

The Future of Rural Expertise

Philip Lowe and Jeremy Phillipson



We are all Experts



We are all Experts



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We are all Experts



We are all Experts



Science and Expertise



Science and Expertise

- Too much emphasis on science
- Not enough on expertise

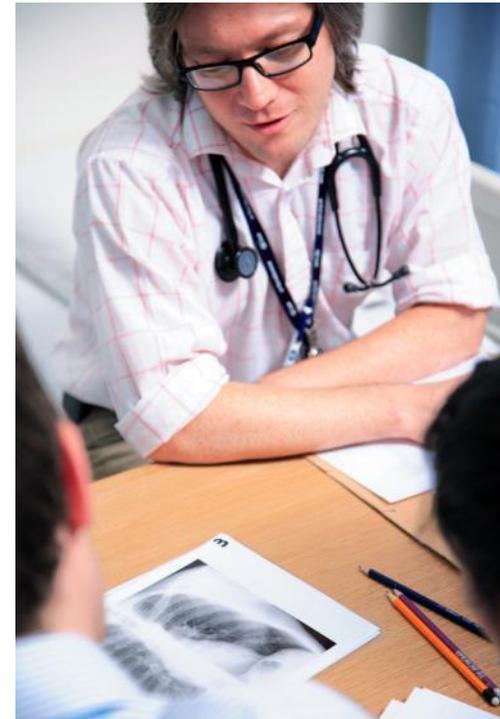


Science and Expertise

Science tells us



Experts advise us ...



Science and Expertise



Photo courtesy of website Farming in Welney in the old days.
More info at www.welney.org.uk

Models of Rural Development

	Top down development
Key principle	Economies of scale & concentration
Dynamic force	Urban growth poles
Functions of rural areas	Food & primary products for expanding urban economies
Major rural dev problems	Low productivity & peripherality
Focus of rural development	Agricultural modernisation; encourage labour & capital mobility

Models of Rural Development

	Top down development	Bottom up development
Key principle	Economies of scale & concentration	Harnessing local (natural, human & cultural) resources for sustainable development
Dynamic force	Urban growth poles	Local initiative & enterprise
Functions of rural areas	Food & primary products for expanding urban economies	Diverse service economies
Major rural dev problems	Low productivity & peripherality	Limited capacity of areas/groups to participate in economic activity
Focus of rural development	Agricultural Modernisation; encourage labour & capital mobility	Capacity-building (skills, institutions, infrastructure); overcoming exclusion

Models of Rural Development

- OECD (2006) *The New Rural Paradigm: Policies and Governance*. Paris: OECD

 Australia	 Austria	 Korea	 Luxembourg
 Belgium	 Canada	 Mexico	 Netherlands
 Chile	 Czech Republic	 New Zealand	 Norway
 Denmark	 Finland	 Poland	 Portugal
 France	 Germany	 Slovak Republic	 Spain
 Greece	 Hungary	 Sweden	 Switzerland
 Iceland	 Ireland	 Turkey	 United Kingdom
 Italy	 Japan	 United States	 European Community

Models of Rural Development

Networked Development

- Development based on local resources and local participation can be animated from either within the local area through local agents; or through external connections from the involvement additionally of local/global gatekeepers
 - Local agents: households, private enterprise, community organisations, producer cooperatives, informal local networks, area based partnerships
 - Local/Global agents: regional development agencies, NGOs, national and international companies, trans-local alliances, universities, research institutions, professional associations



Models of Rural Development

- **Vernacular Expertise:**
 - expertise in place
 - expertise that local agents have about their locality, how it works and how it relates to the wider world.
 - expertise that is “home-grown” and useful in an everyday context and nourished by outside sources.
 - enhanced through expertise exchange



Models of Rural Development

Networked Development: Circuits of Knowledge and Expertise

- Reworking the relationship between science and expertise: from knowledge transfer to expertise exchange
- Recognising the vernacular expertise of rural professionals
- Enhancing vernacular expertise capacity



