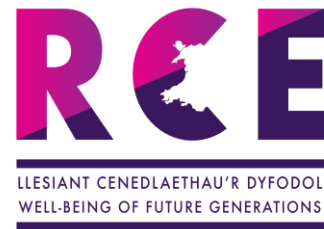


# Social Innovation Research Group



## 1st Annual Symposium

Wednesday 24<sup>th</sup> January 2024

Aberystwyth University (and online)

## Symposium proceedings

## **Editorial**

Welcome to the first annual Social Innovation Research Group (SIRG) and Regional Centres of Expertise (Cymru) Resilient Communities Symposium held at Aberystwyth University. We are delighted to welcome presenters and symposium delegates from across the university.

The symposium has the following objectives:

- To share research outputs which support social innovation practitioners and/or academic researchers in their work.
- To contribute to an evidence-based research culture, in particular to use the symposium to develop potential REF case studies
- To provide opportunities for research active staff and students to share their research, receive feedback and contribute to the culture of research at the University.
- To support the development of research outputs which meet the requirements of the University's Research Excellence Framework submission.

The papers delivered at this year's symposium consider a wide variety of subject matter from residential dynamics and community sustainability in Mürzzuschlag, to the regeneration of Llanidloes, and from the role of relational values in biodiversity offsetting and ecosystem valuation frameworks, to the post-pandemic holiday let economy in West Wales and its effect on the tourism sector.

Symposium proceedings

Editor: Dr Lyndon Murphy

January 2024

## Contents

<b>Abstracts</b> (alphabetical order, author surname)	<b>Page number</b>
<b>Building a Regenerative Economy</b> Sophie Bennett-Gillison (Aberystwyth University, <a href="mailto:sob@aber.ac.uk">sob@aber.ac.uk</a> ) and Bronwen Raine (Antur Cymru)	3
<b>Regeneration of Llanidloes</b> Julie Jones (Aberystwyth University) <a href="mailto:jum1@aber.ac.uk">jum1@aber.ac.uk</a>	3
<b>Ten principles for a new economics in a time of global crises</b> Jasper O. Kenter et al <a href="mailto:mail@jasperkenter.com">mail@jasperkenter.com</a>	4
<b>Post-pandemic holiday let economy in West Wales and its effect on the tourism sector</b> Maria Plotnikova ( <a href="mailto:map26@aber.ac.uk">map26@aber.ac.uk</a> ), Mandy Talbot and Andrew Slaven (all Aberystwyth University)	5
<b>An Introduction to the 'Styrian Community Development Outreach Team'</b> Aryan Salhenegger-Niamir	6
<b>Residential Dynamics and Community Sustainability in Mürzzuschlag: Strategies for Attraction and Retention</b> Aryan Salhenegger-Niamir and Katrin Salhenegger-Niamir	6
<b>The role of relational values in biodiversity offsetting and ecosystem valuation frameworks.</b> Andrew Slaven (Aberystwyth University) <a href="mailto:ans116@aber.ac.uk">ans116@aber.ac.uk</a>	7
<b>What if food could build biodiversity and tackle climate change?</b> Heledd Wyn, film maker: <a href="mailto:heledd@heleddwyn.co.uk">heledd@heleddwyn.co.uk</a>	8

## Abstracts

### **Building a Regenerative Economy**

Sophie Bennett-Gillison (Aberystwyth University) and Bronwen Raine (Antur Cymru)

**Keywords:** Regenerative Economy, Community, Growth,

#### **Abstract**

This presentation is a work in progress summary of the 'Building a Regenerative Economy' Thematic Group and associated stakeholders, which forms part of the Rural Wales Local Policy and Innovation Partnership (LPIP) project led by Aberystwyth and Bangor University. This LPIP project involves academic researchers, public bodies, and private and third sector stakeholders to consider the challenges of building a regenerative economy in rural areas of Wales, focusing initially on areas including Corwen, Newtown, Trawsfynydd, northern Ceredigion and north-west Pembrokeshire.

