

Policies on relational Population for revitalizing Jeonbuk rural regions

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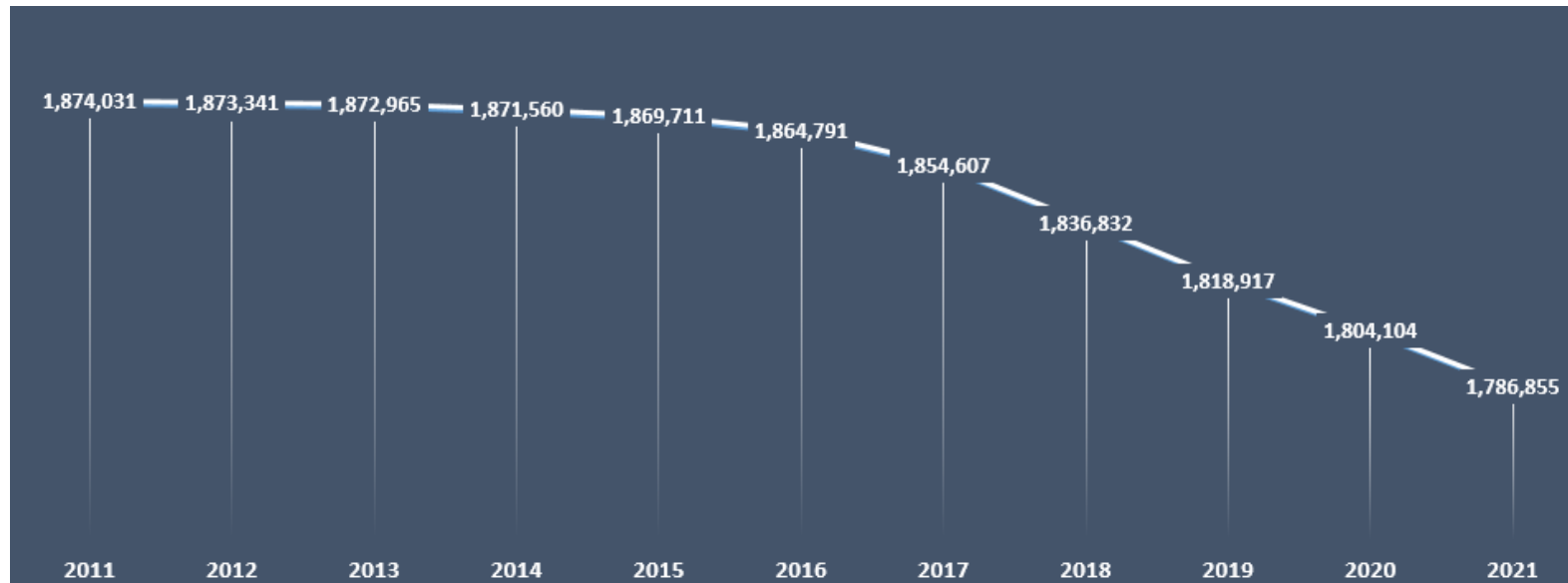
- 1) Jeonbuk rural area' s challenges
- 2) Policies on Relational Population for Jeonbuk rural regions
- 3) Establishing the 2nd policy

Jeonbuk rural area's Challenges

Jeonbuk' s challenges?

► Population!