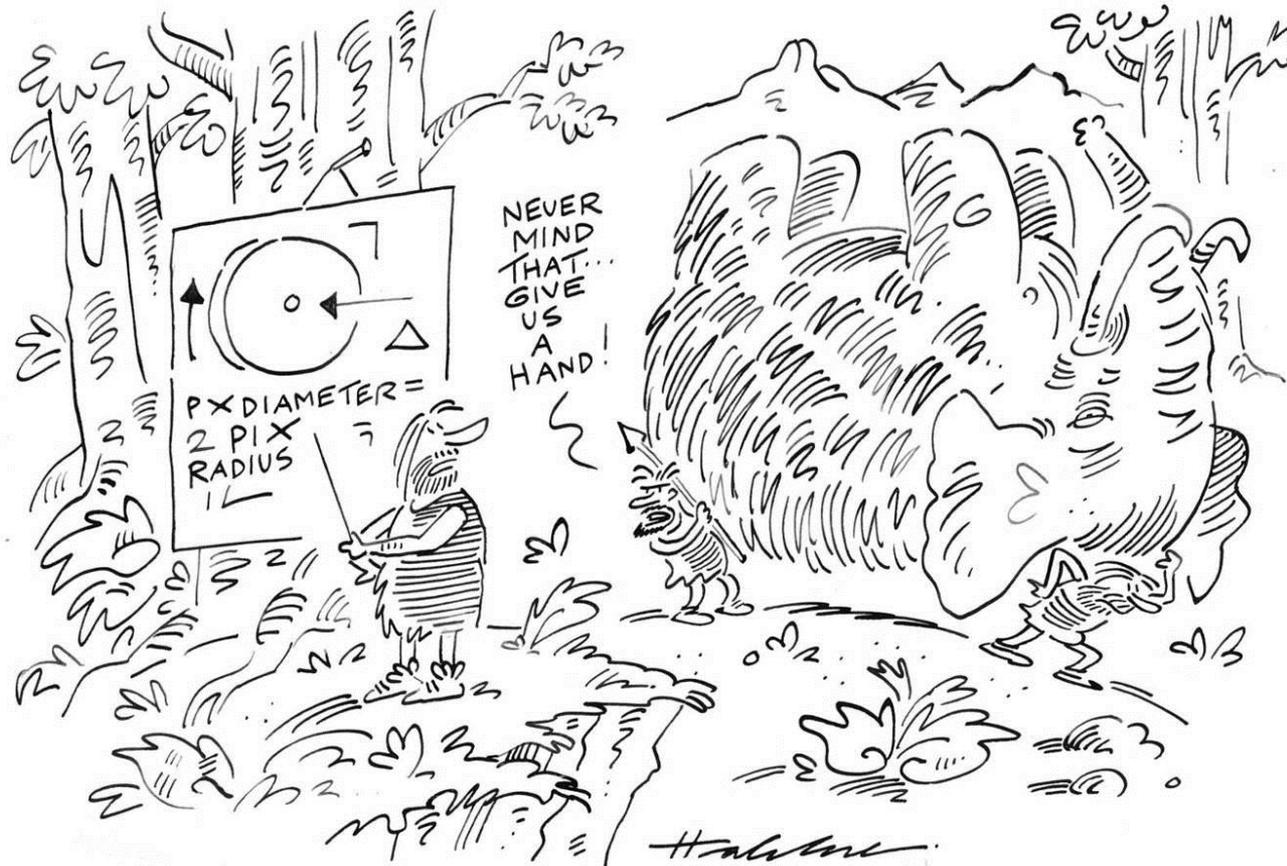
Reworking the Relationship between Science and Expertise

From Knowledge Transfer to Expertise Exchange



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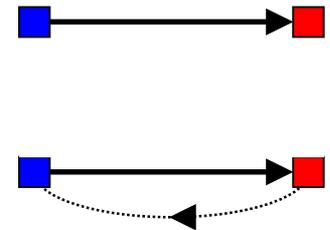


Reworking the Relationship between Science and Expertise

From Knowledge Transfer to Expertise Exchange



Knowledge producers Knowledge users

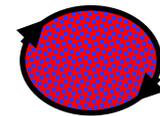
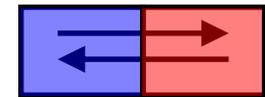


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From Knowledge Transfer to Expertise Exchange



