

Road Map for Today

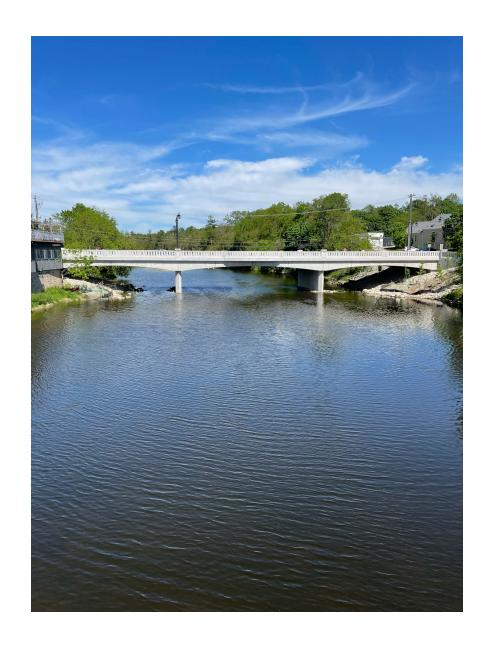
- Knowledge paradox and impacts in rural, northern, and island communities
- Share insights from recent KMb initiative with CRRF and NAF
- Opportunity for discussion





House Keeping

- If you get disconnected, please re-join with the same hyperlink.
- You are welcome to have your video on throughout the webinar.
- We ask everyone to mute their microphone unless talking to alleviate background noise.
- We will record the webinar and post to the CRRF website. Please do not share any information on the webinar that you would not share in other public forums.
- A copy of the slides will be shared with everyone at the conclusion of the session.





Join at slido.com #4214174





What province are you joining from today?







Tell us about your familiarity with CRRF? Click any that apply ...







Which of the following best describes your primary affiliation?



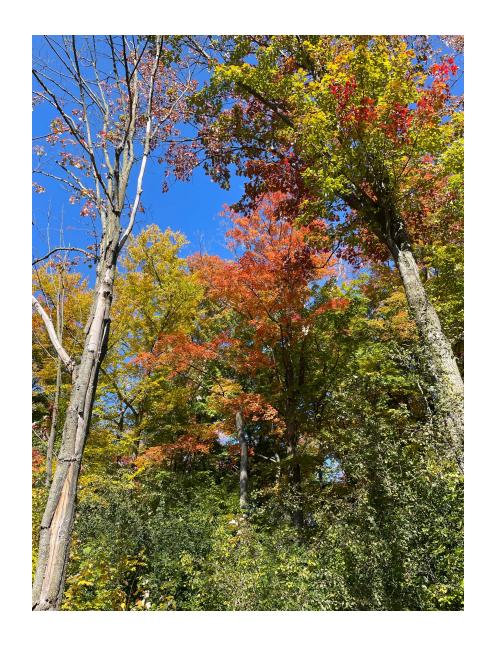


Knowledge Paradox

- More knowledge than ever before BUT access to knowledge is uneven, inconsistent, or absent
- Multiple inter-related disconnects in this paradox
 - Technical jargon
 - Paywalls and restricted access
 - Connectivity gaps
 - Human resources to find and synthesize
 - Misalignment to community interests
 - Knowledge is created only at postsecondary institutions

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Knowledge Mobilization

- We need many efforts to build 'bridges' between knowledge creators and knowledge users
- In partnership with CRRF, we have been exploring, implementing, and evaluating various 'bridges' to facilitate knowledge sharing.
- Focus on two initiatives:
 - Plain Language Summaries
 - Research Summary Videos





Plain Language Summaries

- Dilemma: the 2024 North Atlantic Forum conference showcased leading rural development research → not all communities could attend
- Solution: Create a series of plain language summaries and circulate widely to key audiences after the conference





Plain Language Summaries

- 6 graduate students from UPEI, Memorial, and Guelph drafted a plain language summary
 - Draft shared with presenter
 - Draft workshopped with rural development practitioners, government staff, and researchers
- Plain language summaries shared widely
 - Online
 - Social media
 - Newsletters
 - Through rural development organizations

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This research surroury is funded by the Ordario Ministry of Agriculture, Food and Rural Affairs, through the Ordario Agriculture, Food and Rural Affairs, through the Ordario Agriculture, Food Invasidation Affairs, the see grateful for the support of the Canadian Rural Revitation Favoriation and the Bural Control Institute.







Searching for Entrepreneurialism in Rule

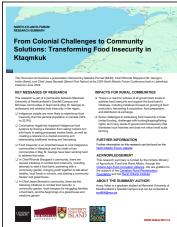
This document summarizes a presentation delivered by Josh Barrett University of Guelph at the 2024 North Atlantic Forum Conference held in Letterfrack, Ireland in June 2024.

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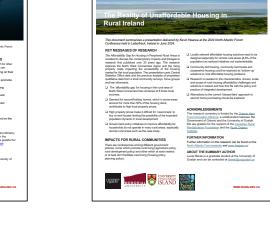
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This research summary is funded by the Ontario Ministry of Agriculture, Food and Rural Affairs, through the Ontario Agri-Food Innovation Affairs. We are grateful for the support of the Canadian Pural Rechalization Foundation and the Hural Ontario Irestitute.





This document summarizes a presentation delivered by Ryan Lash, University of Notre Dame, at the 2024 North Atlantic Forum Conference held in Letterfrack, Ireland in June 2024.