Four key areas to achieving a regenerative economy were identified in the initial thematic group meetings, involving academic and business support members, these were: the role of the Foundational Economy, opportunities and challenges of inward and Outward Migration, the perception of Growth in Wales and the importance of creating Entrepreneurial Ecosystems. To consider the challenges facing the business community in rural areas of Wales further discussions were undertaken at the Growth, Rural Resilience and Innovation Network (GRRaIN) Business Conference 2023, where business delegates were asked about the biggest challenges they face, what support is currently available and what strategies have they employed to address these challenges.

Initial conclusions from these exploratory discussions indicate that building a regenerative economy requires a better balance between essential services, social infrastructure and business growth, with many businesses currently lacking skills and personnel needed to progress, possibly due to outward migration. There is also a need to better understand the concept of growth, which does not always mean business expansion.

### **Regeneration of Llanidloes**

Dr Julie Jones (Aberystwyth University)

**Keywords:** Regeneration, re-branding, tourism, business development

#### **Abstract**

Empirical research/case study of regenerating a rural town. In December 2022 a major café closed in the town causing a lot of consternation as it was a major draw. A meeting was called by Julie Jones in January 2023 with a view to getting the town's businesses together to put projects in place to help the town regenerate.

Over the 12 months Julie has built a small team and 3 projects: re-branding; Tourism; business development and marketing. A survey was done with the local community to understand their needs. Working with local government etc. to help move things forward.

The re-branding was successful – with a new logo and strapline and is being used by businesses – but hasn't been pushed further. The tourism project failed as there was little response from the tourism businesses. The business development and marketing has been fairly successful – 4 workshops delivered to businesses in 2023, 'Totally Locally' Campaign in October – which will carry on, development of a chamber of trade, work with Smart Towns which will hopefully kick off with an event at Easter 2024.

Issues – lack of interest to embrace change by the business owners. No understanding of keeping to a core set of hours so shoppers know when they can shop. Having shops open more during the tourist season.

The project is ongoing but taking longer than expected to get traction.

### **Ten principles for a new economics in a time of global crises**

Jasper O. Kenter<sup>1,2,3,4</sup>, Sam J. Buckton<sup>2,3</sup>, Simone Martino<sup>2,3,5</sup>, Sandra Waddock<sup>6</sup>, Nibedita Mukherjee<sup>7</sup>, Bina Agarwal<sup>8,9</sup>, Annela Anger-Kraavi<sup>10</sup>, Adam P. Hejnowicz<sup>2,3,11</sup>, Peter Jones<sup>12,13</sup>, Jane Kabubo-Mariara<sup>14,15</sup>, Kate E. Pickett<sup>16</sup>, Chris Riedy<sup>17</sup>, Steve Waddell<sup>4</sup>, Jordan O. Lafayette<sup>2,18,19</sup>

<sup>1</sup> Aberystwyth Business School, Aberystwyth University, Aberystwyth, Wales, UK

<sup>2</sup> Ecologos Research Ltd, Aberystwyth, Wales, UK

<sup>3</sup> Department of Environment and Geography, University of York, York, UK

<sup>4</sup> Bounce Beyond, Boston, Massachusetts, USA

<sup>5</sup> The James Hutton Institute, Aberdeen, UK

<sup>6</sup> Carroll School of Management, Boston College, Massachusetts, USA

<sup>7</sup> College of Business, Arts and Social Sciences, Brunel University London, Uxbridge, UK

<sup>8</sup> Institute of Economic Growth, Delhi, India

<sup>9</sup> Global Development Institute, University of Manchester, Manchester, UK

<sup>10</sup> Climate Change Policy Group, Yusuf Hamied Department of Chemistry, University of Cambridge, Cambridge, UK

