



In the middle of The Web of Rural Food

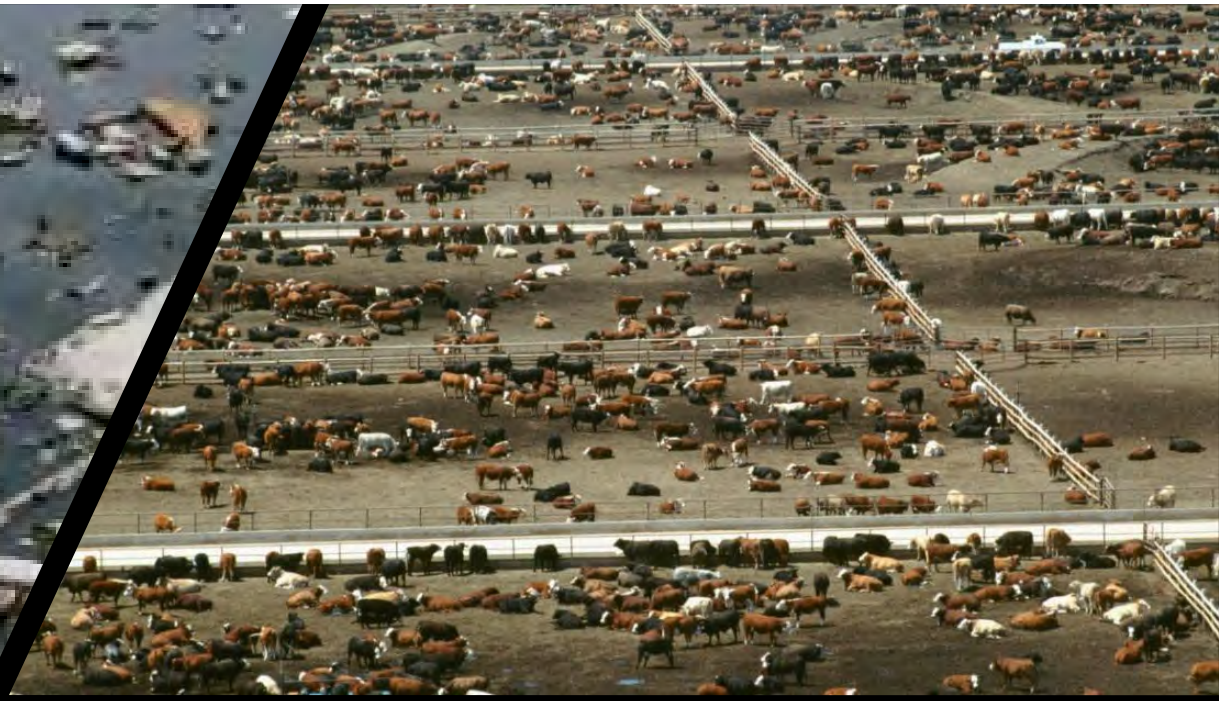


2

Dream



3

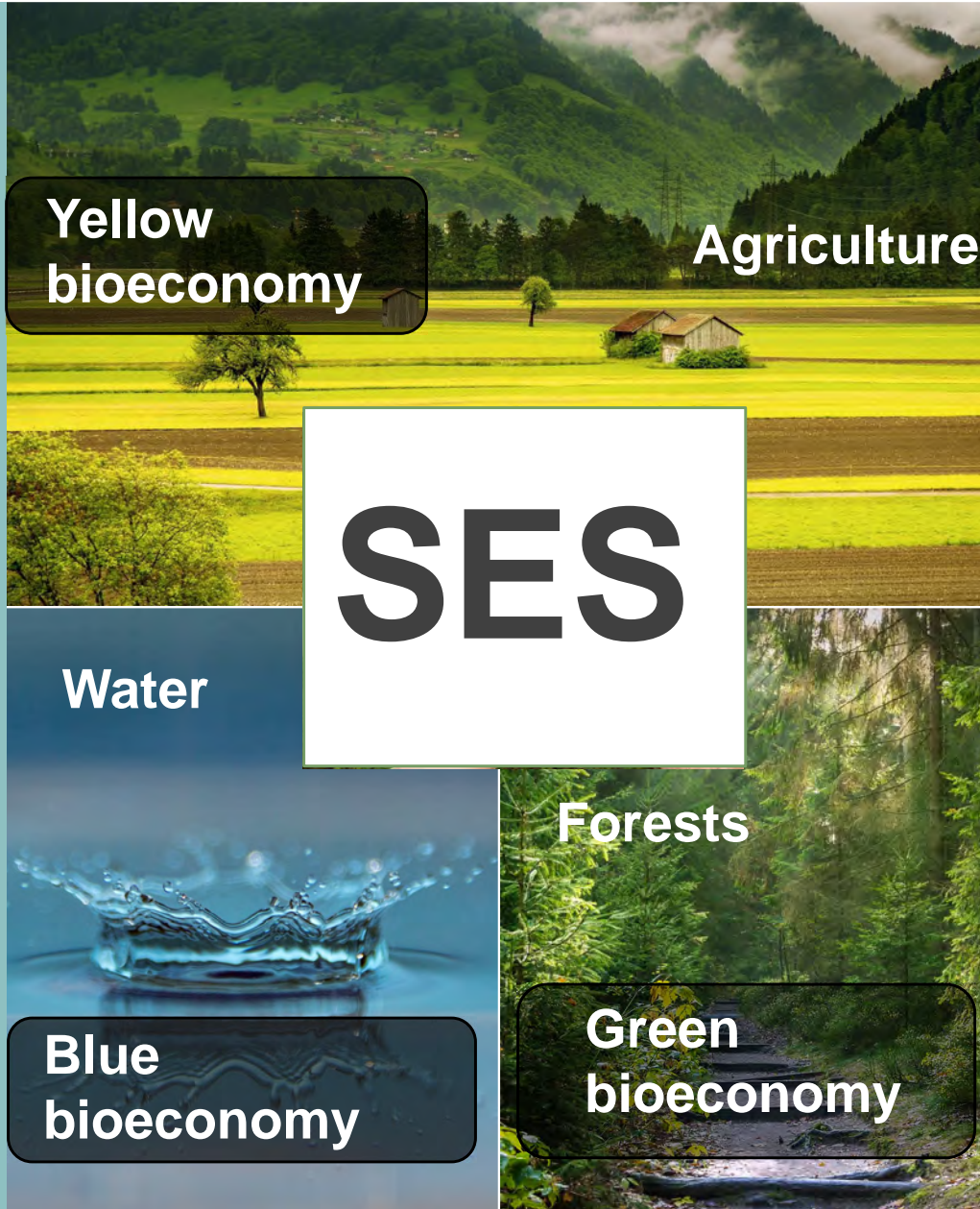


Reality



Values?





It's Now or Never?

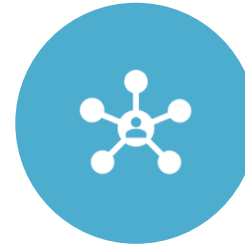
- *'Our forests, rivers, oceans and soils provide us with the food we eat, the air we breathe, the water we irrigate our crops with.'*