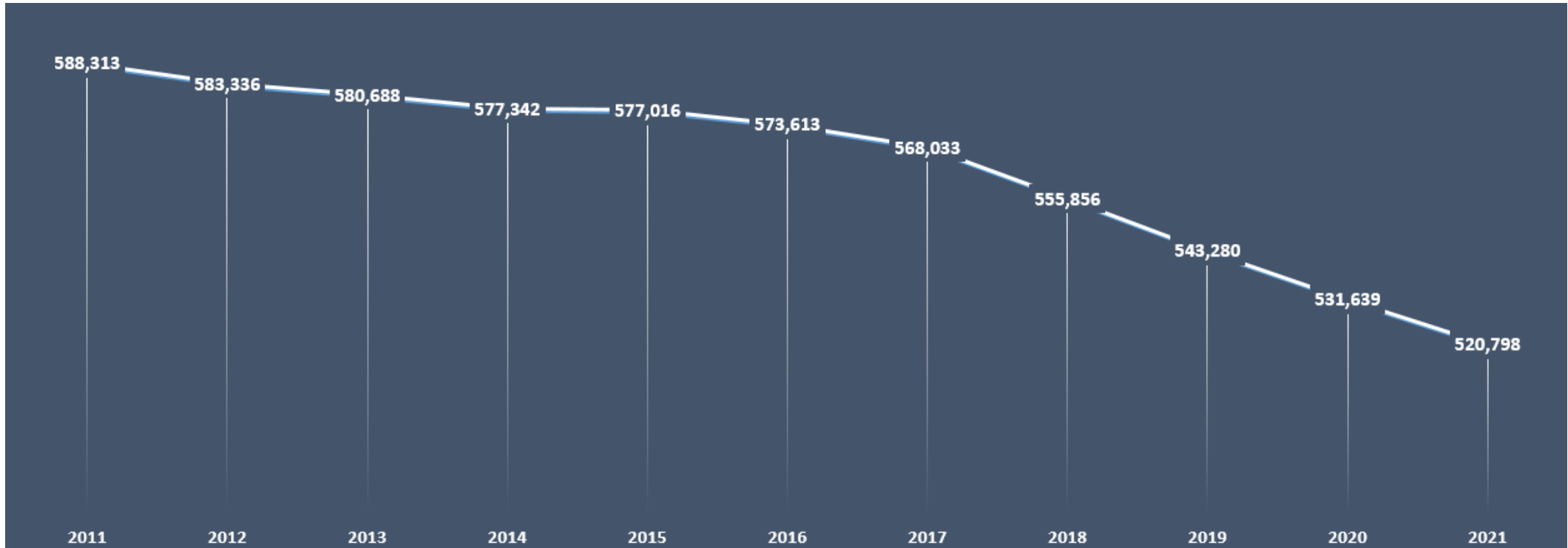
- The Ministry(2021)
 - ‘A POPULATION-REDUCED AREA’ : 10 of 14 provinces in Jeonbuk
- Korea Employment Information Service(2022)
 - ‘A EXTINCTION REBELLION’ : 13 of 14 provinces in Jeonbuk



‘Jeonbuk rural regions’ challenges?’

► Population!

Rapidly declining ‘Jeonbuk rural population!’



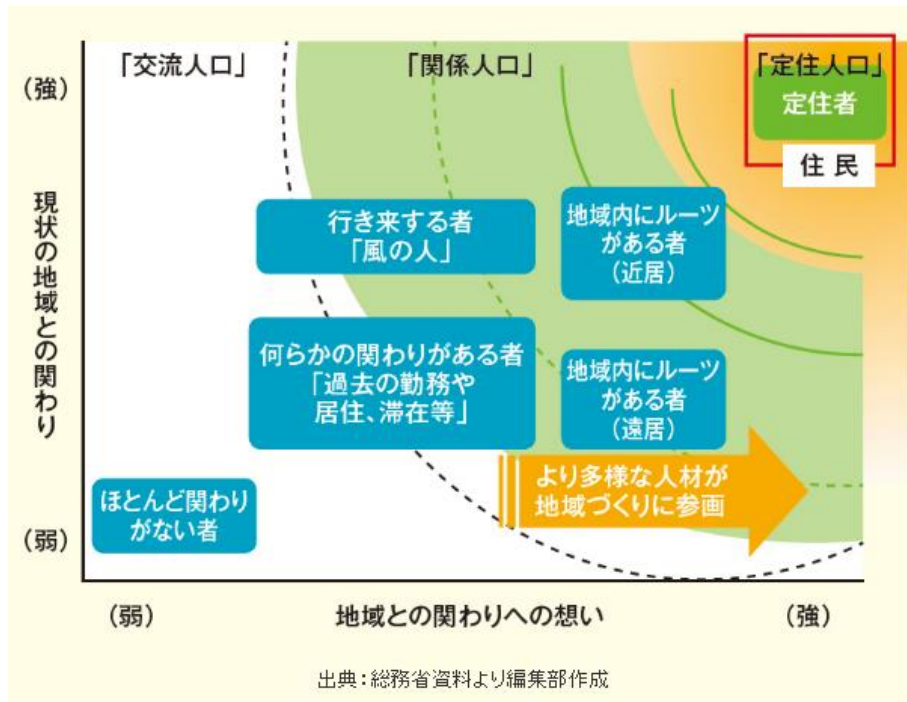
Policies on Relational Population for Jeonbuk rural Regions

Relational Population

▶ Relational Population

- Relational Population?