<sup>11</sup> School of Geosciences, University of Edinburgh, Scotland, UK

<sup>12</sup> Tecnológico de Monterrey, Mexico City

<sup>13</sup> Flourishing Enterprise Institute, Toronto, Canada

<sup>14</sup> Partnership for Economic Policy, Nairobi, Kenya

<sup>15</sup> University of Nairobi, Nairobi, Kenya

<sup>16</sup> Department of Health Sciences and Leverhulme Centre for Anthropocene Biodiversity, University of York, York, UK

<sup>17</sup> Institute for Sustainable Futures, University of Technology Sydney, Sydney, Australia

<sup>18</sup> Lancaster Environment Centre, University of Lancaster, Lancaster, UK

<sup>19</sup> School of Geography, University of Nottingham, Nottingham, UK

\* Corresponding author. Email: [mail@jasperkenter.com](mailto:mail@jasperkenter.com)

**Keywords:** economic theory, interdisciplinarity, economic transformation, sustainability transformation, Covid-19

## **Abstract**

**Introduction:** Transformation of economic systems is widely regarded as an essential strategy to address interacting global crises. 'New' economics comprises diverse transformative approaches seeking holistic human and planetary wellbeing, but mainstreaming new economic thinking is hampered by vested interests, intellectual lock-ins, and the diffuse nature of new economic thought.

**Approach:** To bring coherence, we undertake a qualitative content analysis of foundational new economic sources from science and practice, synthesizing key principles cutting across 37 new economics approaches. We then present a systematic review of how new economics principles were implemented in response to the Covid-19 pandemic, as a salient and recent expression of the global polycrisis.

**Results and discussion:** We identify ten ecological, social, political economy and holistic principles. These include: (1) social-ecological embeddedness and holistic wellbeing; (2) interdisciplinarity and complexity thinking; (3) limits to growth; (4) limited substitutability of natural capital; (5) regenerative design; (6) holistic perspectives of people and values; (7) equity, equality, and justice; (8) relationality and social enfranchisement; (9) participation, deliberation, and cooperation; and (10) post-capitalism and decolonization. The pandemic review shows how crisis situations generate opportunities and barriers for change in economic thinking and policy. Examples of opportunities include people re-evaluating core values; recognition that rapid, large-scale mobilization to address crises is possible; and increased recognition of the importance of community and the social economy. Future efforts can further consolidate new economic approaches, including methodologies and integrated conceptual models, and validate new economics principles more explicitly within Global South contexts.

## **Post-Pandemic holiday let economy in West Wales and its effect on the tourism sector**

Maria Plotnikova ([map26@aber.ac.uk](mailto:map26@aber.ac.uk)), Mandy Talbot and Andrew Slaven (all Aberystwyth University)

**Keywords:** Tourism sector, housing policy, social sustainability of communities, economic sustainability.

## **Abstract**

The study responds to the growing trend of the holiday-let economy in rural and coastal parts of the UK including West Wales, in the aftermath of the Covid-19 pandemic. While providing a source of income for local people, holiday let tourism has wider implications for the social and economic sustainability of communities (House of Commons, 2022, Colomb and Gallent, 2022). The question that we set out to answer is whether local economies are benefitting from the increased number of holiday lets, through more visits to attractions and greater use of rural businesses and services. In this scoping study we explore the relationship between the rise of holiday letting and the tourism economy in West Wales.

The main objective is to gauge the size of the holiday let economy in West Wales. This was accomplished by mapping the share of stock used as holiday lets, in Ceredigion, Gwynedd and Pembrokeshire, using GIS mapping. The data was obtained from county councils, and the maps created, using ArcInfo.

The other objective is to explore the potential linkages between the expansion of the holiday let market and the performance of the tourism sector in West Wales. This was accomplished through interviews with 15 tourism businesses and attractions in Ceredigion, Pembrokeshire and Powys. Interview analysis indicated that there are other factors at play, such as the cost-

of-living crisis, which have affected businesses alongside the availability and use of holiday accommodation.

