some countries governments have undertaken quite significant efforts to change the agricultural policy agenda towards food safety and consumer protection issues. This has been accompanied by changes in the agricultural policy field, bringing in the articulation of new interests and weakening the dominance of agricultural interest groups. It is an open question, in how far such alterations will sustain or not, and in how far and in which way these recent debates will have a lasting impact on agriculture, food and environment discourses.

This process is taking place at the same time, when the European Union is negotiating enlargement with Central and Eastern European countries, where both the scale and the quality of agricultural and rural development problems are rather different to Western Europe. Already, facing enlargement the European Union is discussion on its constitutional basis. The integration of the new member states will, on the one hand, bring in different perceptions of such problems as well as alternative solutions towards the problems. On the other hand, national agricultural policies in these countries are already facing a process of “Europeanisation”, a strong pressure to adapt to the existing system of Common Agricultural Policy.

In this context the working group intends to provide a platform for researchers, who are studying actual political discourses and decision making processes in the field of Food, Agriculture and the Environment. In some countries the changing discourses opened the academic arena beyond the “traditional” agricultural and rural social sciences towards scholars with different academic backgrounds, such as technological risk assessment or public communication. Because of that, we strongly encourage the participation of researchers from the different academic areas.

To achieve that, we would like to invite papers, which address one or more of the following issues:

1. Agricultural policy analysis has been dominated for a long time by an economic approach focussing on the development of agricultural markets and farm restructuring. In a sense, this paid tribute to the political reality of the agricultural sector, which resembled a closed shop dominated by farmers’ interests. On a *conceptual level the intention of this group is to look for a broader theoretical perspective*. Therefore, papers are invited which apply conceptual approaches from political science (such as policy field, network or discourse analysis), political sociology (e.g. social change and social movement) and new political economy (e.g. the organisational capacity of interest groups in the agricultural policy field) which are less common in the analysis of agricultural policy.
2. The recent political debate has opened the agenda towards food safety and environmental protection, and therefore new political actors gained some influence in the agricultural policy field. Further, consumer perceptions of food, nature and agriculture issues have been used to justify political initiatives such as an expansion of the support for organic farming. Therefore, on an *analytical level* we invite papers that contribute to the understanding of changing patterns of political discourses, institutional structures, decision making processes in agricultural policy and the pressure for integration across policy fields (e.g. food and health or agriculture and environment), and in how far these changes are reflected in new policies on the national as well on the European level.
3. Finally, we particularly invite contributions which apply a comparative perspective in order to understand the diversity of national discourses and the way how European policy is differently shaped through different institutional, structural and cultural conditions.