WWF

Background



Masters in Social Sciences,
environmental policy, UEF
1 published article



Experience: Rural business
networks, Eastern Finland
and Indonesia since 2004.



The main interests related to
digital divide, yellow, green
and blue bioeconomy



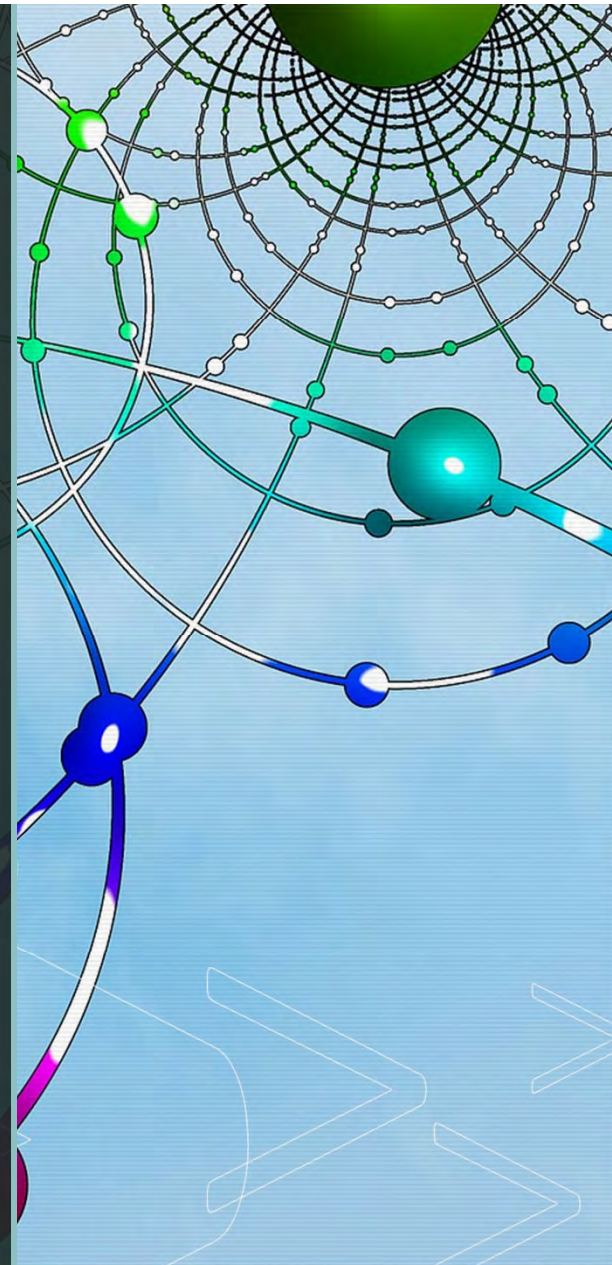
ALL-YOUTH – project: Tieto
Kiertoön -model and digital
solutions

