

Palgrave Advances in Bioeconomy:
Economics and Policies

Series Editor

Justus Wesseler, Agricultural Economics and Rural Policy Group,
Wageningen University, Wageningen, Gelderland, The Netherlands

More information about this series at
<http://www.palgrave.com/gp/series/16141>

Rita Vilké · Dalia Vidickienė ·
Živilė Gedminaitė-Raudonė ·
Vitalija Simonaitytė · Erika Ribašauskienė

Rural Economic Developments and Social Movements

A New Paradigm

palgrave
macmillan

Rita Vilké
Lithuanian Centre for Social Sciences
Vilnius, Lithuania

Dalia Vidickienė
Lithuanian Centre for Social Sciences
Vilnius, Lithuania

Živilė Gedminaitė-Raudonė
Lithuanian Centre for Social Sciences
Vilnius, Lithuania

Vitalija Simonaitytė
Lithuanian Centre for Social Sciences
Vilnius, Lithuania

Erika Ribašauskienė
Lithuanian Centre for Social Sciences
Vilnius, Lithuania

ISSN 2524-5848

ISSN 2524-5856 (electronic)

Palgrave Advances in Bioeconomy: Economics and Policies

ISBN 978-3-030-71982-1

ISBN 978-3-030-71983-8 (eBook)

<https://doi.org/10.1007/978-3-030-71983-8>

© The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer
Nature Switzerland AG 2021

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Palgrave Macmillan imprint is published by the registered company Springer Nature Switzerland AG

The registered company address is: Gewerbstrasse 11, 6330 Cham, Switzerland

PRAISE FOR *RURAL ECONOMIC DEVELOPMENTS AND SOCIAL MOVEMENTS*

“Revolutions are born from the bottom up, growing in a small group of people to explode and change reality. It is the people, their charisma and ideas that change the established paradigms of development, and the role of good researchers is to capture these processes, name and document them, and lead us to consider their effects in the future. This is the case with this book, as it proves that social movements, which have been the subject of research for decades, are still an important part of how economies and societies change and progress. This very timely book is written from the perspective of experienced researchers and sensitive observers of rural change, and it is worth reading because it describes the processes that have brought about the green transformation and are now changing not only rural areas but the entire global economy.”

—Dr. Paweł Chmieliński, *President of the European Rural Development Network and Professor at the Institute of Rural and Agricultural Development, Polish Academy of Sciences*

“This monograph is a timely and significant call to take a new look at numbers of already matured and ongoing innovations in rural areas around the world. Authors of the book masterfully use the grounding of the social movements’ theory to the ongoing processes in rural areas, thus proposing a brand-new consideration of the rural paradigm shift. To disclose the reasoning behind the social movements, the monograph takes focus on actors of change and gets deeper into the context of

ongoing organized changes in rural areas, distinguishing between the industrial paradigm grounded rural social movements and new post-industrial change-focused rural social movements, putting them into the general context of European Union Common Agricultural Policy (CAP) and European Green Deal (EGD) principles. This monograph is based on a holistic approach. Systematic, evolutionary, and actor methodologies were used. Finally, in-depth illustrations of ongoing processes using multiple case studies of rural social movements significantly add to the existing body of knowledge in this field of science.”

—Prof. Dr. Maria Nijnik, *Principal Scientist of The James Hutton Institute, UK, Coordinator of H2020 SIMRA project “Social Innovation in marginalised rural areas”*

“The remarkable book, which applying a rich methodological apparatus of qualitative research step by step reveals the role of individual and territorial social capital for the post-industrial transformation of rural territories, it offers more questions than answers. The holistic approach used by authors simply does not allow to formulate unambiguous answers in the context of the investigated causes of genesis and impacts of (new) social movements on innovative, sustainable, and inclusive rural development. There does not exist only one generally valid and accepted model of explanation and assessment for changes induced by spatial redistribution of population, uneven diffusion of new types of knowledge and practical involvement of local actors with different interests and interpretations of rural development. Through tacit and/or explicitly formulated questions, the authors ‘play an exciting game’ that will delight anyone interested in a deeper understanding of the ongoing transformation of the European countryside.”

