

# Social CAPITAL

New entrepreneurship



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## “Norwegians are the winners of the European Naïvity Prize»

Norwegians are the most trusting - or naïve – people in Europe. Shown through a European Survey. Four out of five Norwegians answered they “generally trust other people”



FOTO: Terje Bendiksy / SCANPIX

Vi nordmenn trekker nisslua langt ned over øynene, og går i vannet. En fersk undersøkelse viser at vi kan være ganske naive. &lt;br/&gt;

# Social Capital

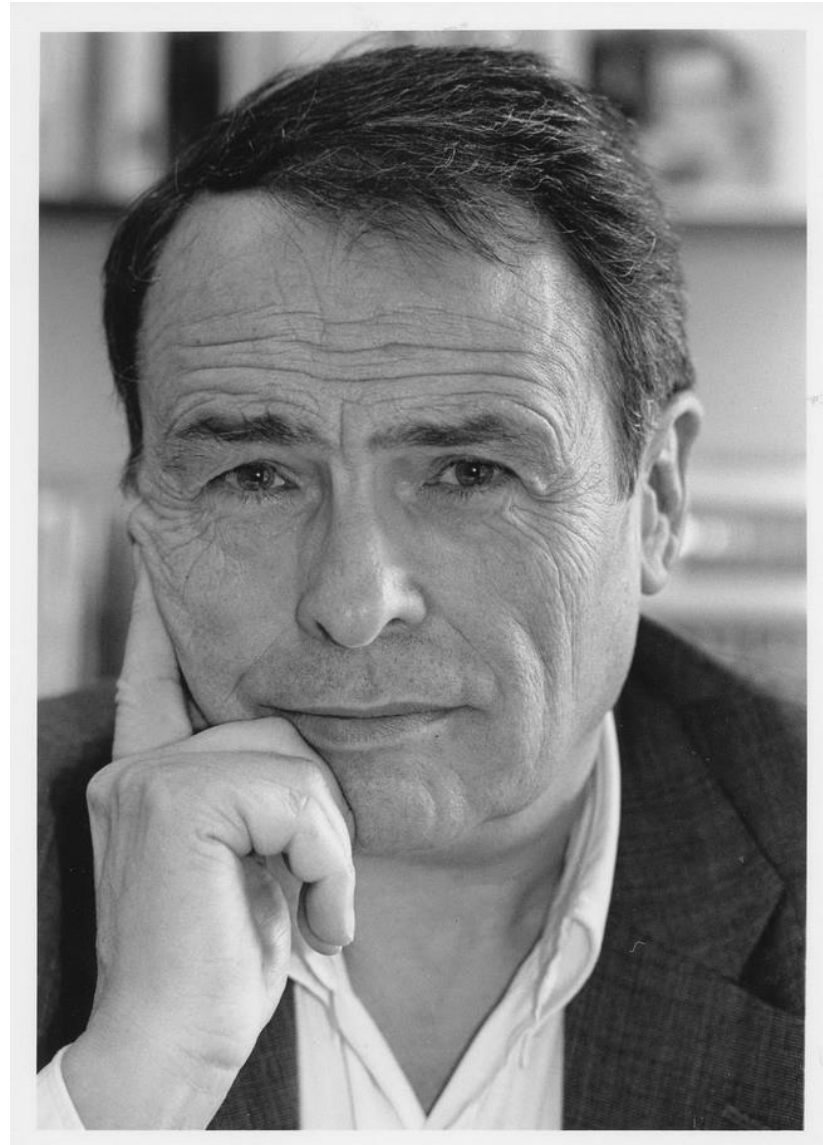
- The sum of norms, trust and networks.
- Works both at the individual and the community level
- Social capital are valuable resources for development

# What is Social Capital?

- Common values and norms (and the ability to *sanction* violations of these)
- Stable social connections or networks characterized by *reciprocity*
- *Commitment to and participation* in activities for the community's best.

## Pierre Bourdieu defined social capital as:

..."the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition – *or in other words, to membership in a group* – which provides each of its members with the backing of the collectivity owned capital ...” (Bourdieu, 1986 s 51).



- SC = a resource for individuals, but only as expressed through the collectivity!
- SC otherwise works like any other type of capital.