→ The third population located between the exchange population and the settled population



Relational population

→ Population related with the region where they don't live

- Commuter
- People who had a relation with the region (past workplace, residence, and so on)
- A local association/affiliation(short/long-distance residence)

Relational Population

▶ Relational Population in Rural Communities

| 구분 | | 활동 유형 |
|---------------|-------------------------|--|
| 지역 핵심 관계인구 | 지역 인적 자원으로 조직화 | <ul style="list-style-type: none"> ■ 지역 공동체 조직 활동 (사회적경제 조직, 공동체 조직 등) ■ 지역 정기 방문 및 후원 ■ 정기적 재능기부 활동 ■ 지역 활성화를 위한 전문적 자문, 지원 (외부 전문가, 창조인력 및 현장 지원 그룹) |
| 지역 저변 관계인구 | 지역과 연관된 개별 활동 | <ul style="list-style-type: none"> ■ 지역 방문(1회성 방문 제외) ■ 지역 농특산물 지속 구매 ■ 지역 내 경제활동(출입농, 동근 포함) ■ 지역 이주 목적의 정보 탐색 ■ 지역 거주 체험 ■ 2지역 거주(별장, 주말 거주 등) |
| 농산어촌 활동 의향 인구 | 장래 농산어촌 활동 추구 의향 | <ul style="list-style-type: none"> ■ 농산어촌에 대한 지속적 관심 ■ 농산어촌 정보 탐색(지역 미특정) |
| 일반 국민 | 농산어촌에 대한 관심 또는 활동 의향 없음 | |

Source : Seong et al.(2021)

Relational population in rural communities

- People who **are willing to participate in any rural activities in the future**
→ continuous interest in rural regions, information search
- People who **participate into local activities**
→ visit more than a simple visit, continuously buying agricultural products, economic activities in the rural area, searching information to move into the rural area, experience living in the rural area, people living in two regions(cottage, weekend residence, and so on)
- People who **work as local human resources in the rural communities**
→ participating into local community organizational activities, regularly visiting and support regions, regularly donating their own talents, providing counsel and professional support

▶ Jeonbuk' s Relational Population Policies

(Policies Directions)

- 1) Coexistence civilization, rural-urban linkage
- 2) Becoming the urban dweller' s area of interest, their participation into enhancing the quality of rural areas
- 3) Providing information tailored to the interests of city residents

▶ Jeonbuk' s Relational Population Policies

1. (rural-urban exchange) making a rural-urban relation

- 1) Rural-Urban Exchange : continuous exchange, urban dwellers' continuous interests and participations in rural community activities
 - rural-urban coexistence healing programs, social dining, rural village camps
- 2) Rural community-urban dwellers(organizations) alliance

Relational Population

▶ Jeonbuk' s Relational Population Policies

(Social dining farm-tour with Pansori singers in Namwon)

Namwon Dongpyeonje town



▶ **Jeonbuk' s Relational Population Policies**

2. (Rural Communities Experience) City people' s the way to rural communities

- 1) **Rural life of the family living in the city : The programs of their staying in the rural community's accommodation and running farms to increasing their willingness to move into rural regions**
- 2) **Working as human resources : Discussing rural communities' issues and dealing with them**

Relational Population

▶ Jeonbuk' s Relational Population Policies

(Staying in Rural communities, Jeonbuk)



Excellence cases in the 2022 contest

- Dooyeok town(Wanju-kun) for young people
- Sooyusan town(Kimje-si)

▶ Jeonbuk' s Relational Population Policies

3. (Work Experience) Wise work life

- 1) Working holiday in Jeonbuk : Babyboomers' supporting and counseling management and new market opening of farm organization, social economy organization, and so on
- 2) Saeng-saeng village academy for young people : Young people, who are interested in rural regions, introducing rural-related policy information and experiencing rural life to become human resources in the rural areas

Relational Population

▶ Jeonbuk' s Relational Population Policies

(A MOU with the Seoul 50+ Foundation)



50+ 농어촌 워킹홀리데이 in 전북
모집기간 3. 23(수) ~ 4. 19. (화)
참여자 모집

서울형전직지원 특화과정
기본이 농촌체험은 NCA 전문성있는 50+세대가 완벽 달성/무주에 거주하며 채용비도 지원받고 1:1 일차리 컨설팅까지 받는 특화과정입니다.

이런분에게 추천!

- ONE** 농어촌 지역상업에 관심있는 분!
- TWO** 지역개발, 유통, 홍보 등 지역상업에 기여하고 싶은 분!
- THREE** 귀농귀촌 전직을 위한 다양한 경력상계에 관심 있는 분!

