

# Living in the ruins?

conditions for sustainable  
development in former single  
industry communities

# WHO?

Maria Vallström, PhD Ethnology

R&D Söderhamn/Swedish university of  
agricultural sciences, Uppsala

# When reality doesn't correspond to the map

social and cultural conditions for  
sustainable development in rural  
areas

# WHERE?



# Former single industry communities

- Built around an industry, usually one large employer
- Built to be modern, or urban
- Oversized countryside today

# HOW?

- Getting involved in local communities
  - Initiating projects
  - Participating in meetings and seminars
  - Meeting people, policymakers, troublemakers, politicians etc

# Interactive research method

- Research circles, on "Bruksanda"
- Interviews and photo: portraits
- Field notes, participating participation (!)
- Feedback and readings
- Repetition and recognition
- Co-writing

# WHAT???

Sustainability – economical, ecological, social and – cultural?

Cultural aspect of sustainability = the cultural regulations of all three "pillars": conditions

Focus on social sustainability



# WHAT

are these cultural regulations concerning former single industry communities?

1. How does the distribution or production of *value* occur today?

2. How could it be tomorrow?

# 1. Production of value today: centre/periphery

The relation of centre/periphery:

- Culture Nature
- Civilization Primitive
- Sense Sensibility
- Male Female
- Future History
- Development Stagnation



# 1. Production of value today: mapping

- Example ecology: Wind power stations
- Example economy: Entrepreneurship
- Example social: Art projects

# 1. Production of value today: mapping

Re-defining place by

Overlooking the local

Making a distance

between

subject and object

actor and audience

# 1. Production of value today: Audience

The use of an audience in centre/periphery relations:

## **Audience as servants**

Feeding urban dreamers with:

cultural heritage

leisure

food

# 1. Production of value today: Audience

## **Audience as imitators – mirroring Us**

Producing

Attention

Admiration

Attempts

The idea of "Not quite"

"Time lag"

Displacement

# 1. Production of value today: Audience

## **Audience as acknowledgement**

descriptions of the "abandoned land"

country noir

black poetry (Per Marku Ristilammi)

Consequences for

Self-confidence

Acknowledgement of resources



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# From the site Rusty Sweden



## 2. Production of value tomorrow?

Answers to stigmatizing descriptions:

”your playground is our history”

”like having a wet towel thrown into your face”

”it is inculcated that Hofors is a little ”hole”. It is both ourselves and the ones who doesn’t live here that got that image of Hofors and I don’t really know why /.../ The question is if it’s not a thing *becoming a truth* in a way. But I’m not ashamed in any way coming from Hofors”

## 2. Production of value tomorrow?

Releasing of other stories

of "tricking the factory owner"

of being a school dropout and proud of it

of resistance and political movements

of people, places, moments shared

of cooperation and helping

But also of

exclusion and otherness



## 2. Production of value tomorrow?



## 2. Production of value tomorrow?

Cultural regulations of the former single industry community need to be recognised, by

Legitimizing local knowledge

Recognition of important individuals, places, events

Supporting memory – storytelling and exhibitions

## 2. Production of value tomorrow?

The potential for sustainable development could also benefit from:

Legitimation of cooperation, experience of Legitimation and support of meetingplaces and "commons"

Acknowledgement of the value of helping, of mutual support and safety in the local  
-and the need to expand it...

# Conclusion

We need to analyze the relation between center and periphery today, to reveal power relations by looking at the distribution of value

We need to acknowledge potentials and dangers in (former single industry) communities by acknowledging the importance of place