## Robert Putnam

Social capital:

«... is about the characteristics of the social organization – such as networks, norms and trust, and which enables coordination and cooperation for common benefit »

(Putnam in Wollebæk og Seggaard 2011:27)



- Social capital can be understood as resources that make everyday life easier for individuals and groups.
- A type of "capital" that is skewed between and within society.



# Sosial capital works at:

- The individual level ("micro level")
- The community or organizational level ("meso or middle level")
- The community or national level ("macro level")

# Social capital and individuals

- Individuals' interaction and network (reputation and contact-network)

Individual social capital is unevenly distributed within a society



# The degree of social capital determines how much people trust you.

- But trust is an outcome of social capital, not part of social capital itself!
- A person's social capital determines this person's room for manoeuvre and impact, or, in other words, to make things happen

# Social capital at the community or organisation level



- One's "membership" in groups / organizations helps to determine the trust one is given

**(Us vs. Them)**

This also determines one's 'reciprocity network'

- Sometimes one's group membership is relevant (positive / negative)
- In other settings or at other times it may be irrelevant.

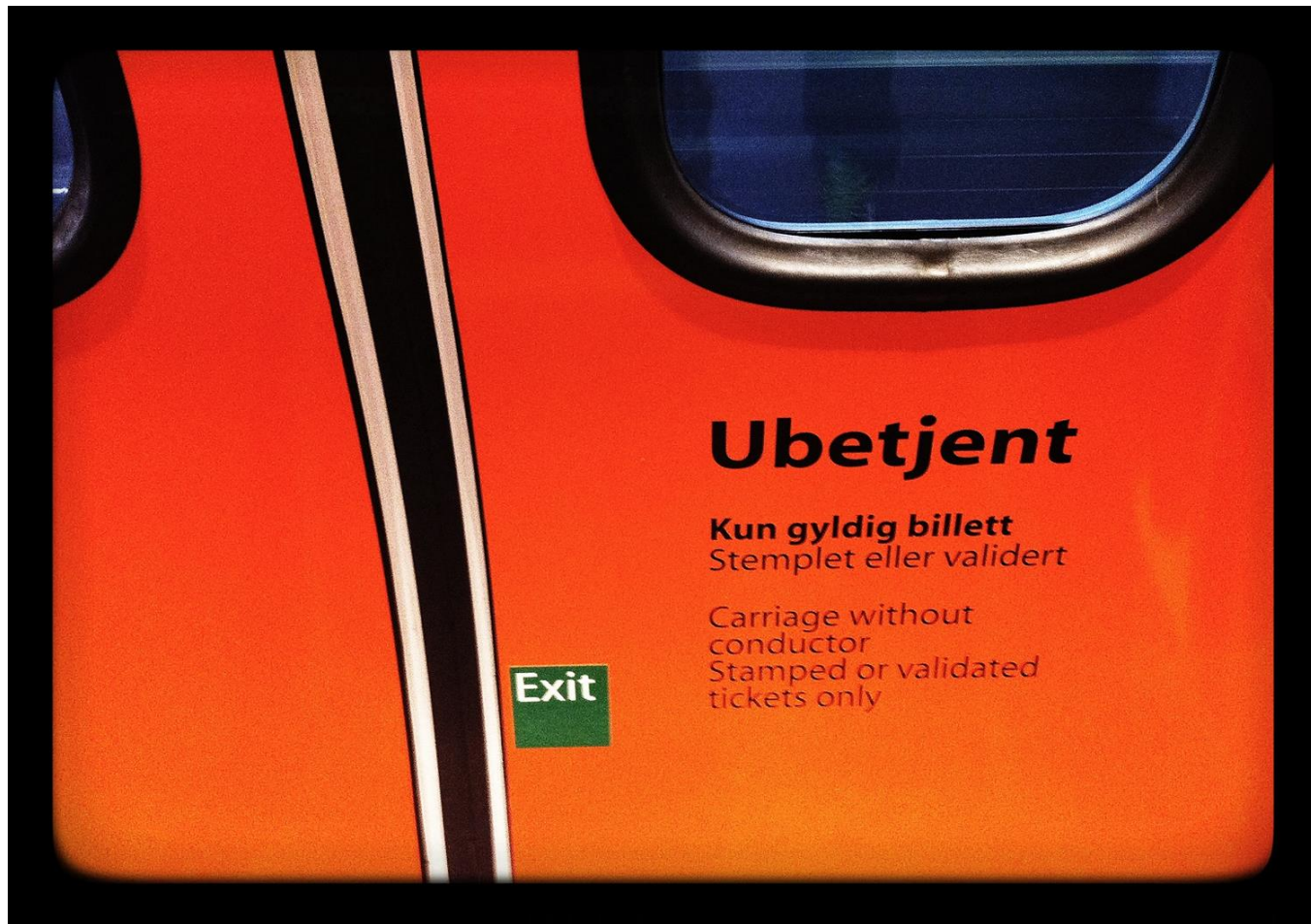
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# Social capital at the national/large community level





