



# Smart shrinking as alternative ways of thinking ...

- **rural** (methodological urbanism)
- **peripheral** (polycentric)
- **... and development** (degrowth)

NordPlus –course, Wanha Pappila (Savonlinna), May 3 2022 / Ilkka Pyy

UEF// University of Eastern Finland // Department of Geographical and Historical Studies

# Alternative colors for the future of rural and peripheral areas

(inspired by Halfacree 2007)



**Gold green** (super-productionist countryside)

Bio-economy: sustainable growth, 'triple bottom line'



**Silver green** (consuming rural idyll)

Aging: turning rural centers into retirement communities?



**Smart/neon green** (effaced rurality)

Polycentric: based on innovation and diversity in using residential and local welfare state resources sustainably?



**Deep/ever green** (radical visions)

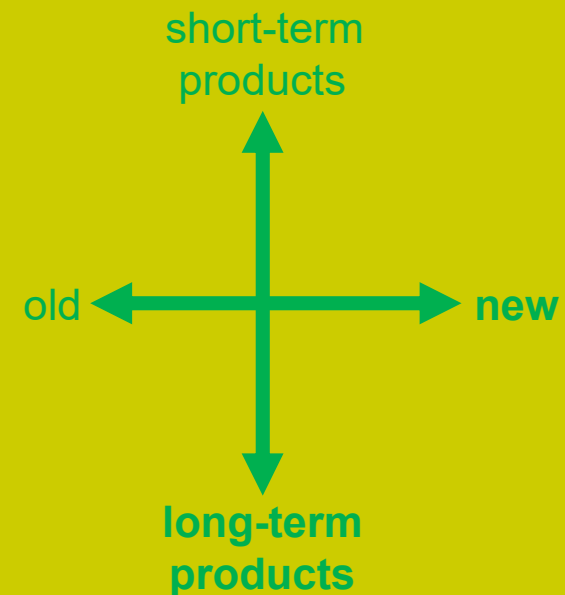
Degrowth: local/organic food, green care, multi-functional farm, permaculture, ecovillage, new co-operative, economies of commons, re-cycling, local money ...

... more colors: **blue green**, ...

# Super-productionist countryside (“gold green”)

- *“This vision re-states the spatiality of productivism in a more explicit form, shorn of its moral dimension. The capitalist ‘logic’ of abstract space is fully released with this productivism in posse. An emergent super-productivism is apparent in the practices of agribusiness, the genetic modification of plants and animals, and biotechnology generally. Formal representations position land solely as a productive resource linked to profit maximisation and agriculture as just another area ripe for neo-liberal reform under the World Trade Organisation (Potter and Tilzey, 2005). ‘Nature’ is very much seen as ‘an accumulation strategy’ (Katz, 1998; see Goodman and Redclift, 1991). Indeed, such is the physical impact of super-productivism – its ‘monoscape’ of sameness (Pretty, 2002) – that everyday lived rurality has little scope to diverge from the representation.” (Halfacree 2007, 131)*
- **New forms of bio-economy, (decentralized) renewable energy production,, waste management as resource for new production ...**

- **Forest-based energy- and climate policy (increasing the cuttings: 66 mil. m<sup>3</sup> → 80 mil. m<sup>3</sup>) (in Finland)**



# Consuming rural idyll (“silver green”)

- *“In direct opposition to super-productivism’s spatiality, this vision takes and develops the erstwhile moderating element of the old productivist representation, namely its moral angle as expressed most strongly through pastoral ideas of ‘community’ (Murdoch and Day, 1998). Here, a rural locality may have an agricultural backdrop but its key spatial practices are consumption-orientated: leisure, residence, counter-urbanisation, dwelling, contemplation. The formal representation tends to be some version of the rural idyll (Halfacree, 2003b). However, unlike super-productivism, the extent to which everyday lives in the rural conform to this spatial imagination vary, reflected, for example, in ‘local’ versus ‘newcomer’ disputes to battles within the planning arena over what are ‘suitable’ developments in rural locations (e.g. Murdoch and Marsden, 1994).” Halfacree 2007, 131)*
- **New sources of income related to leisure and recreation, services for elderly, second homeowners and other ‘invisible’ rural people, multi-place living**  
...

