

# The local community as a creative common

New entrepreneurship



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This section is built  
upon this booklet by  
professor Dag Jørund  
Lønning

Downloadable  
(in Norwegian only)

<https://distriktssenteret.no/wp-content/uploads/2013/04/lokalsamfunnet-som-kreativ-allmenning.pdf>



VESTLANDSK  
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# Focus for development: Your Local Community



# Integrated Rural Development

- Contains all forms of business activities – more than only agricultural related business activities
- Encompasses the whole, local community
- Includes the connecting of economic, social and cultural values
- Endogenous development – based upon all of the available resources: economical, cultural and social capital
- Participative democratic development – mobilization and wide inclusion

*Extracted from the EU regional policy definition of rural development*

- We find plenty of examples of non-sustainable efforts of development. In general they did disappear not long after the final report from the project was published...
- Thus, the real challenge has to do with how to turn social, cultural and economical activities into sustaining development – how to become a sustainable part of local culture and local way of life

*(DJL 2013:3)*



# Places do compete:

Municipalities, towns and villages compete for population growth, business establishment, location of public institutions, tourism, trade etc

This is in general a competition for becoming the most attractive

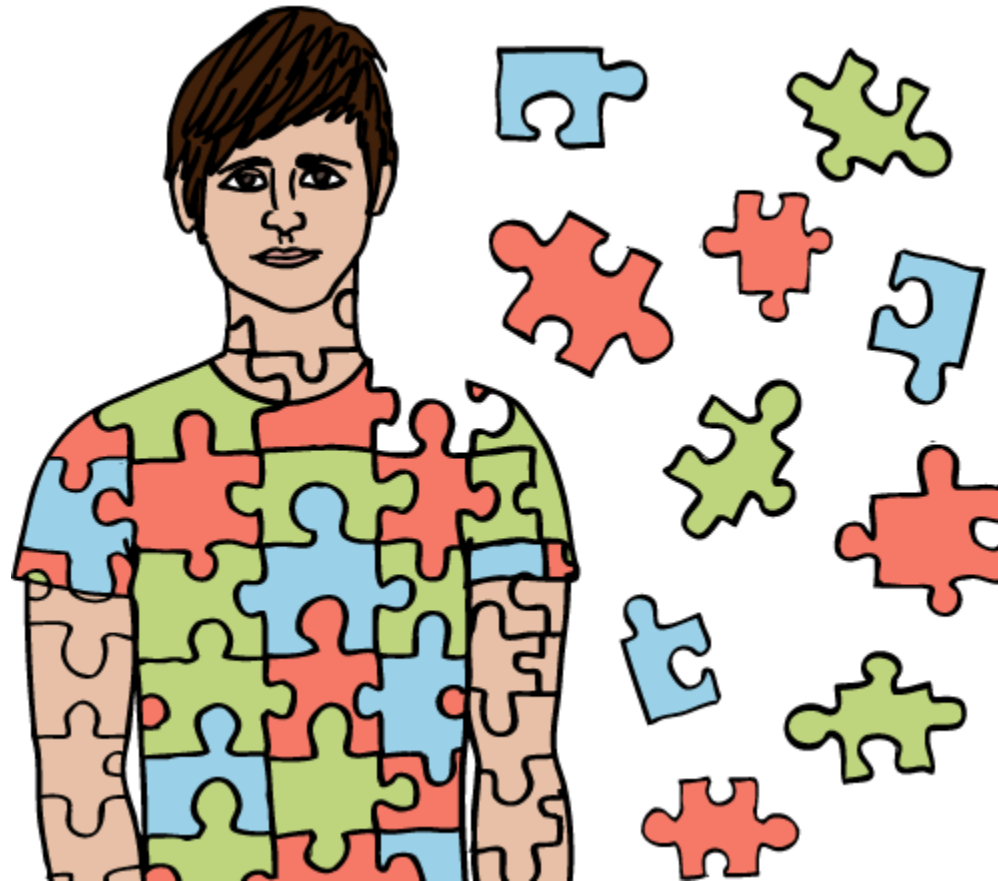


How can strong local identity become an asset?

- The Collective Self-Image



# Identities are never static





# Identity

Is created when through our  
interaction with others



# Group identity

«Who are we?»