- High social capital at the community level is driven by high interaction, high degree of working-together.
- To know people and to know institutions, based upon active experience, can encourage higher degrees of trust.

# Social capital

- represents resources that make social interaction go more smoothly, so that many tasks in society become easier to accomplish.
- acts as lubricating oil in the social machinery, and promotes cooperation and achievement of key/commonly agreed goals

A society's social capital governs our expectations and affects our actions in practical situations







«Market transactions become more efficient, traffic is more easy, and the potential for corruption is reduced.

*(Putnam in Wollebæk og Seggaard 2011:37)*

- Really?



How?

# Surveys indicate that areas with high social capital have:

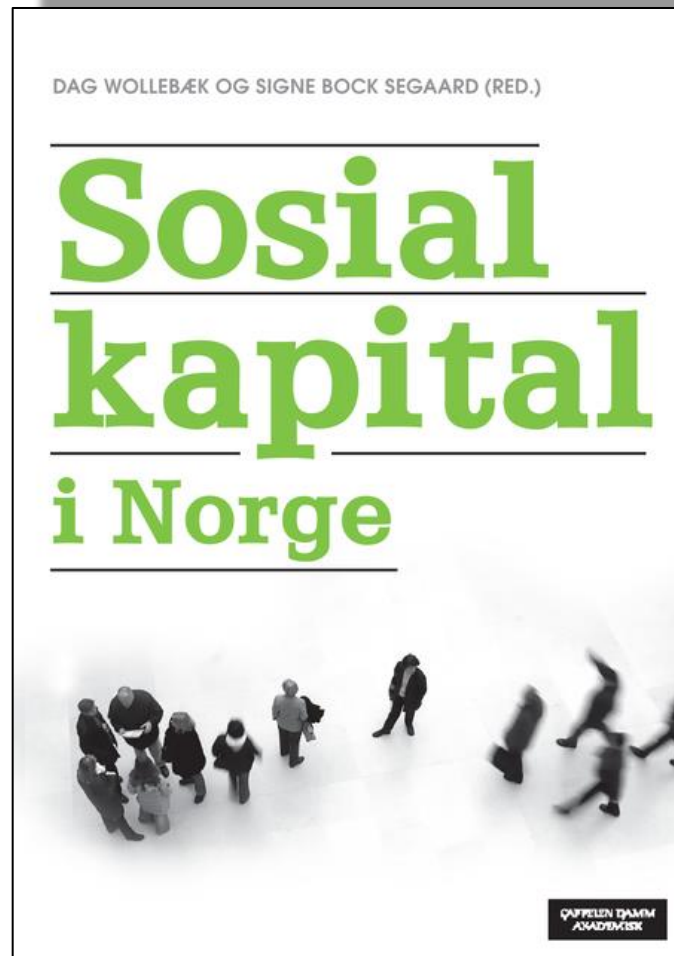
- better school results
  - better health
  - more law-abiding citizens
  - better care arrangements for children
  - more efficient public administration
  - less corruption
  - higher production and greater economic growth
- than areas with less social capital

*(Narayan & Prichett 1999; Putnam 2004).*





# Why does Norway have high Social Capital?



“We are a homogeneous society with low inequality. It also helps having well-functioning institutions, documentable low corruption and equality for the law.”