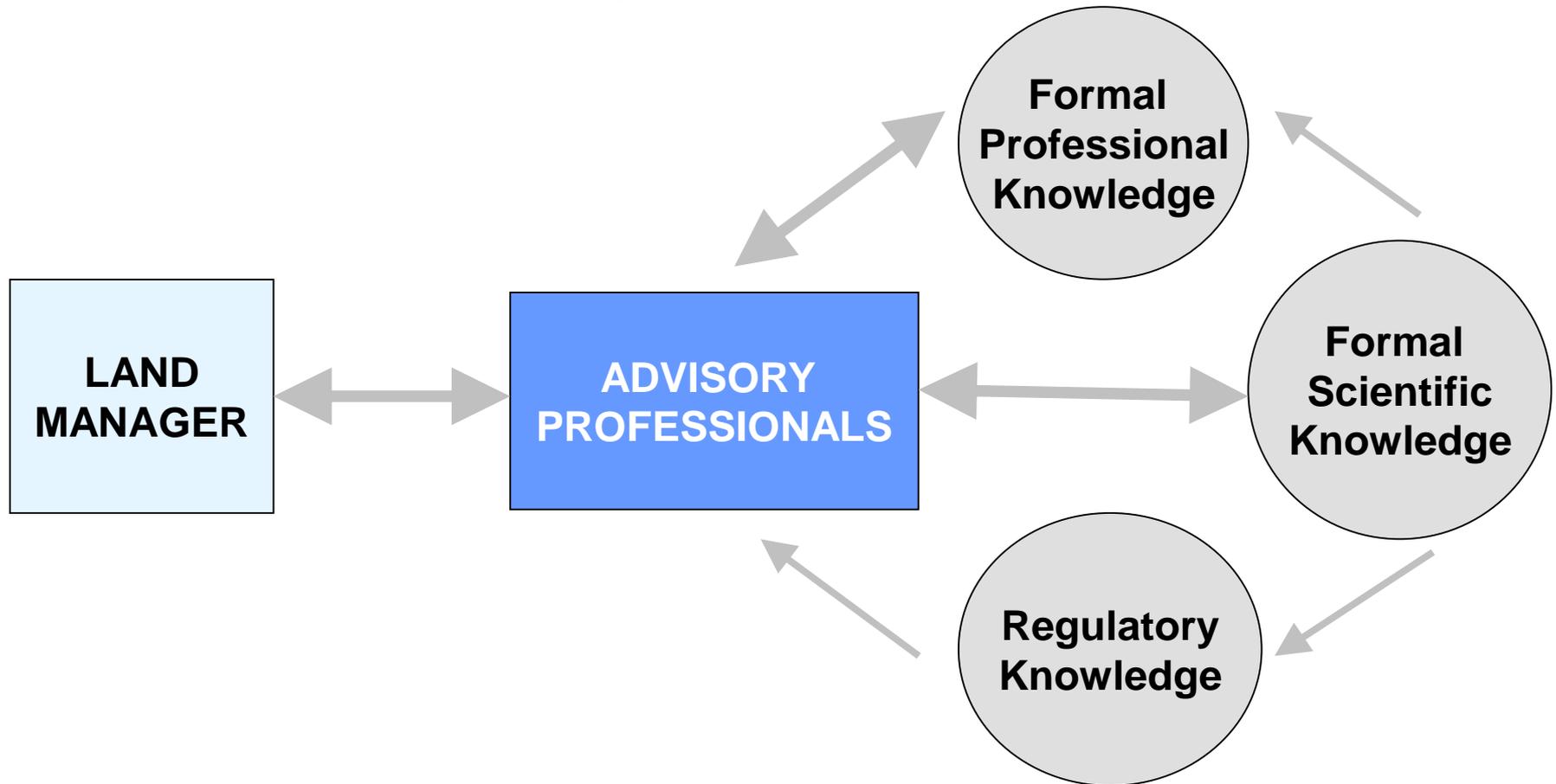
Knowledge producers Knowledge users