The findings would be particularly useful for informing policy on regulating holiday lets.

## **An Introduction to the ‘Styrian Community Development Outreach Team’**

Aryan Salhenegger-Niamir

### **Abstract**

The ‘Styrian Community Development Outreach Team’ (SCDOT) is a sub-group of the Social Innovation Research Group (SIRG) at Aberystwyth University. SCDOT is committed to advancing research, dialogue, and action in the field of community development and regeneration, with a specific focus on the township of Mürzzuschlag, Styria (Austria). We strive to foster collaboration, generate innovative ideas, and influence policies that contribute to the sustainable and social innovation of rural communities in the state of Styria (Austria) with our main case study of Mürzzuschlag being the primary focus of our academic endeavours. Our manifesto aligns with the core values and objectives of SIRG, promoting a common vision for positive social change.

Some of the research projects that we will be working on over the next four years include:

- Residential Dynamics and Community Sustainability in Mürzzuschlag: Strategies for Attraction and Retention – Presentation to follow during this symposium.
- Cultural Heritage Tourism and Economic Regeneration in Mürzzuschlag
- Strategies for Industrial Growth and Inward Investment in Mürzzuschlag
- Youth Engagement and Retention in Mürzzuschlag: Strategies for Local Participation and Professional Involvement

### **Residential Dynamics and Community Sustainability in Mürzzuschlag: Strategies for Attraction and Retention**

Aryan Salhenegger-Niamir and Katrin Salhenegger-Niamir

**Keywords:** Residential dynamics, community sustainability, affordable housing, community engagement, economic resilience

### **Abstract**

The town of Mürzzuschlag, nestled in the heart of Austria and a significant frontier town within the Austrian state of Styria, bordering Lower Austria, presents a unique case for examining the interplay of residential dynamics and community sustainability. This study explores comprehensive strategies aimed at enhancing the attraction of new residents, and the retention of existing community members, thereby fostering long-term sustainability and growth. Firstly, it focuses on Housing and Infrastructure Development by proposing the creation of affordable housing options coupled with substantial improvements in infrastructure, thus enhancing the town’s overall appeal. The inclusion of local businesses and social enterprises in these initiatives is imperative, as their insights and contributions are vital in shaping a strategy that is both effective and reflective of the community’s needs. Their involvement ensures that development plans align with the economic and social realities of

Mürzzuschlag. Secondly, Community Engagement and Inclusion are scrutinized to understand how a strengthened sense of belonging and active participation can aid in maintaining a vibrant community fabric. Lastly, the study delves into leveraging Local Business and Job Opportunities by identifying and promoting local entrepreneurial and employment prospects that attract individuals seeking a balanced lifestyle. This multifaceted approach is expected to yield a sustainable model for residential stability and community vigour, contributing to the broader discourse on rural rejuvenation and economic resilience.

### **The role of relational values in biodiversity offsetting and ecosystem valuation frameworks.**

Andrew Slaven, Aberystwyth Business School, Aberystwyth University  
[ans116@aber.ac.uk](mailto:ans116@aber.ac.uk)

**Key Words:** Relational values, Environmental policy, Value conflicts, Ecosystem valuation, Biodiversity offsetting, Choice Experiments, Deliberative valuation

#### **Abstract**

Under the global shift towards no-net-loss environmental policy, the Convention on Biological Diversity's 2022 Global Biodiversity Framework promotes biodiversity offsetting to vastly reduce the loss of important biodiversity sites to meet their 2030 target (CBD, 2022). However, relational values (human-nature relationships or human-human relationships facilitated by nature (Chan et al., 2018)) have seen little consideration in the exploratory scenario literature (Fischer et al., 2018). Existing policies, given the relative ease of eliciting instrumental values, may neglect non-instrumental values, thereby understating biodiversity loss to the extent that relational values are omitted (Moreno-Mateos et al., 2015; Chan et al., 2012). Thus, the principal aim of this project is to bolster efforts to achieve no-net-loss of biodiversity by assessing the extent to which relational values are embedded in existing environmental policy frameworks and produce a series of recommendations regarding the integration of relational values into biodiversity offsetting policy and, by extension, contemporary ecosystem valuation frameworks.