Mission

An easy and meaningful digital networking platform

→ collaboration
→ mentoring

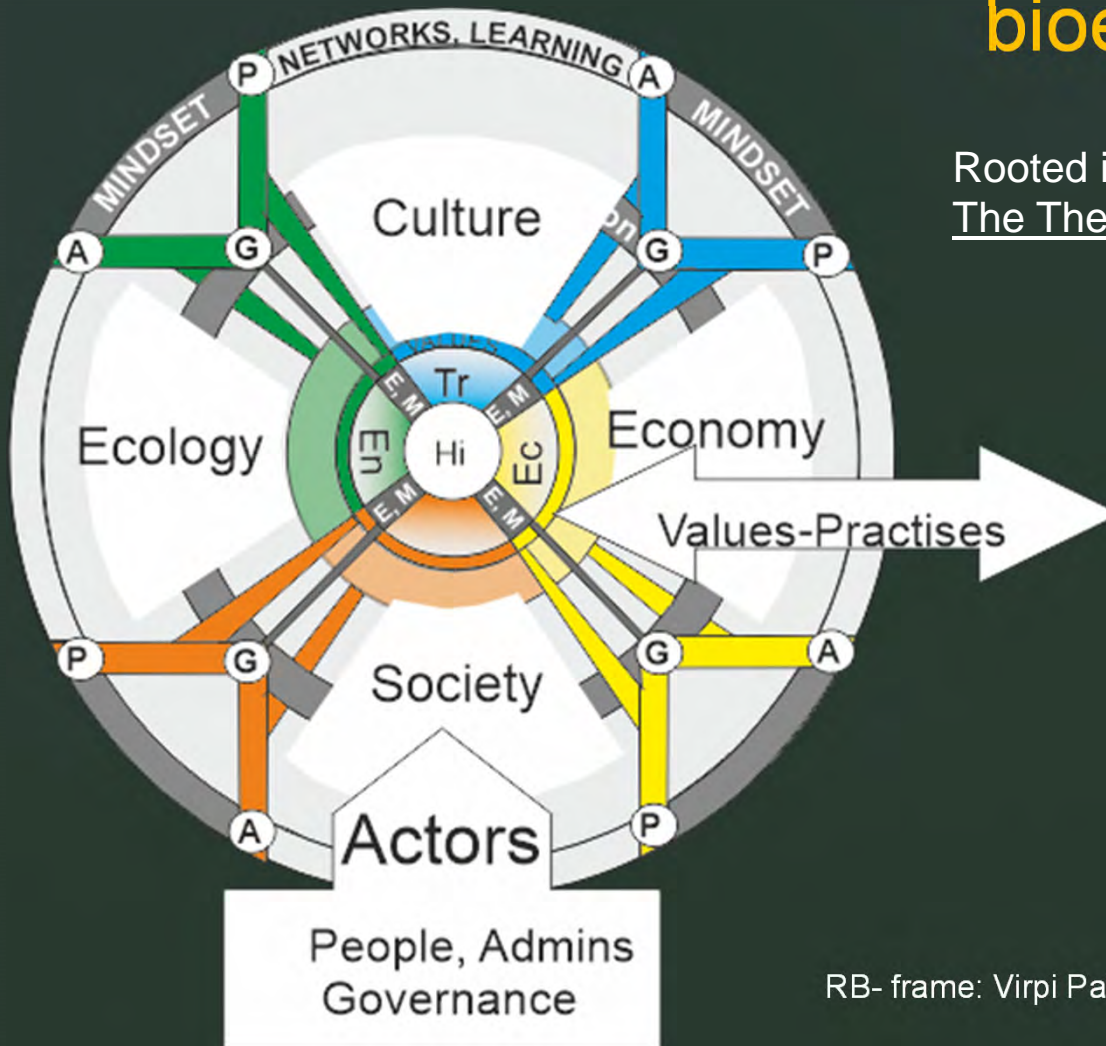
- helps people to get integrated in local social networks
- Provides research groups up-to-date information about critical issues and discussion topics in rural daily life.