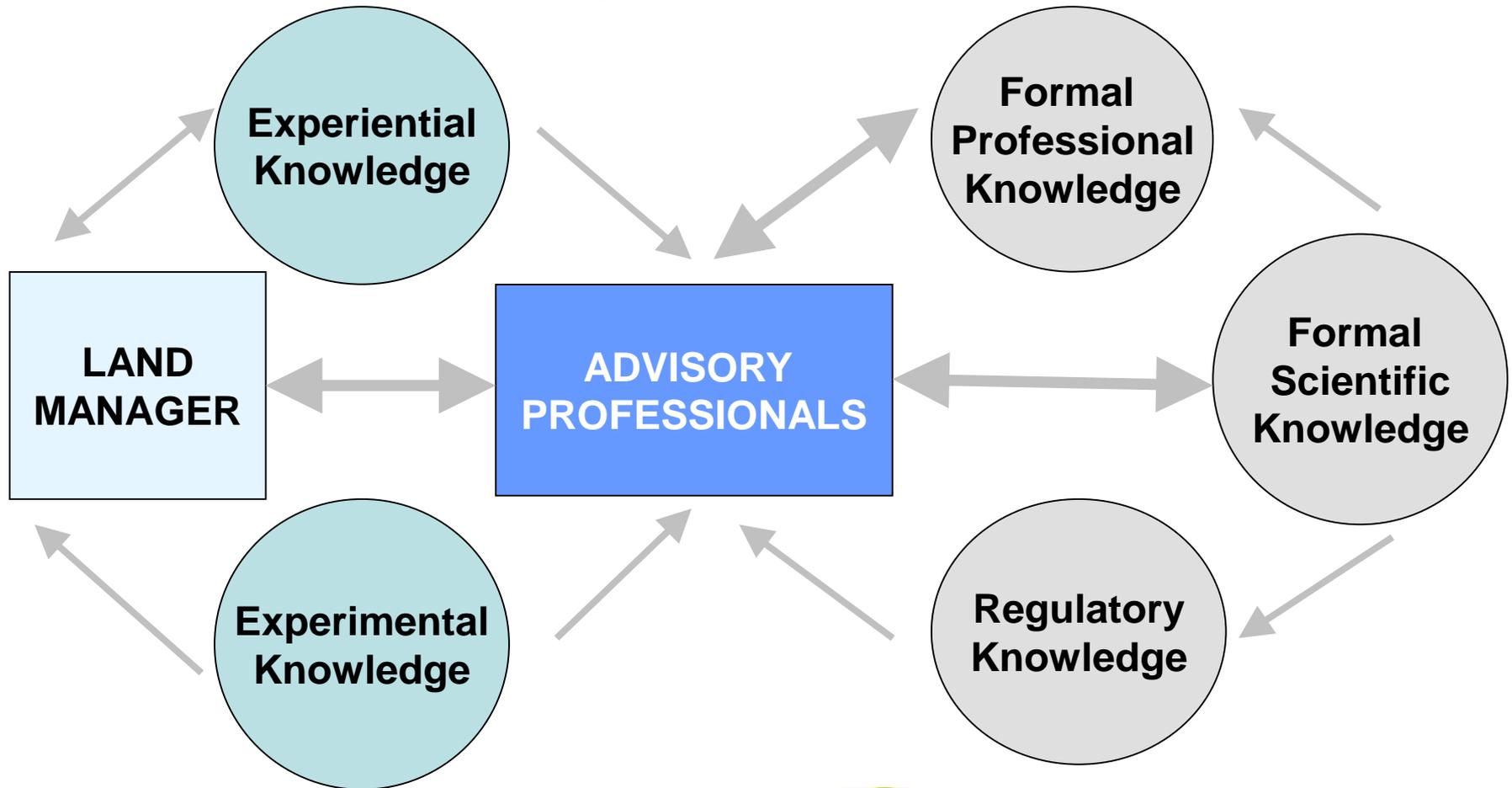
The Vernacular Expertise of Rural Advisory Professionals