—Dr. Vladimír Székely, *senior researcher of Institute of Geography, Slovak Academy of Sciences*

CONTENTS

1	Introduction	1
	Rita Vilké	
	<i>References</i>	11
2	New Social Movements: Theories and Approaches	13
	Rita Vilké	
	2.1 <i>Theoretical Background of New Social Movements</i>	13
	2.2 <i>Attributes of New Social Movements</i>	25
	2.3 <i>Development Stages of Social Movements</i>	31
	<i>References</i>	37
3	Social Movements as Drivers of Paradigm Innovations in Rural Development	45
	Dalia Vidickienė	
	3.1 <i>Key Challenges to Rural Development Based on Post-industrial Paradigm</i>	45
	3.1.1 <i>Paradigm Innovation 1. Focusing on Non-technological Drivers of Development</i>	51
	3.1.2 <i>Paradigm Innovation 2. Transition to Service-Driven Business Model</i>	52
	3.1.3 <i>Paradigm Innovation 3. Building of Collaborative and Synergetic Effect Generating Relationships</i>	54

3.2	<i>New Stakeholders and Goals of Social Movements for Rural Development at the Beginning of the Twenty-First Century</i>	56
3.3	<i>Areas of Interest of Global Post-industrial Social Movements for Rural Development</i>	64
3.3.1	<i>Farmers/Nature Relationships</i>	66
3.3.2	<i>Consumer/Food Relationship</i>	68
3.3.3	<i>Farming Business/Customers Relationships</i>	70
3.3.4	<i>Rural/Urban Businesses Relationships</i>	73
3.3.5	<i>Relations with Neighbours</i>	75
3.3.6	<i>Peasantry/Society Relationships</i>	76
	<i>References</i>	80
4	Actors of New Rural Social Movements as Agents of Change	91
	Vitalija Simonaitytė	
4.1	<i>Rural Population as Agents of Rural Development</i>	91
4.2	<i>Urban Population as Agents of Rural Development Paradigm Shift</i>	101
	<i>References</i>	114
5	Rural Paradigm Shift and New Social Movements in the European Union	117
	Vitalija Simonaitytė and Erika Ribašauskienė	
5.1	<i>Common Agricultural Policy (CAP) and New Rural Developments Trends</i>	117
5.1.1	<i>Development of the Common Agricultural Policy (CAP)</i>	118
5.1.2	<i>Pillars of the Common Agricultural Policy (CAP), Their Motives and Objectives</i>	121
5.1.3	<i>Rural Development and Its New Trends</i>	123
5.2	<i>European Green Deal and New Rural Social Movements</i>	127
5.3	<i>Top-Down and Bottom-Up Actors in European Rural Areas</i>	139
	<i>References</i>	153

6 Industrial Rural Development Paradigm-Grounded Social Movements	159
Vitalija Simonaitytė, Rita Vilké, Erika Ribašauskienė, and Živilė Gedminaitė-Raudonė	
6.1 <i>Redistribution of Property</i>	159
6.1.1 <i>Property Rights and Landowners' Movements Around the World</i>	159
6.1.2 <i>Case Study 'Lithuanian Landowners' Union'</i>	160
6.2 <i>Redistribution of Social Power for Social Hierarchy Change</i>	166
6.2.1 <i>The Raise of Debate Regarding the Social Hierarchy Change Around the World</i>	166
6.2.2 <i>Case Study 'Lithuanian Family Farmers Union'</i>	167
6.3 <i>Redistribution of Added Value Between Farmers and Other Agents of Supply Chain</i>	175
6.3.1 <i>Associations of Agribusinesses in Europe</i>	175
6.3.2 <i>Case Study 'Lithuanian Association of Agricultural Companies'</i>	176
6.4 <i>Redistribution of Risk Between Farming as Livelihood and Other Sectors</i>	181
6.4.1 <i>International and Regional Farmers' Unions and Associations</i>	181
6.4.2 <i>Case Study 'Lithuanian Farmers' Union'</i>	183
6.5 <i>Redistribution of Economic Power by Collective Actions</i>	189
6.5.1 <i>Movement of Agricultural Cooperatives</i>	189
6.5.2 <i>Case Study 'Lithuanian Association of Agricultural Cooperatives' 'Kooperacijos Kelias'</i>	191
6.6 <i>New Role of Peasantry</i>	195
6.6.1 <i>The New Role of Peasantry and Food Sovereignty as Key Innovation Around the World</i>	195
6.6.2 <i>Case Study: Social Movement 'Lithuanian Rural Parliament'</i>	199
<i>References</i>	208