Theory

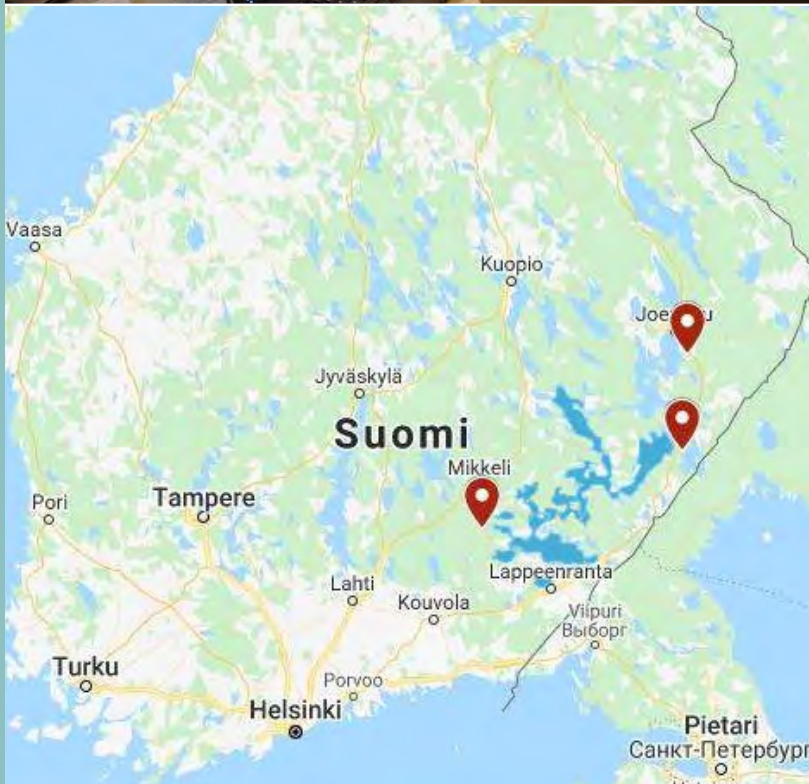
Multilevel and Multidimensional bioeconomy networks

Rooted in Habermas (1981):
The Theory of Communicative Action



Keywords:

- Social-Ecological Systems (SES)
- Sustainability
- Community resilience
- Digital Divide



Methodology

Literature review (Scoping review)

Change in rural food networks related to yellow, green and blue bioeconomy

Participatory observation and interviews

- Three locations in the Eastern Finland
- Key informant interviews in Kesälahti, Pyhäselkä and Suomenniemi to fill the research gap
- Digital Platform: *Porukan*



Case: Porukan.com

- Learning Platform
- Sales collaboration
- Marketing networks

Learning digital communication and sales methods

Working like a virus:

Joined capabilities are 'infecting' others in the group with new knowledge, thus multiplying the effect

Published



Maaseutumatkailun edellytykset ja yhteistoiminta osana biotaloutta

VIRPI PAKARINEN, IRMELI
MUSTALAHTI & HENNA KONU
S. 227-255

in *Matkailuliiketoimintaa teoriasta
käytäntöön.*

Edited by Henna Konu, Juho
Pesonen, Helen Reijonen
Vastapaino 2020, Tallinna ISBN
978-951-768-805-5

Concluding remarks

How green, yellow and blue bioeconomy networks have changed?

What is the meaning of increased digitalization for community resilience?

What is the role of young people in this change?