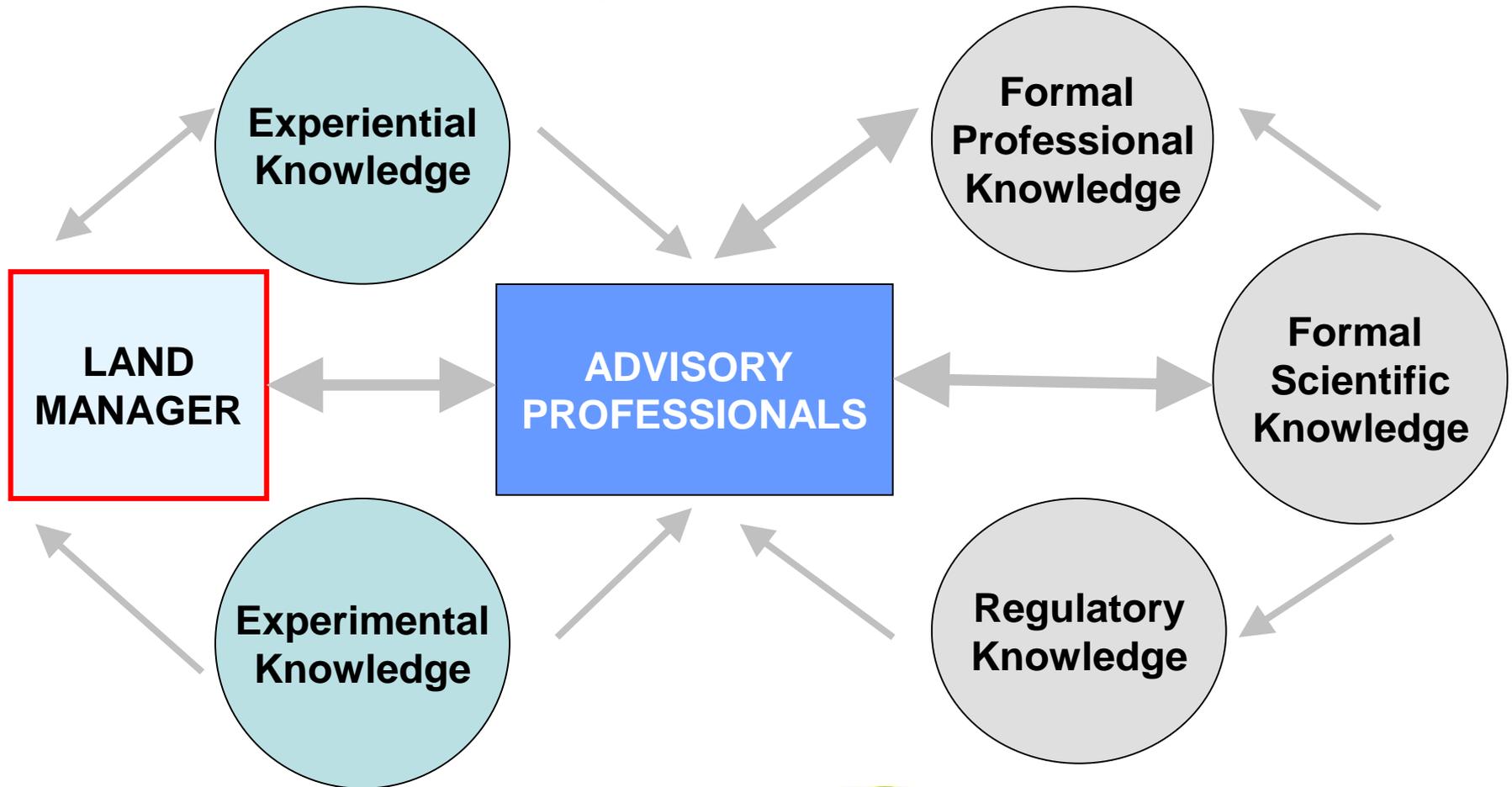
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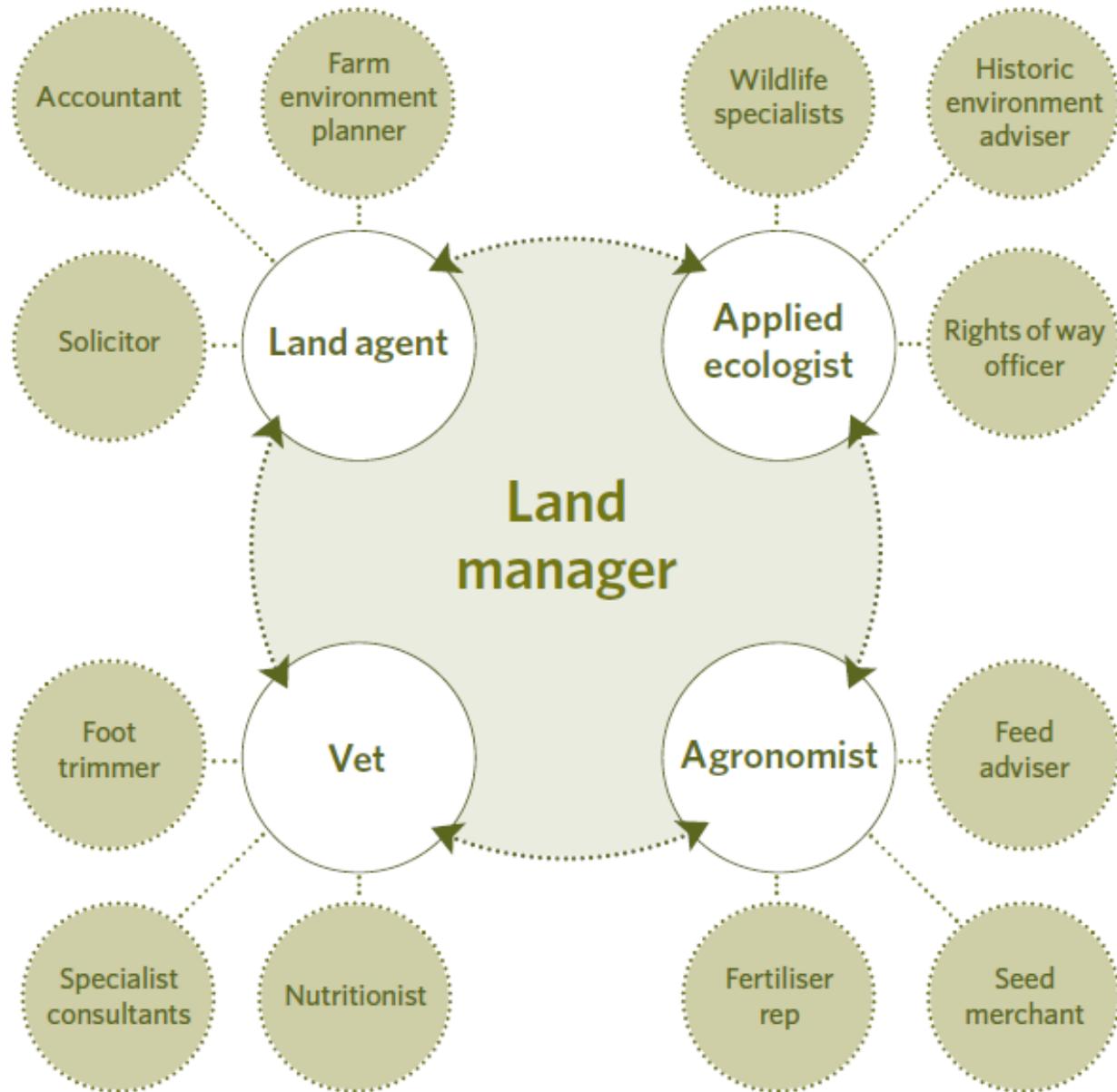
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The Vernacular Expertise of Rural Advisory Professionals