- Successful aging (1960’s)
- Productive aging (1980’s)
- Active aging (1990’s)
- aged workers (55-), senior-aged (65-), elderly (85-)
- **silver economy** (EU’s strategy reports 2017a & 2017b), free-aged, conceptual renewal of dignified elderly (cf. the post-WWII baby-boom generation that invented the new era of youth and youth culture, will retire and probably reinvent consumer-driven sub-cultures of old age)
- aged people as
  - ... multi-place residents
  - ... part-time workers/entrepreneurs
  - ... consumers
  - ... citizens
- age-friendly environments
  - accessibility – care/luxury – home services/service-homes - recreation – digital services
- age-skillful enterprises (Jämsén & Kukkonen 2017)

# Effaced rurality (“smart/neon green”)

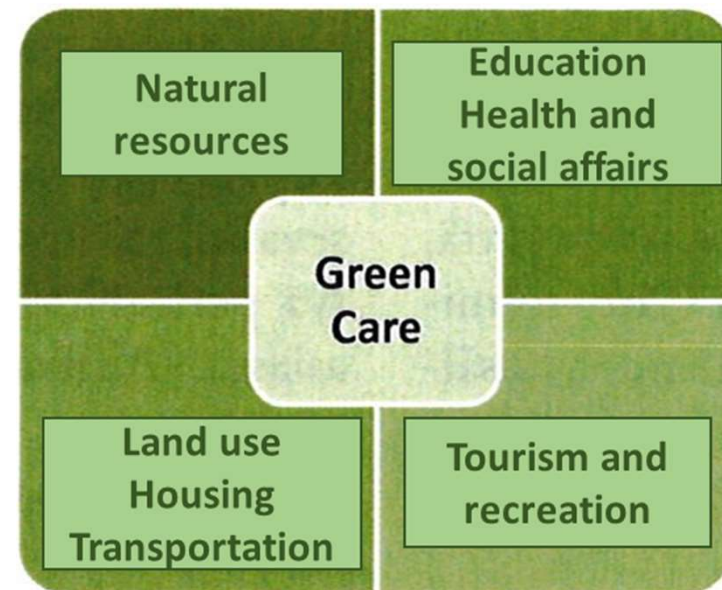
- “Many argue that the rural has, in effect, been effaced by the geographical development of capitalism; as Hoggart (1990) memorably put it, ‘Let’s do away with rural’. Thus, erstwhile rural places are dominated by distinctly non-rural spatialities, leaving rural space only as a ghostly presence, experienced through folk memory, nostalgia, hearsay, etc. Here, locality, formal representations and daily lives have little significant ‘rural’ content and we must always look beyond rural space to understand such ‘rural’ places.” (Halfacree 2007, 131)
- **Small rural town (municipal center/church village) as a mixture of i) car-dependent settlement, ii) shrinking services and iii) elements of garden city ...**

## Not rural, not urban: Effaced small rural town



# Radical visions (“deep green”)

- *“The previous three species of post-productivism, although seemingly contradictory at first sight, nevertheless may be unified at the meta level through their basis in capitalist spatial involution. In contrast, what I’m calling ‘radical visions’ strive for the production of a truly different form of rural space. Consideration of such visions not only extends the scope of rural possibilities but also raises key issues concerning the ideological underpinnings of the other species of rural space ‘on the table’ today. Radical visions imagine produced rather than induced difference: they seek to ‘shatter’ the ‘system’ (Lefebvre, 1991 [1974], p. 372) and take rural development in a fundamentally different direction to that which dominates today. Specifically, a radical rural is not ‘internally acceptable’ (Lefebvre, 1991 [1974], p. 396) to the spatial ‘logic’ of capitalism in its rural setting. On the ground, in its trial by space, it will feature centrally a struggle between this drive for produced difference and the gravitational pull of dominant spatialities towards the ultimate conformity of a reduced difference. It is to one sub-species of ‘radical ruralities’, which as an overall category have been neglected to date in discussions of emerging rural spatialities, which we turn for the rest of this paper.” (Halfacree 2007, 131)*
- **Local/organic food production, green care, multi-functional farm, permaculture, ecovillage, co-operatives, new forms of economies of commons/re-cycling/local money etc. ...**



**Green care as border object** (cf. Soini 2014)

Measuring ...  
Interpreting ...  
Imagining ...  
the rural  
space  
(& community  
development)