Thank You
for your
attention

Virpi.pakarinen@uef.fi

Habermas, Jurgen (1981): The Theory of Communicative Action

*Ostrom, E 2009. A general framework for analyzing sustainability of social-ecological systems; Science, 2009
– science.sciencemag.org*

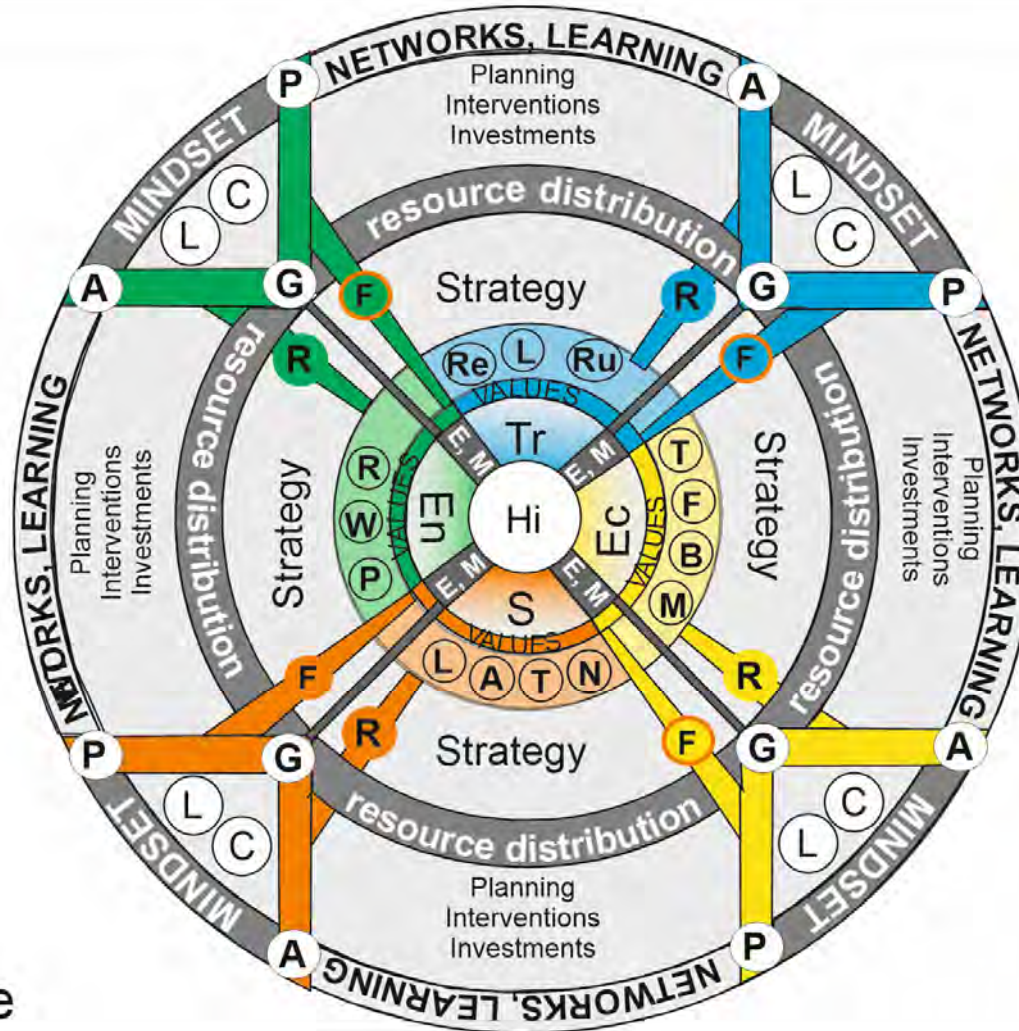
Magis, K 2009. Community resilience: An indicator of social sustainability; Society and Natural Resources, 2010 – Taylor & Francis

Pakarinen, Virpi, Mustalahti, Irmeli & Konu, Henna 2020. Matkailu osana Biotalous, in Matkailuliiketoimintaa teoriasta käytäntöön. Edit. Konu, Henna, Pesonen, Juho, Reijonen Helen. Vastapaino 2020

References

- P** People
- A** Actors
- G** Governance
- L** Leadership
- C** Collaboration
- R** Rules in use
- F** Feedback
- Hi** History
- E, M** Ethics, Moral

- Ec- Economy**
- T** Tourism
- F** Farm&Forest
- B** Business
- M** Money
- S- Society**
- L** Leadership
- A** Area
- T** Infrastructure
- N** Human Needs
- En- Environs**
- R** Resources
- W** Waste
- P** Processes
- Tr- Traditions/ Culture**
- Re** Religion
- L** Lifestyle-Traditions
- Ru** Rules



RB- Frame