It would be fair to say that many of the most innovative and expert, and people with the best reputations, particularly in production animal activities are not necessarily in universities now; are in the field itself and are therefore colleagues in practice. (veterinary scientist)

I know that every single thing you do in practice is based on research because without that it would be hearsay, it would be hocus pocus. (research director)

We're collecting data from veterinarians in the field to analyse, to give us the indications of that disease prevalence etc. The issue coming back over and over again... is that this isn't going to be very valid data, because it has been collected by veterinarians in the field and therefore... it will have been collected by non-experts. (veterinary scientist)

Enhancing Vernacular Expertise Capacity

- Joint-production of knowledge and expertise (e.g. Relu)
- Capacity building for expertise exchange (e.g. NRN, Landbridge)
- Equipping vernacular expertise with research tools (e.g. participatory flood models)



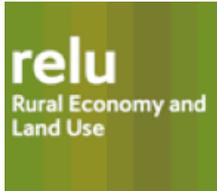
Enhancing Vernacular Expertise Capacity



Building joint-production of expertise into a research programme

- Rural Economy and Land Use Programme 2003-13
- £25 million interdisciplinary research programme
- Comprehensive stakeholder engagement a primary objective
- Over 4000 stakeholders involved across its 90 research projects

Enhancing Vernacular Expertise Capacity



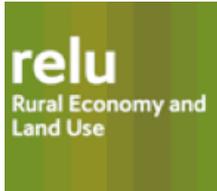
Building joint-production of expertise into a research programme

Principles of expertise exchange:

1. Engagement of stakeholders throughout as active partners in research
2. An inclusive notion of stakeholders



Enhancing Vernacular Expertise Capacity

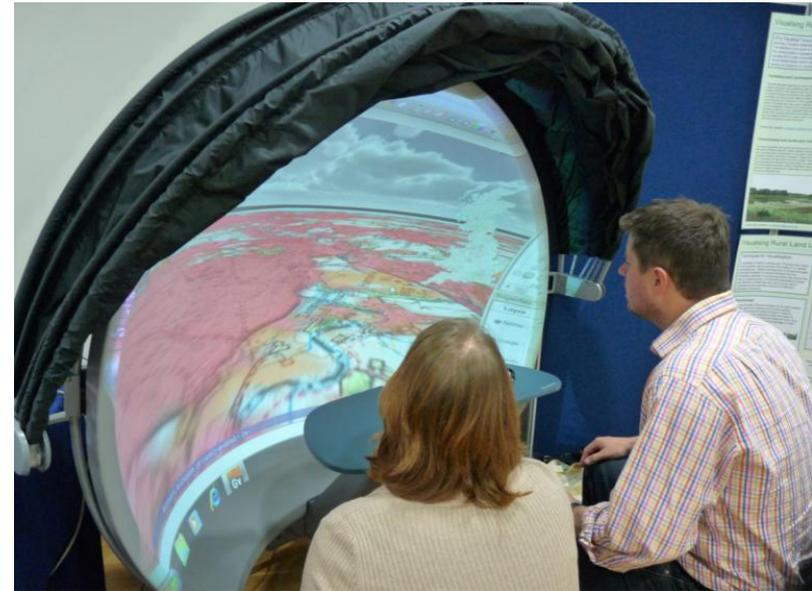


Building joint-production of expertise into a research programme

Principles of expertise exchange:

3. Acknowledgement that expertise exchange can occur at any stage in a project, through multiple channels and in different directions

4. Reciprocal exchange between scientists and stakeholders



Enhancing Vernacular Expertise Capacity



Creating networks for expertise exchange



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Useful Links

- [Northern Rural Network](#)
- [Rural Economy and Land Use Programme](#)
- [Rural Business Survey](#)
- [Landbridge](#)
- [CRE Twitter](#)
- [CRE Staff Blog](#)
- [What people say about CRE](#)

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Read the latest news about what CRE staff are doing in their regular [blog](#).

Latest News

Enhancing Vernacular Expertise Capacity

Creating networks for expertise exchange

*Northern
Rural
Network*

“it feeds into the kind of policy positions that I promote as a policy officer“

NGO Officer

“During Foot and Mouth it gave support to people to share ideas and solutions“

Consultant

“it does give you a different perspective on things. There’s the academic thinking behind the arguments”

Local Practitioner

“The seminars are particularly good at challenging thinking about rural development”.

National Official



Enhancing Vernacular Expertise Capacity

Creating networks for expertise exchange

landbridge:
A knowledge exchange network
for rural professionals

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Welcome to landbridge

A knowledge exchange network
for researchers and rural
professionals who advise
farming and land businesses

Latest News

Agri-tech winners

The names of the 15 Agri-Tech Catalyst Award winning projects have been announced. In this first round of the competition, the winning projects will receive a

"The more knowledge you share,
the more you will benefit in return"

Mike Butcher, Agronomist and Landbridge member

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Enhancing Vernacular Expertise Capacity

Equipping
vernacular
expertise with
research tools

*Participatory
models*



To Conclude: Managing the Expert/Inexpert Interface

What makes an effective expert?

- How to deal with inexperts?
- How to deal with other experts? (or how to be an *expert inexpert*)