By becoming aware of/comparing similarities and differences, one becomes aware of one's uniqueness.

Situational conditions - but we must conscious make choices.

Need a feeling of Collectivity



In this rapidly changing age of globalization, the encounter with 'the new'/'the other' has become norm

And "*identity management*" has become an ongoing requirement if you want to assert yourself as a team, organization or as an "*attractive local community*".



# Remember:

"Agreement" doesn't come to exist by itself

- It has to be created!
- This calls for "identity constituting efforts"



Societies will never be homogenous - different voices  
always will have different views on what is «the  
common truth»



# How then can we facilitate the creation of attractive local communities?

Today, succeeding in local development is all about opening up to the new and often unexpected perspectives of what the local is and how the local resource base can be used

DJL 2013:5)

# Need to focus on what is unique!

- How are we unique?
- How can our uniqueness be used?
- How can the actors be mobilized around our uniqueness



# Cultural-economy

How our own local commitment and resources  
can be developed in a direction towards  
becoming *activities, products and services*  
- which are able to raise external interest and  
appeal (DJL 2013)

Place-based and commercial development all  
in one!



# Questions we need to have answered:

- ✓ What are our special and most distinctive resources?
- ✓ What resources that people seek today do we have control over or access to?
- ✓ How can we make use of these resources?
- ✓ Who holds the knowledge of this?
- ✓ How may we collaborate locally to make use of our cultural capital?
- ✓ With whom may we connect, outside of our own community, to assist further developing our resources?

Our primary objective must be to create a place where people thrive, find room to participate and contribute, and not least the right to define which aspects of local culture and identity are to be used in the narrative of our place, and what it may offer to the permanent resident, the temporary dwellers, and to visitors

(DJL 2013: 7)

# URBAN PLANNING

How to build houses  
that are more compact?  
- better view  
- light - ventilation

How to ensure living  
within a living like  
a forest?

How to make  
smart windows?  
- regulation of  
light transmission

How can we make  
shared workplaces in  
people communities that are  
suitable and usable for people  
living in different countries?

How to heat  
buildings without  
emissions

How to store  
energy into  
building structures

How to make  
cities be faster  
in the adaptation  
to zero emission  
societies?

How to find locally  
adapted solutions?  
(different organizations  
& countries etc.)

How to avoid  
commute  
?

What impact on buildings  
in the future have  
and the sustainability  
crisis?

How to control  
land use & -development  
naturally or artificially  
by technology?

How to make  
buildings  
more sustainable  
and green?

# «The Fiery Soul»

Fiery Souls are necessary – but never enough!

Individuals alone can't be tasked to do the full job alone – over time

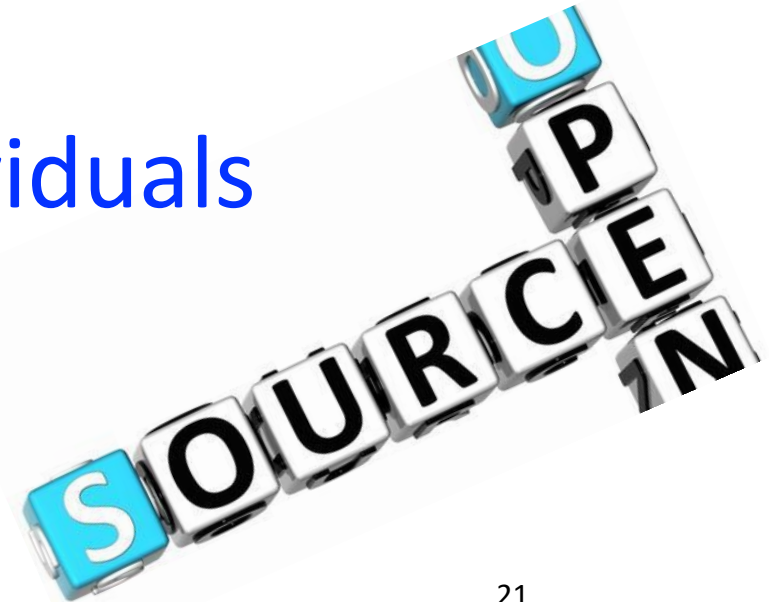
You'll never succeed if you are lacking local support.