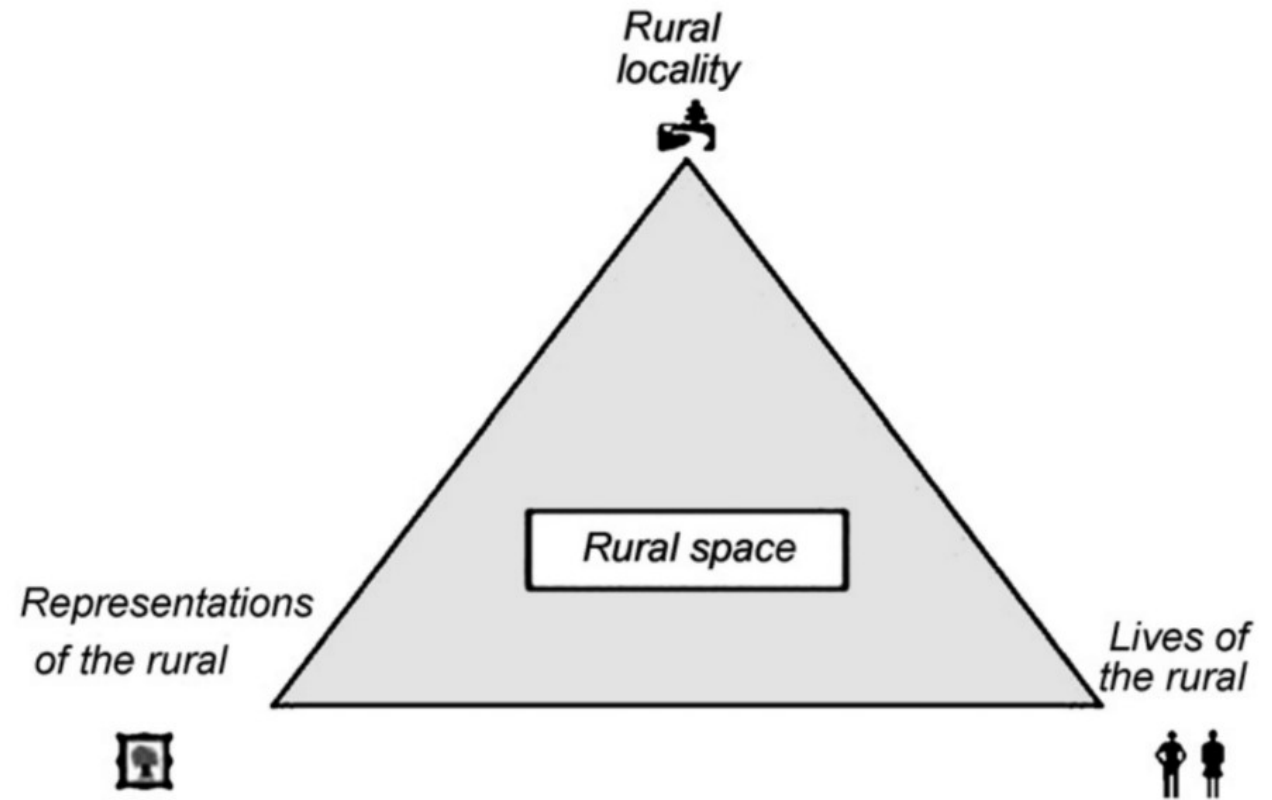
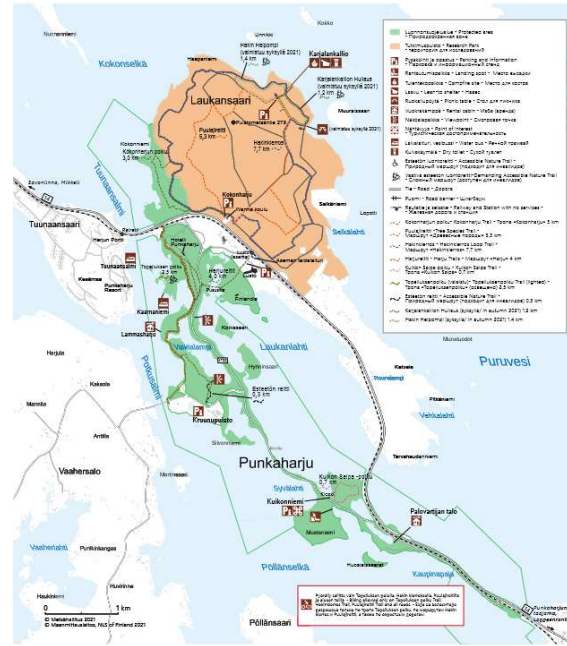
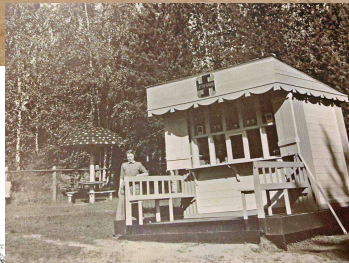