모집 기간 2022. 3. 23(수) ~ 4. 19(화) 23시 마감

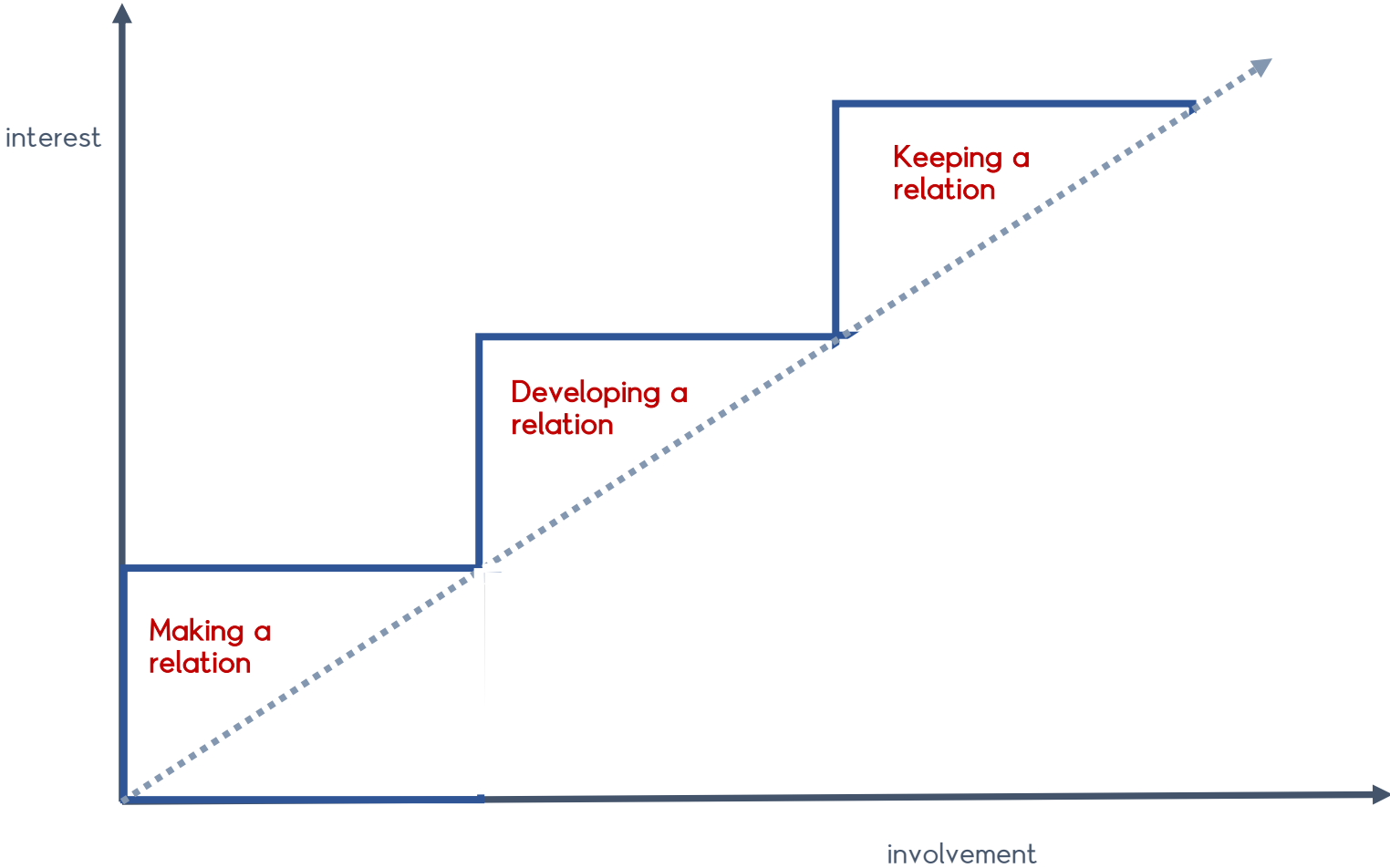
모집 인원 000명
- 신청인원 전체 교육 참여 가능
- 활동자와 직접 면접을 통해 활동인원 선별(21명)

모집 대상
- 만45~64세(1958.1.1.~1976.12.31)의 서울시 거주자
- 전라북도 활동지에서 월5시간 활동+월12일 이상 체류 가능자