7	Industrial Rural Development Paradigm Shift-Focused Social Movements	211
	Živilė Gedminaitė-Raudonė and Vitalija Simonaitytė	
7.1	<i>New Forms of Agriculture for Changing Farmer/Nature Relationships</i>	211
7.1.1	<i>Movement of Agroecology Around the World</i>	211
7.1.2	<i>Case Study ‘Natural Agriculture’</i>	212
7.2	<i>New Quality of Food for Changing Customer/Food Relationships</i>	219
7.2.1	<i>Food and Consumers’ Movements Around the World</i>	219
7.2.2	<i>Case Study ‘Slow Food Alytus’</i>	220
7.3	<i>New Forms of Accessibility to Food for Consumers for Farmer-Customer Relationship Change</i>	225
7.3.1	<i>Local Food Movements</i>	225
7.3.2	<i>Case Study ‘Local Food Movement by Viva Sol’</i>	226
7.4	<i>New Livelihoods for Rural/Urban Businesses Relationships Change</i>	233
7.4.1	<i>Back-to-the-Land International Movements</i>	233
7.4.2	<i>Case Study ‘I Choose Countryside - Settlers and Similar Hipsters’</i>	234
7.5	<i>New Forms of Rural Lifestyle for Changing Relationship with Neighbors</i>	238
7.5.1	<i>Ecovillages Movements</i>	238
7.5.2	<i>Case Study ‘Lithuanian Network of Ecovillages and ‘Kin’s Domain’ Settlements’</i>	241
	<i>References</i>	245
8	Conclusions and Discussion: Rural Social Movements in the Context of Rural Development Paradigm Shift	249
	Rita Vilké and Dalia Vidickienė	
	<i>Reference</i>	256
	Index	257

ABOUT THE AUTHORS

Dr. Rita Vilké, Ph.D. in Social sciences (Management and Administration) is a principal researcher at the Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development. Her research interests are recently focused on the broad issue of corporate social responsibility in economically viable and sustainable agriculture and rural development, innovative approaches to collaboration and governance, value chains and modern management systems for agribusiness, as well as its impacts on regional and global sustainable development. Rita Vilké is an author and co-author of more than fifty scholarly articles, chapters of books, the reviewer/board/advisory board member of Emerald book series, referred international scientific journals and conferences. She holds expertise in the implementation of international scientific research and development projects. She participates in internships and exchange programmes (UK, Germany, Netherlands, Finland), international scientific conferences with presentations, moderate sections. She is a member of the global Social Responsibility Research Network, Eurasia Business and Economics Society, European Association of Environmental and Resource Economists, Lithuanian Young Scientists Organization.

Dr. Dalia Vidickienė, Ph.D. in Social sciences (Economics) is chief researcher at the Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development with forty years of research experience in economics and management. Her main interest centres on rural

development and regional innovation policy, strategic management and business models. She has a long time experience in the management and coordination of international research and development projects of different EU programmes (FP6, INTERREG, PHARE, Leonardo da Vinci). Currently, she is focusing on research topics dealing with paradigm innovations in rural and regional development caused by the shift into post-industrial servitized and knowledge-based economic system.

Živilė Gedminaitė-Raudonė, Ph.D. in Social sciences (Economics) is a principal researcher at the Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development. The main research focus is sustainable regional and rural development, climate change, circular economy, innovation ecosystems, and transformative tourism, among others. Živilė Gedminaitė-Raudonė is an author and co-author of more than forty scholarly articles, chapters of books. She has rich experience in management and coordination of many international research and development projects of different international, the EU and national programmes focusing on new knowledge creation using co-creation and cooperation principles. She actively participates in internships and exchange programmes (Italy, Belgium, Ireland), international scientific conferences with presentations, moderate sections. She is a member of the global Social Responsibility Research Network, European Rural Development Network, Eurasia Business and Economics Society.

Vitalija Simonaitytė, Ph.D. in Social sciences (Political sciences) is a researcher at the Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development. Her recent research focus is sustainable regional and rural development policy, interest groups, and political parties, local and regional actors. She is an author and co-author of publications in various scientific journals and research studies, also she participates in international scientific conferences (ECPR, CEPISA) and international research projects (Comparative Interest Groups Survey, CIGS; European Social Survey, ESS). She has experience in management and coordination of rural policy planning and implementation. Currently, she is implementing the EU common agricultural policy planning at a national level in the field of agricultural knowledge and innovation systems (AKIS).

Erika Ribašauskienė Master in Social sciences (Management) is a researcher at Lithuanian Centre for Social Sciences, Institute of

Economics and Rural Development. Her research recent focus is sustainable regional and rural development practices, local and regional stakeholders, rural crafts and business models. She is an author and co-author of publications in various scientific journals, research studies and books. She has experience in management and coordination of rural policy planning and implementation in many areas of rural development. Currently, she is implementing the EU common agricultural policy planning at a national level in the fields of social welfare and economic development in rural regions.