*Anders Todal Jensen, professor at NTNU*

# The Everymans-Right

Historically, Norway has been unique having a long-standing tradition for free roaming

- not only in the outfields and in the wild,
- but also in the cities,

through commons and practical-rights that have ensured everyone's access to public goods

# The Norwegian citizen is member in a large number of organizations



- Through this she learns a lot about interaction, respect for others and how to act and behave. It also creates a reasonably well-reasoned degree of trust.
- This does not mean that Norwegians are stupid, in the sense that we do not realize that we are being fooled. When you have confidence, it is based on the experience that it is possible to have it,

*says Todal Jensen*

# Is this a legacy of Dugnad?

# The education system

- is generally regarded as the most important and effective single source of growing the social capital, and
- is at the same time the area where the benefits of access to social capital become most evident.

# Why is Social Capital high in Norway?



- Social capital is experience-based (long-term lasting structures)
- Strong and reliable welfare state
- Low degree of class-related inequalities
- Small and transparent society
- Inclusive school system
- Culture / traditions that give opportunities for broad participation



# Social capital

## – a tool to improve our society?

Social capital can contribute

- to promote collective goals as well as to achieve personal gain.
- to social improvement
- To ease in foundation and contracting of activities

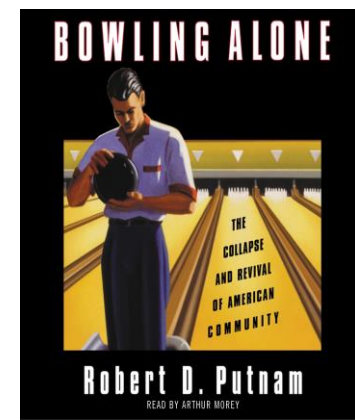
Increasing the social capital (both at individual and group level) can result in positive development



# Bridging capital and Bonding Capital

In *Bowling Alone*, Putnam divides SC into two forms:

- **Bonding Capital:** bonds between members of the same community
- **Bridging Capital:** bonds between members of a community and those in networks outside of the community; networks which can help accomplish things.



# Bridging capital and Bonding Capital



- These aspects are important components in Rural and Community Development!
- Communities that 'get things done' often have strong links within themselves, and also to key external networks such as governments, national organizations, etc.

# Distinctiveness of Rural Areas



## The DORA-project

- In this project, 8 European regions were paired.
- Each pair having similar resources and situation, but one was doing 'well' and the other not so well...
- The major difference we could find was high versus low social capital.

*Rhys Evans, researcher, HGUt Norway*

Why might that be so?

Maybe social capital can be seen as a type of power?



- Power as the ability to influence the behaviour of others with or without resistance.
- Power as used to achieve specific goals with or without coercion.

# Norwegians say they want stronger Surveillance

NRK.no says that more than 70% of the population will welcome increased monitoring and surveillance of inhabitants in order to combat crime



VIL HA STERKERE KONTROLL: Nordmenn har veldig høy tillit til myndighetene, og færre motforestillinger mot å gi økte fullmakter til overvåking, viser undersøkelsen til Institutt for samfunnsforskning.  
FOTO: ELFINN HAUG / NRK



# Less objection to authoritative action



In a society where people have a very high degree of confidence in their authorities, this can weaken the resistance to allow authorities increased powers.

"The societal objections to giving the state increased powers are weaker here, given the high confidence we have in our governing system,"  
*(Wollebæk in Wollebæk og Segard 2011:37)*

# New networks of confidence?



Which other, and possibly new social activities or types of contact will in future generate social capital, to make a positive impact on indicators such as health, well-being, finances or democratic participation?