우대사항
홍보, 마케팅, 광고디자인, 상품개발 관련 경력자
유통, 판매전략수립 관련 경력자
컴퓨터 활용 능력 중급 이상(면접시험용, 정보검색, 오피스 등)

Establishing the 2nd Policy

The 2nd Relational Population Policy



▶ **The 2nd Jeonbuk' s Relational Population Policies**

(Policies Directions)

- 1) Making a relation : City people who make a new relation with the rural regions**
- 2) Developing a relation : City people who develop a relation with the rural regions**
- 3) Keeping a relation : City people who find and play a meaningful role in the rural regions**

▶ The 2nd Jeonbuk' s Relational Population Policies

1. (Making a Relation) Making a new relation or Rebuilding a severed relation

- 1) Industrial tourism: Agriculture industry-related worker, high school or college student majoring in agriculture, city people, local activists
- 2) Rural experience: The disadvantaged interested in agriculture(the disadvantaged family, kids, and juniors, foreigners, and so on)
- 3) Rural-urban exchange: Urban residents/organizations/companies/colleges-rural communities alliance
- 4) Agro-speciality-linked exchange: Regular exchange between producers and urban dwellers/ex-born persons/relatives(the box scheme coupon, regular dilliveries, parceling-out of rural community 's cropland, and so on)

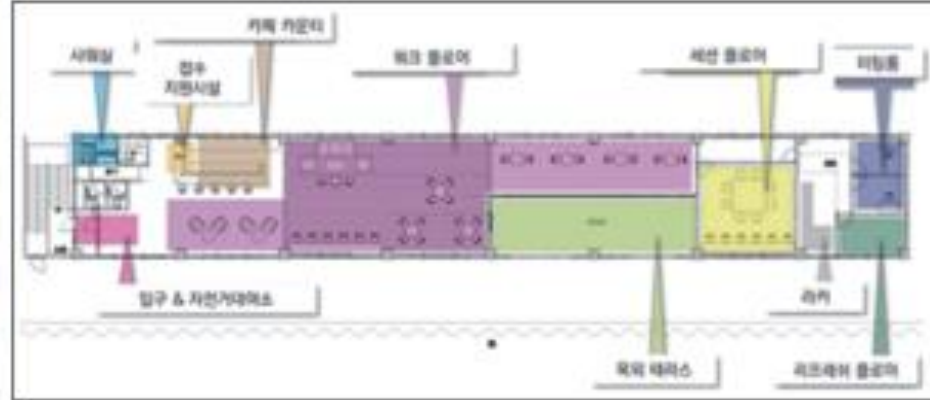
▶ The 2nd Jeonbuk' s Relational Population Policies

2. (Developing a Relation) making a continuous relation through rural staying, economic activities, etc

- 1) Living in Jeonbuk rural regions for certain classes of person: City young women-related organization, foreigners living in the city, chronic patients, etc.
- 2) Worcation in Jeonbuk: Work and life in Jeonbuk rural regions (regional work · residential · cultural complex, rest · lesuire · tourism program, etc.)
- 3) Forming a cousin between rural communities and home town donor

Relational Population

Onomichi Share(Onomichi city)



Worcation in Kangwon-do

▶ The 2nd Jeonbuk' s Relational Population Policies

3. (Keeping a Relation) Keeping a regular visiting and staying, making a meaningful role in rural areas

- 1) 50+ Working holiday in Jeonbuk: City 50+generation, who have professional skills and knowledge, work in rural regions for more than 6 months(Jeonbuk-Seoul 50 Plus Foundation)
- 2) Saeng-saeng village academy for young people : Young people, who are interested in rural regions, introducing rural-related policy information and experiencing rural life to become human resources in the rural areas

▶ The 2nd Jeonbuk' s Relational Population Policies

3. (Keeping a Relation) Keeping a regular visiting and staying, making a meaningful role in rural areas

- 3) Jeonbuk saeng-saeng rural college: Program of staying in rural regions, learning skills, touring rural regions → participating in internship, talent donation, work, etc. (ecological agriculture, building earthen houses, wooden buildings, potted plant, woodcraft, etc.)
- 4) General trading company in Jeonbuk rural regions: Providing start-up spaces for young and middle-aged people, who start companies related to life service program and life logistics services in rural regions, and managing the company by them

Relational Population

▶ Jeonbuk' s Relational Population Policies

(Life care for the disadvantaged) : My town 119 in chuncheon, Kangwon-do



Thank you!