ABBREVIATIONS

AIC	Agricultural Industries Confederation
ARC	Agricultural and Rural Convention
CAP	Common Agricultural Policy
CELCAA	European Liaison Committee for Agricultural and Agri-Food Trade
CLLD	Community-Led Local Development
COGECA	General Committee for Agricultural Cooperation in the European Union
COPA	Committee of Professional Agricultural Organizations
COPA-COGECA	Joint Organization of Committee of Professional Agricultural Organizations and General Committee for Agricultural Cooperation in the European Union
EC	European Commission
ECOVAST	European Council for the Village and Small Town
EGD	European Green Deal
EIP	European Innovations Partnerships
ELARD	European LEADER Association for Rural Development
ELO	European Landowners' Organization
ENRD	European Network for Rural Development
ERCA	European Rural Community Alliance
ERDN	European Rural Development Network
ERP	European Rural
ESIN	European Small Islands Federation
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GEN	The Global Ecovillage Network

GMO	Genetically Modified Organisms
ITMN	Indigenous Terra Madre Network
LAG	Local Actions Group
LAG Network	Local Action Group Network
LEADER	(in French: ‘Liaison Entre Actions de Développement de l’Économie Rurale’; in English: ‘Links between activities for the development of rural economy’)—EU support scheme for the rural economy through local leaders.
LFFU	Lithuanian Family Farmers’ Union
LFU	Lithuanian Farmers’ Union
LRP	Lithuanian Rural Parliament
LURC	Lithuanian Union of Rural Communities
LVC	La Via Campesina International Peasants’ Movement
NGO	Non-governmental Organization
NRN	National Rural Network
NSM	New Social Movement
OECD	Organization for Economic Co-operation and Development
RDP	Rural Development Programme
SDG	United Nations Sustainable Development Goals
SFYN	Slow Food Youth Network
UIPI	International Union of Property Owners
UNFCCC	United Nations Framework Convention on the Climate Change
URGENCI	Community-Supported Agriculture and Forum Synergies platform
WFO	World Farmers’ Organization
WTO	World Trade Organization

LIST OF FIGURES

Fig. 2.1	Lifecycle stages of social movement development (<i>Source</i> Elaborated by author, using Inglehart [1990], Buechler [1993], Crozat et al. [1997], and Tilly and Wood [2015])	31
Fig. 3.1	Framework for post-industrial rural development paradigm building (<i>Source</i> Created by author)	55
Fig. 3.2	Key aspects of change in post-industrial rural development paradigm by the prism of relationships supported by global social movements (<i>Source</i> Created by author)	66
Fig. 4.1	Changing goals and effects of agriculture in industrial and post-industrial agriculture (<i>Source</i> Developed by authors based on Van der Ploeg and D. Roep [2003])	94
Fig. 4.2	Changing customers' goals and effects in industrial and post-industrial rural development (<i>Source</i> Developed by authors based on Van der Ploeg and D. Roep [2003])	105
Fig. 4.3	Changing urban residents' goals and effects in industrial and post-industrial rural development (<i>Source</i> Developed by authors based on Van der Ploeg and D. Roep [2003])	107
Fig. 4.4	Changing urban and rural settlements' goals and effects in industrial and post-industrial rural development (<i>Source</i> Developed by authors based on Van der Ploeg and D. Roep [2003])	112
Fig. 5.1	European Green Deal background in Europe	131
Fig. 5.2	Europeans' attitudes towards climate change (<i>Source</i> Special Eurobarometer 490, Report. Climate Change [2019])	135

Fig. 5.3	<p>Greens in European Parliament 1979–2019 (<i>Note</i> 2024–1999 Greens/EFA—Group of the Greens/European Free Alliance; 1999–1989 The Green Group in the European Parliament; 1989–1984 Rainbow Group [Federation of the Green-Alternative European Links, Agelev-Ecolo, the Danish People’s Movement against Membership of the European Community and the European Free Alliance in the European Parliament] Greens held 11 seats in EP; 1984–1979 no Greens group in European Parliament. <i>Source</i> European Elections Results. https://www.europarl.europa.eu/about-parliament/en/in-the-past/previous-elections)</p>	136
Fig. 5.4	<p>Historical development of environmental policies in EU treaties until EGD (<i>Source</i> EU Treaties and Gerhards and Lengfeld [2008, p. 4])</p>	137
Fig. 6.1	<p>1. Lithuanian farmers’ holdings by total area in 2020 (<i>Source</i> Agricultural Information and Rural Business Center [2020])</p>	169

LIST OF TABLES

Table 1.1	Case study framework and questionnaire	7
Table 3.1	General trends in activities of the global social movements for rural development	79
Table 5.1	Development of the Common Agricultural Policy (CAP)	120
Table 5.2	The evolution of the concept of rural development implemented within the framework of the EU Common Agricultural Policy (CAP)	124
Table 5.3	‘A Better Life in Rural Areas’—Policy Orientations	126
Table 5.4	EGD goals, targets and future strategies	128
Table 5.5	Main characteristics and attributes of LEADER approach	141
Table 5.6	European Rural Community Alliance’s roles	145
Table 6.1	1 Role of agricultural cooperatives by COPA and COGECA	191
Table 7.1	Key facts of agroecology by FAO	213
Table 7.2	Main reasons to consume local food	227