Drawing on primary data collection methods, surveys and discrete choice experiments will inform a series of participatory workshops and interviews to address issues such as socio-ecological conflicts and the degree of substitutability of relational values. A pluralistic policy framework promotes a more ethical and sustainable approach to ecosystem valuation while discouraging power asymmetries that may arise under a purely instrumental approach when alternate worldviews are neglected (Berbés-Blázquez et al., 2016). Additionally, integrating relational values may encourage increased participation in environmental schemes (Chapman et al., 2020) or induce internally motivated conservation efforts (Chapin et al., 2012), further promoting sustainable development.

#### **References**

Berbés-Blázquez, M., González, J. A., & Pascual, U. (2016). Towards an ecosystem services approach that addresses social power relations. *Current Opinion in Environmental Sustainability*, 19, 134-143.

Chan, K. M., Gould, R. K., & Pascual, U. (2018). Editorial overview: relational values: what are they, and what's the fuss about?. *Current Opinion in Environmental Sustainability*, 35, A1-A7.

Chan, K. M., Satterfield, T., & Goldstein, J. (2012). Rethinking ecosystem services to better address and navigate cultural values. *Ecological Economics*, 74, 8-18.



Chapin, F. S., Mark, A. F., Mitchell, R. A., & Dickinson, K. J. (2012). Design principles for social-ecological transformation toward sustainability: lessons from New Zealand sense of place. *Ecosphere*, 3(5), 1-22.

Chapman, M., Satterfield, T., Wittman, H., & Chan, K. M. (2020). A payment by any other name: Is Costa Rica's PES a payment for services or a support for stewards?. *World Development*, 129, 104900.

Convention of Biological Diversity (CBD). (2011). Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising From Their Utilization to the Convention on Biological Diversity. *Text and Annex*.  
<https://www.cbd.int/abs/doc/protocol/nagoya-protocol-en.pdf>

Fischer, M., Rounsevell, M., Torre-Marín Rando, A., Mader, A., Church, A., Elbakidze, M., Elias, V., Hahn, T., Harrison, P. A., Hauck, J., Sandstrom, C., Sousa Pinto, I., Visconti, P., Zimmermann, N. E., Christie, M., Martín-López, B., & Ring, I. (2018). *The regional assessment report on biodiversity and ecosystem services for Europe and Central Asia: Summary for policymakers*. IPBES Secretariat. <https://doi.org/10.5281/zenodo.3237429>

Moreno-Mateos, D., Maris, V., Béchet, A., & Curran, M. (2015). The true loss caused by biodiversity offsets. *Biological Conservation*, 192, 552-559.

### **What if food could build biodiversity and tackle climate change?**

Heledd Wyn, film maker: [heledd@heleddwyn.co.uk](mailto:heledd@heleddwyn.co.uk)

**Keywords:** food, resilience, land management, film, communication, circular economy

#### **Abstract**

Heledd intend to introduce a community organisation based in the Dyfi Valley, giving the community access to land for growing, creating edible public spaces with volunteers and providing a seasonal veg-bag scheme along with established growers, pathways to farming and field scale trials. Mach Maethlon and Edible Mach works with a range of community groups, schools and institutions in the Dyfi Valley. As part of the presentation, Heledd will share a film she produced for *TyfuDyfi*.

Heledd will also be discussing her work with *Tir Canol*: A community that's designing and providing positive outcomes for nature and people through our use of the land and sea. Finally, Heledd will discuss her work as Future Wales Fellow in relation to food resilience, circular economy and community based solutions.