Fig. 1. A general model for rural space. (Halfacree 2007)

**Luonnonsuojelualue Punkaharju The leg of ridgeway and railway full of culture**



METSÄHALLITUS LUONTON.FI RETKIKARTTA.FI





# Fish as blue green future for Kerimäki



[Kalastajat](#) [Kalatalon tuotteet](#) [Kerimäen Kalatalo Oy](#) [Nuottaus ja troolaus](#)  
[Puruveden muikku](#) [Pyyntialueet](#) [Briefly in english](#) [Uutiset](#) [Ota yhteyttä](#)



# New life for village school, municipal house and entire local community in Savonranta?





# Enonkosken kunnan kuntastrategia 2022-2025

## will answer the essential questions as follows:

**LEADING-MOTIVE:** Why the municipality exist?

**VISION:** What kind of municipality we want to be?

**VALUES:** How we act? Which functions guide our work?

**POWER POINTS:** Where is our focus?

**OBJECTIVES:** What are our strategic goals?

**Visio** *Liukuttavan onnellinen  
Enonkoski*

**Arvot**

*Annamme ideoita*

- Osallistuva ideointikulttuuri kuntalaisille, henkilökunnalle ja luottamushenkilöille
- Ideoiden vastaanottamisen taidot
- Ideoiden käsittelyn vahvistaminen

*Teemme yhteistyötä*

- Asiakkaan, työntekijöiden ja luottamushenkilöiden välinen yhteistyö
- Julkisen, yksityisen ja kolmannen sektorin välinen yhteistyö
- Verkostoituva elinkeinoyhteistyö

*Olemme luotettavia*

- Avoimuus ja ajoissa aloittaminen
- Lupausten pitäminen ja päätöksiin sitoutuminen
- Turvallisuuden vaaliminen
- Taloudellinen luotettavuus

## Elinvoimaisen Enonkosken päämäärät ovat

*Enonkoski näkyy ja kuuluu*

Jatkamme myönteisen kuntakuvan välittämistä itsestämme ja toiminnastamme niin kuntalaisille, vapaa-ajan asukkaille kuin kunnassa vierailleville. Vaalimme elinvoimaamme, rikasta tapahtumatarjontaa sekä tiedotamme aktiivisesti tapahtumistamme ja käyntikohteistamme.

*Aktiiviset kuntalaiset*

Täällä on tilaa luovuudelle! Kunta tukee yhdistyksiä ja yhteisöjä toiminnassaan ja tapahtumien järjestämisessä. Luomme uusia toimintatapoja ja -mahdollisuuksia omatoimisuuden ja aktiivisuuden lisäämiseksi. Annamme mahdollisuuden osallistua, liikkua ja harrastaa sekä haluamme olla saavutettavissa kaikille.

*Itsenäinen ja yhtenäinen*

*Enonkoski*

Toimintamme Enonkosken kunnassa on määrätietoista ja tavoitteellista. Huolehdimme tasapainoisesta kuntataloudesta jotta itsenäisyytemme säilyy jatkossakin. Maailman ja olosuhteiden muuttuessa uudistamme palvelujamme. Kannustamme yrittämiseen ja tarjoamme apua.

*Tunnettu matkailu- ja luontokohde*

Vaalimme rikasta historiaamme ja kulttuuriperintöämme sekä viestimme siitä muille. Saimaan saaristokuntamme kohteet houkuttelevat matkailijoita ja yrittäjiä, pidämme heistä hyvää huolta. Tahdomme pysyä edelleen turvallisena, rauhallisena ja viihtyisenä ympäristönä asukkaiden ja vapaa-ajan viettäjänsä iloksi ja lisäämiseksi.

*Oppiminen ja koulutus*

Takaamme kaikille avoimen, tasa-arvoisen ja laadukkaan varhaiskasvatuksen, koulutuksen sekä elinikäiset oppimismahdollisuudet kunnassamme. Tarjoamme mahdollisuuden kuntalaisille pysyä kiinni nykyajan tekniikassa ja digitaadoissa.

