Rural Development Beyond Jobs: A Comprehensive Wealth Approach

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Places Where People Want to Live

Think first about people

Then place

Place is where we want to be, where we want to live





Building Sustainable Places

- What our communities mean to the residents of those places
- Wealth that is sustained by people living there
- Accumulating and sustaining assets, in many forms







What is Wealth?

For people:

People understand that their individual well-being is not solely supported by their income or assets, but is enhanced by their family & friends, their community, their health, and their environment. Taken all together, this is what constitutes a person's "wealth" broadly defined.





What is Wealth?

For Communities:

Financial wealth alone does not create community well-being and a high quality of life for residents. Non-economic factors, such as the beauty of a mountain, strong schools, community culture and history, or the strong social networks in a community, also make up its wealth and contribute to quality of life.





Force Our Thinking and Action Into ...

- A definition of community wealth that is comprehensive, multi-faceted
- A development strategy focused on what makes community a vibrant, viable, attractive place to live
- Building off of the assets present in a community
- Building the stock of capitals in a community through strategies that both retain assets locally (net flows) and that use one capital to build others



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The Comprehensive Rural Wealth Framework (CRWF)





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Physical Capital

Stock of "built" capital

Includes buildings, roads, bridges, telecommunications

Think Infrastructure







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Financial Capital

Money and other liquid financial assets such as stock, bonds

Net of financial liabilities

Assets that can be converted into money

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Education

Skills and talents

Health status

Human Capital

Productive capability of a population



Intellectual Capital

Human knowledge, innovation, and ideas

Embedded throughout a community, different from being embedded in individuals

Intellectual property such as patents and copyrights, as well as "common knowledge" – think the heritage of a community



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Political Capital

Stock of influence, power and goodwill

Held by individuals, groups, and organizations

Can be used to achieve specific goals





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Natural Capital

Resources provided by Mother Nature

Clean water, clean air, natural landscapes, forests, wildlife

How we define place based on the natural capital





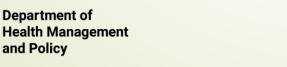
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Social Capital

Stock of trust, relationships, and networks

Can be held by individuals or groups and organizations

Another element in how we all define place



and Policy



Cultural Capital

Practices, values, and sense of identify embedded in a society

Examples include works of art, architecture, places of cultural significance

Includes beliefs, traditions, and practices that distinguish and identify groups of people and their values and identity



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Foundations for ACTION

- Quality of life is economic development
- Development begins with the current community assets
- Wealth is interconnected across capitals

Decisions have short-term and long-term impacts



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ACTION

- Focus on assets and build on strongest capitals to create resilient and sustainable community
- Identify and emphasize synergy across capitals
- Pay heed to distribution of assets across households, groups, and organizations in the community – e.g., concentrating political capital (intentionally or unintentionally) has less benefit that making a broadly held community asset





ACTION

- The stock of assets depends on how assets are used – is there flow into stock? Most if not all flows out? Are assets used in ways that benefit others in the community?
- Collective action and governance play major roles in wealth creation and retention – generator of human capital including education, health care services
- Assets may be owned locally or by outside entities

 makes a difference in synergy across capitals



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Rewards for Hard Work

- Challenging to think in this framework
- Even more challenging to act and measure progress

The reward is sustainable rural place that attracts people, who attract additional investments





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