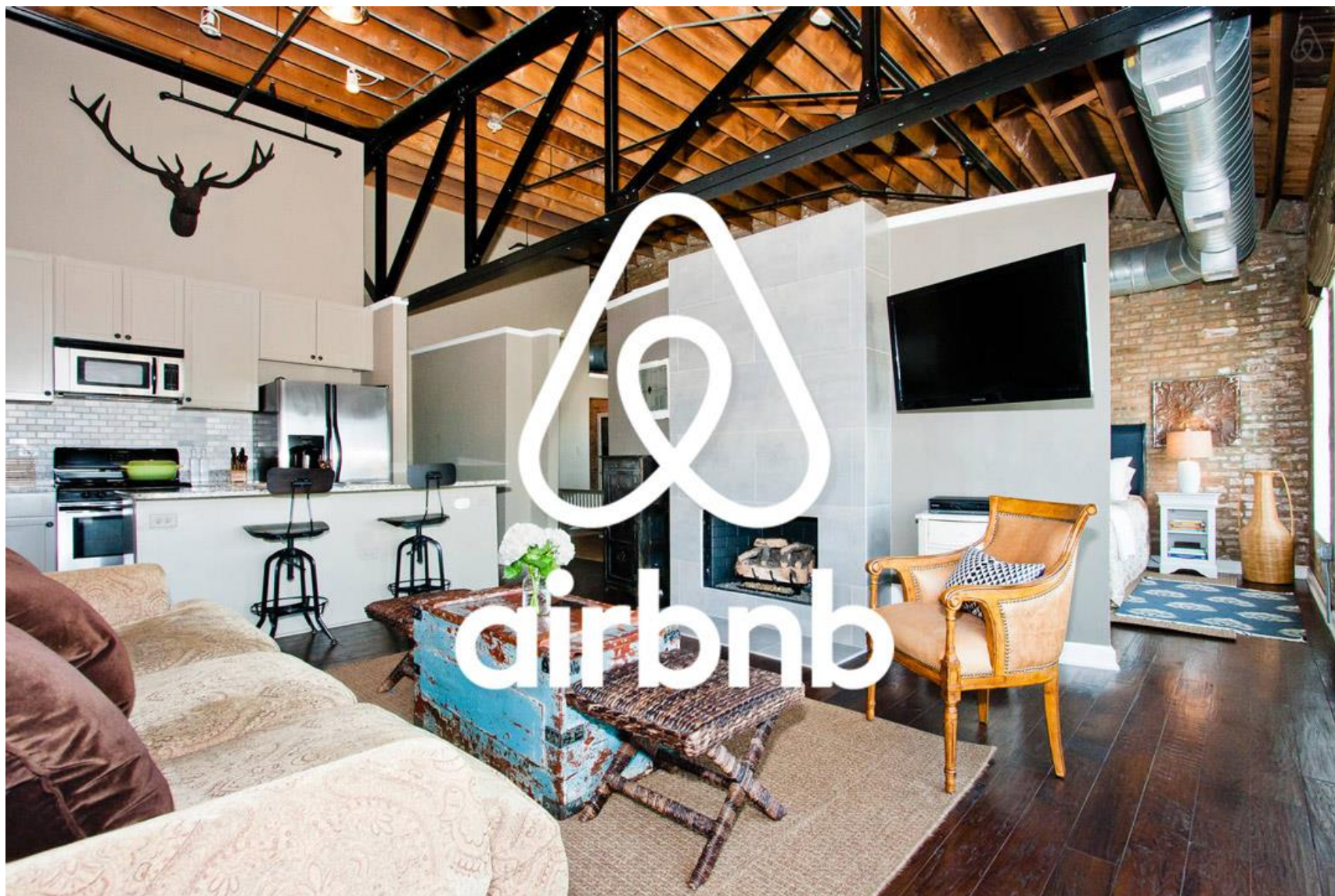
- Parallel societies?
- Social media?



# Digital trust









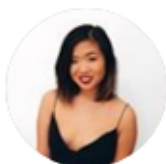


Lia

We had an absolutely wonderful stay at Calim's apartment. He was an ideal host even before we arrived, sending us a list of recommended cafe's and restaurants in Edinburgh, and communication throughout was super prompt and friendly. The apartment itself is just stunning with everything you could possibly need; clean and tidy with music playing when we came  
**+ Flere**

januar 2017 ·

Nyttig



Anita

Calim's apartment is impeccable; beautiful and elegant, but also very comfortable and homely. If you appreciate art, photography, or books, this apartment will be like Disneyland to you, and you'll never want to leave! The apartment is in a brilliant location, with views over the Royal Mile - meaning everything is within walking distance! Calim, himself, is such a  
**+ Flere**

januar 2017 ·

Nyttig



Lucy

It was such a pleasure to to stay in Calim's amazing flat, it was beautifully decorated and such relaxing and convenient place to stay for a city break in Edinburgh. Would highly recommend and hope to be able to visit again soon!

januar 2017 ·

Nyttig



# Social Capital

- It is the lubricator of social relations, especially trust, and working-together!
- Just as we can belong to many communities, so too, social capital can be acquired in many different ways and through many different networks.

Understanding the concept of SC can thus be helpful when you need to get something done!