Everyone  
moves in  
emotional  
Enonkoski

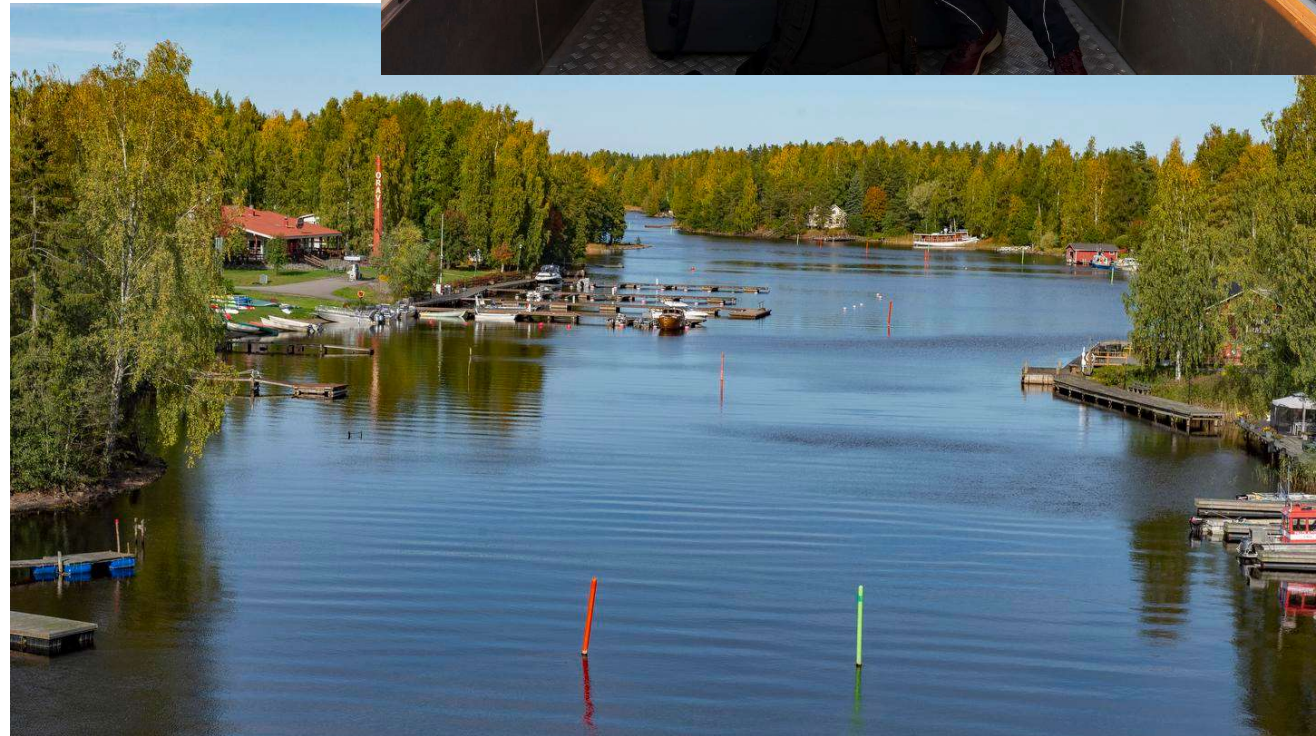


# Success and resilience in a remote village of Oravi

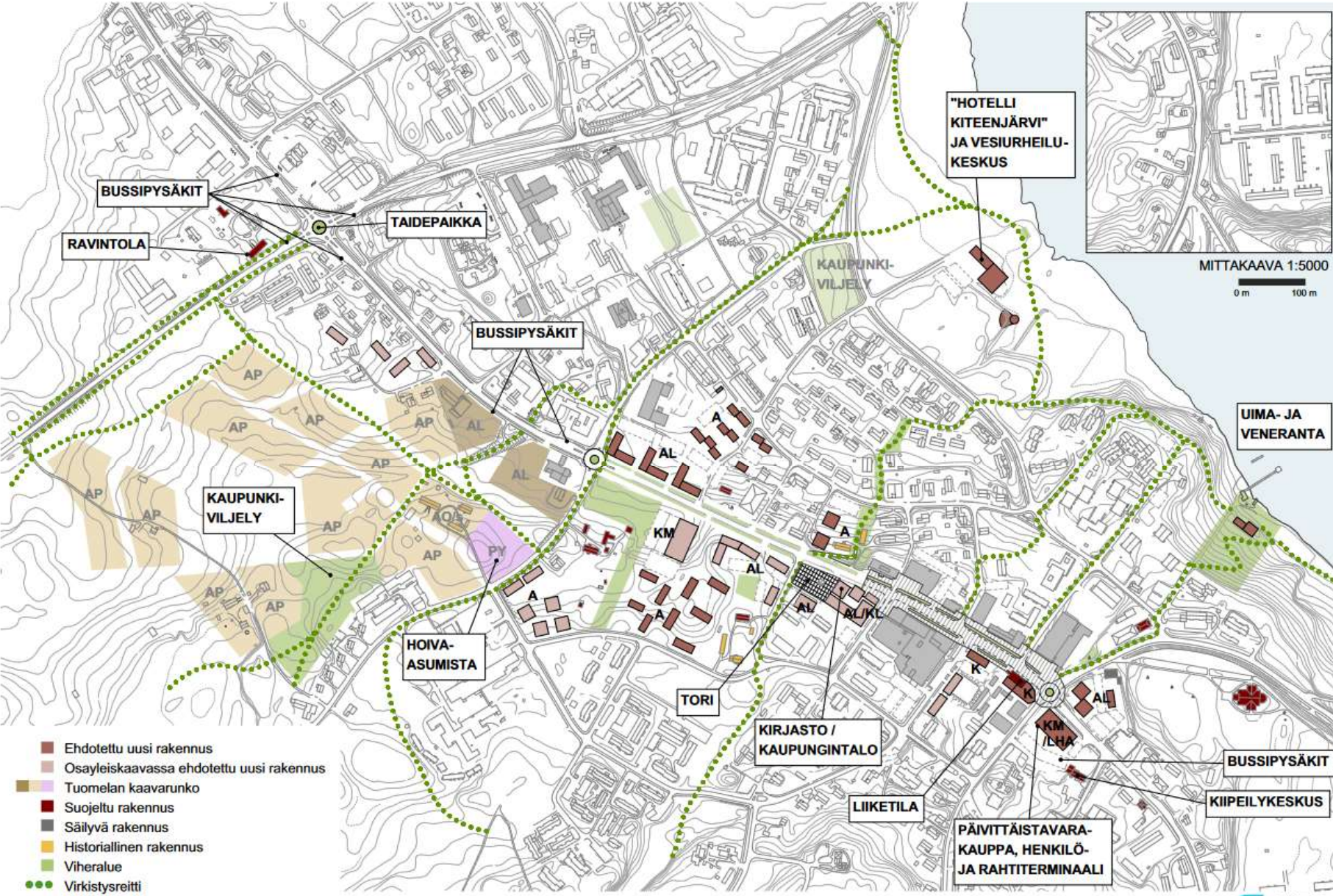
## SaimaaHoliday Oravi

### Enterprise cluster:

- **Saimaan Eräpalvelu Oravi Oy**, järviluontoaktiviteetteja vuodesta 1997
- **Oravin kyläkauppa Oy**, kiinteistöyhtiö
- **Oravi Lake Center Oy**, kauppa ja ravintola vuodesta 2013
- **Loma-Oravi Oy**, 17 huvilaa, rakennettu 2003-2014
- **PV-group**, Oravi Apartments hotelli, rakennettu 2008



How the vision of Kitee centre have changed over the recent years 2015-2022?