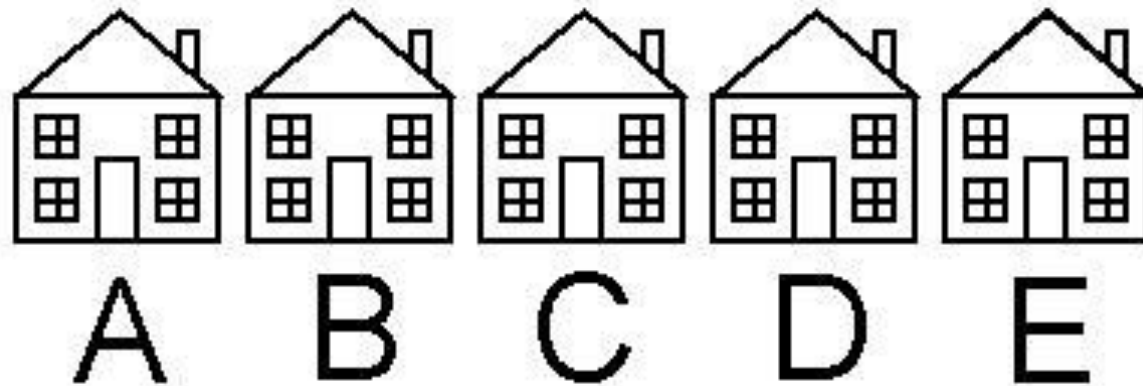
# An attractive local community may be compared to an "open source" computer program

- Each individual has an interest to contribute to the program becoming as excellent as possible. (Win-win situation)
- Positive interaction between individuals and the collective



Our focus must be to bring out the new perspectives - not merely to replace the established ones.

Thoughts, objectives and ideas may well co-exist side-by-side - as different perspectives



# MOTS

- To succeed, it is crucial that "established truths" are not used as a basis for the mobilization work.
- We already know about these, and those that still "work" we bring along anyway. *(DJL 2013: 9)*

*MOTS = More Of The Same*

# MOTS continued

What we are looking for are the new views:

- The angles that spots what none of us have yet seen.
- The ones that shows how a new understanding of our common, local resource base can be useful



We must learn to see the many – and often contradictory stories – about our place as assets for development!

- Recognise that no single actor alone holds the "truth" about what our place is or may become.

In communities, agreement always must emerge from the accept of diversity;

- through open and inclusive processes.

# How to keep a Firy Soul burning?



# We are social beings!

- Although we live in a time cultivating individual autonomy and freedom, we are still humans
  - *We need to be seen and to be included.*
- Innovative development must give high priority to seeing and appreciating all partners and stakeholders contributions into the process  
(DJL:2013)

# Seed - Fruit

Everyone thinks that the principal thing to the tree is the fruit, but in point of fact the principal thing to the tree is the seed!

*(Friedrich Nietzsche, philosopher)*

Here lies the difference between all those who create and all those who merely consume.



# Creativity through working with the Commons:

- Building on broad and inclusive participation
- Actively including new perspectives
- Setting the seed to come before the fruit

History and traditions are useful to us when we use them towards our own, future-oriented choices

But they become useless if we allow them - as established truths - to gain power and control over us

# We need

- A common arena for value-creation that only can develop if and when (many) stakeholders are given room to work freely with their common resource base

# Private good

The fruit

Local processing

Goods

Services

Experiences

Private use of common symbols

## Market value

= product + history  
(history is the mediated value of the common good)

Getting new, common value through positive responses from the market

# Common good

The seed

Biological diversity

Environmentally friendly production

Ethical animal husbandry

History of the region and the landscape

Regional (core) symbols

Cultural heritage

Folk culture and folk life

Values of well-being

Practical skills and personal experience

Transformation into personal value



## The local cultural heritage as a creative commons

# Summing it up into a set of guiding Questions:



What are the values/resources through which we will collaborate?

- Who defines them?

How strongly do established truths in our communities restrict how these resources can be utilized?

- How to obtain new views?
- Can we turn these into «sets of perspectives»?

Who holds or controls the knowledge and resources we need?

Who are the main actors, and how can we mobilize them?

- How to turn the non-participative stakeholders into active participants?
- How to create room for playing and testing?
- How to become better listeners – and better to encourage others to contribute?
- How to work together, establishing a local-based culture of mastering and innovation?