# Measuring smart shrinking within the economies of iceberg (cf. Gibson-Graham 2006)

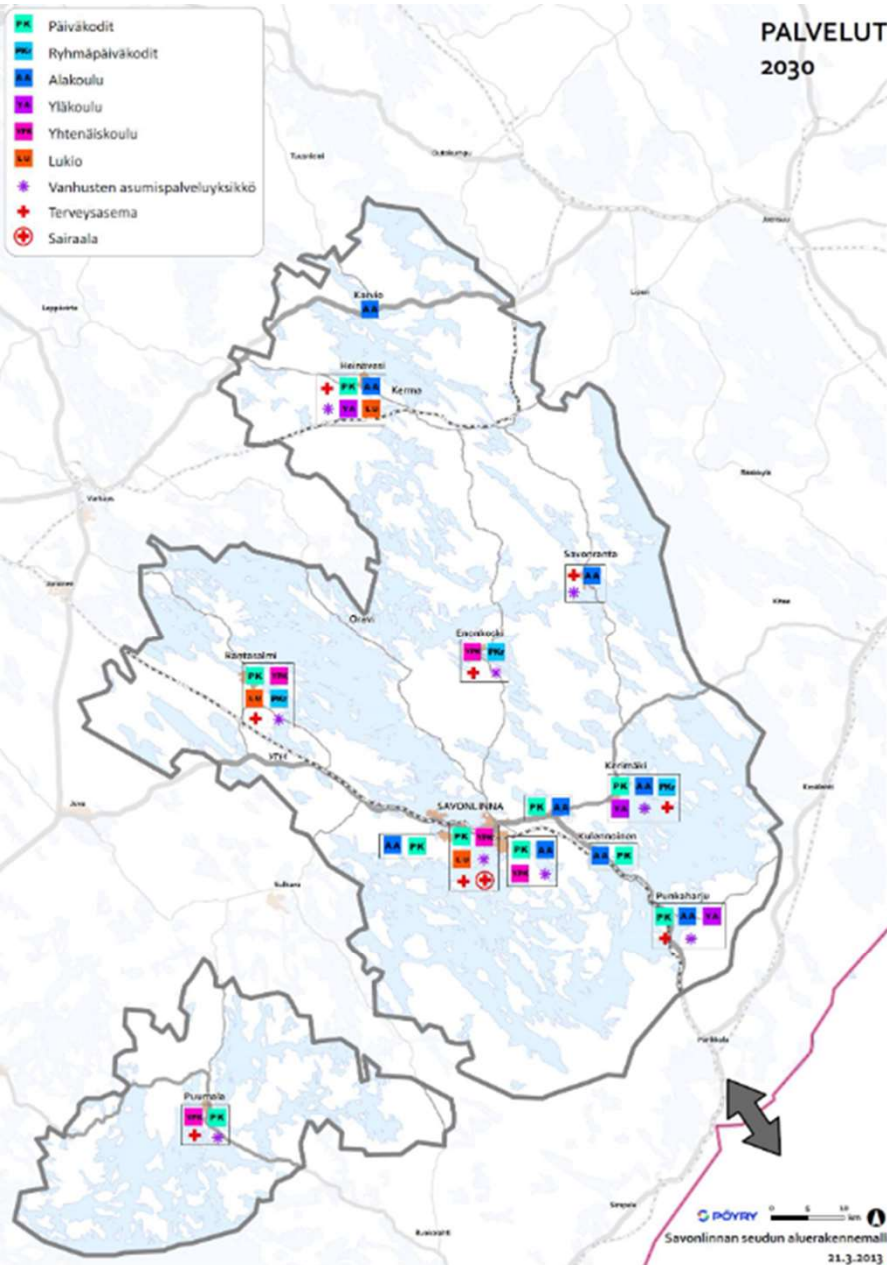
## Alternative approaches for estimating (economic) development/change:

- statistical indicators
  - Certainties at the level of large numbers and averages
  - GNP, HDI ...
- single success stories (and failures)
  - Options for understanding the mechanisms of change and innovation processes
  - Uniqueness versus general lessons
- views from the bottom
  - Less developed areas / poor people as critical determinants of "real" development
  - e.g., absolute change of income at the lowest deciles of distribution



- PK Päiväkodit
- PK Ryhmäpäiväkodit
- AK Alakoulu
- YK Yläkoulu
- YK Yhtenäiskoulu
- Lukio
- Vanhusten asumispalveluyksikkö
- Terveysasema
- Sairaala

### PALVELUT 2030



PÖYRY 0 5 10 km  
Savonlinnan seudun aluerakennemalli  
21.3.2013



UNIVERSITY OF  
EASTERN FINLAND

Kiitos!

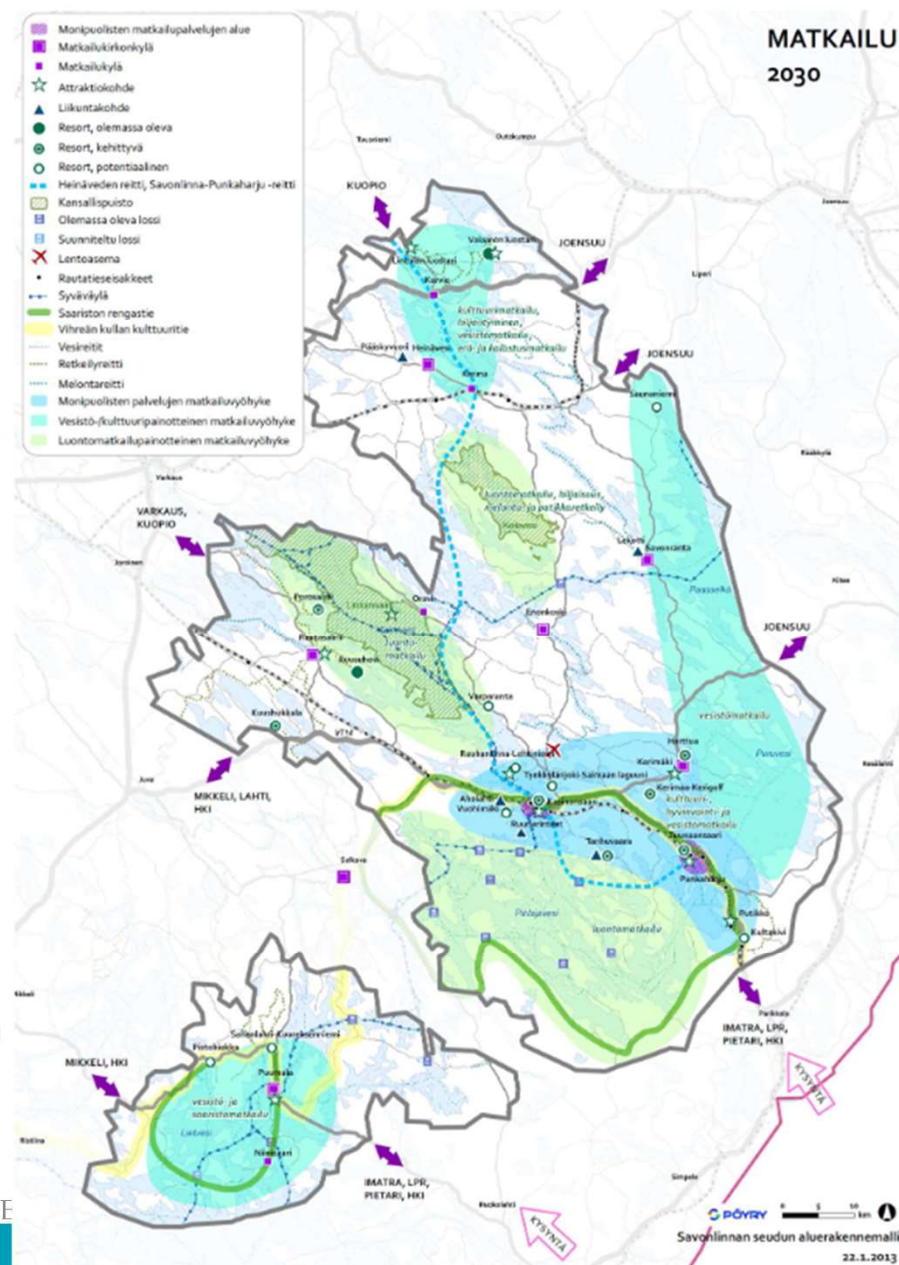
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### MATKAILU 2030

- Monipuolisten matkailupalvelujen alue
- Matkailukirkonkylä
- Matkailukylä
- Attraktiokohde
- Liikuntakohde
- Resort, olemassa oleva
- Resort, kehittyvä
- Resort, potentiaalinen
- Heinäveden reitti, Savonlinna-Punkaharju -reitti
- Kansallisuoto
- Olemassa oleva lossi
- Suunniteltu lossi
- Lentoasema
- Rautatieasemat
- Syväväylä
- Saariston rengas
- Vihreän kulttuuritie
- Vesireitit
- Retkilyyri
- Melontareitti
- Monipuolisten palvelujen matkailuyöhyke
- Vesistö-/kulttuuripainotteinen matkailuyöhyke
- Luontomatkailupainotteinen matkailuyöhyke



PÖYRY 0 5 10 km  
Savonlinnan seudun aluerakennemalli  
22.1.2013