KEY MESSAGES OF RESEARCH

Inishbofin is a small island off the west coast of Ireland. There are 184 year-round residents. Inishbofin has 40,000 visitors annually. Tourists are mostly fish, multi-generational visitors who repeatedly visit for long period of times. Tourism is based on a strong relationship between tourists and islanders.

Inishbofin has various cultural and religious heritage, and environmental markers. These markers are:

- Archaeological monuments: Inishbofin hosts two main archaeological monuments, <u>Saint Colman's Abbey</u> and <u>Cronwell's Barracks</u>, as well as other <u>archaeological</u> sites
- Music traditions: Inishbofin has a vibrant music scene, and visitors are welcomed to these spaces. More information can be found on <u>Inishbofin's website</u>.
- □ Biodiversity: <u>Comcrakes</u>, a migratory bird, are found on Inishbofin. Corncrakes depend on small-scale farming for their habitat. Many associate comcrakes with rural Ireland.
- Walking tours: Inishbofin hosts an annual heritage walking tour, as well as information about walks. These walks help connect tourists with islanders.

IMPACTS FOR RURAL COMMUNITIES

Inishbofin serves as an example of heritage tourism. Inishbofin uses its cultural and religious heritage, and environment to enhance its tourism offerings. Islanders create relationships with tourists. These relationships lead to a sense of belonging. This belonging creates repeat visitors to the island.

- Rural communities, including island communities, can identify community assets to enhance tourism offerings.
 Examples of assets are historical sites, music traditions and hiodiversity.
- Rural communities should create relationships with tourists. Strong relationships and a sense of belonging create repeat visitors.

FURHTER INFORMATION

Further information on this research can be found on the North Atlantic Forum website.

ACKNOWLEDGEMENT

This research summary is funded by the Ontario Ministry of Agriculture, Food and Rural Affairs, through the Ontario Agri-Food Innovation Alliance. We are grateful for the support of the Canadian Rural Revitalization Foundation and the Rural Ontario Institute.

ABOUT THE SUMMARY AUTHOR

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WWW.RURALDEV.CA

- Design of summaries was done in collaboration with practitioners and policy makers
- Design focused on three elements:
 - Key messages or findings
 - Impacts for rural communities
 - Hyperlink for additional information

Lessons Learned

- Rural practitioners do not have extensive time to 'find' or 'digest' rural research
- Brief summaries catch people's attention
- Utilizing existing networks and organizations is a tremendous resource
- Language matters
- Plain language summaries is not a skill set regularly taught

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Connecting the Dots

- Dilemma: The University of Guelph and partners generate tremendous rural knowledge but difficult to find on the webpages
- Solution: Create a series of short videos to promote rural research for social media





Connecting the Dots

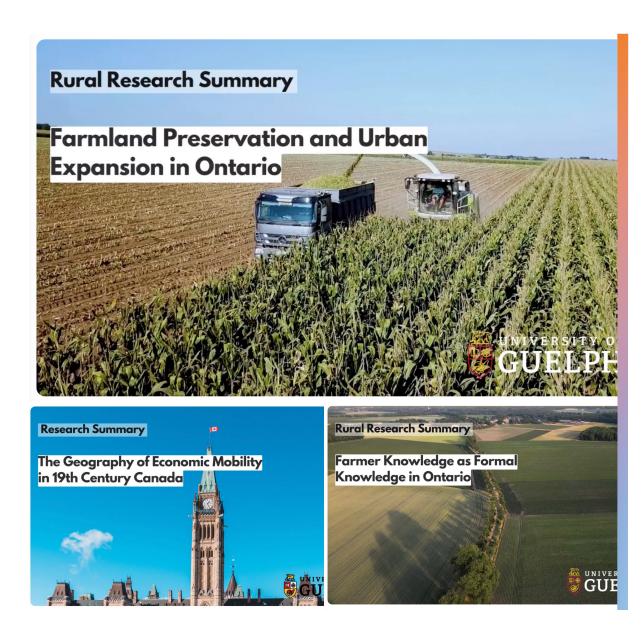
- Videos based on recent research output
- Research team working with researchers, students, and community organizations to create videos
- Draft videos reviewed by a team of practitioners, policy makers, and researchers
- Videos are 30-60 seconds in length





- Videos are posted to YouTube and shared on social media platforms
- Newsletter campaign with rural organizations



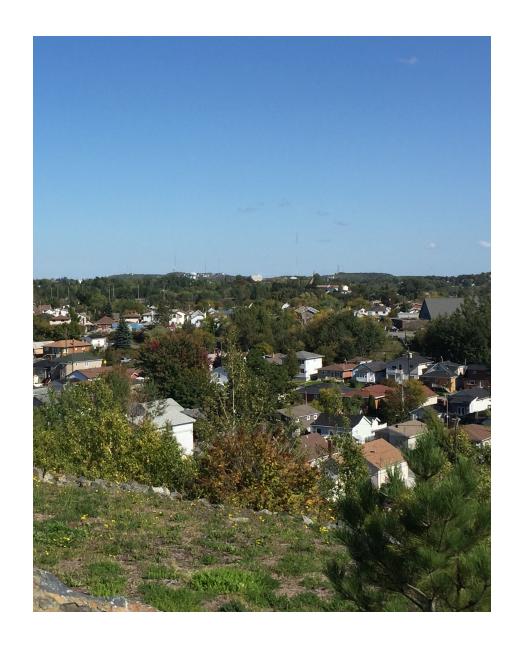




Lessons Learned

- Videos catch more attention than textbased promotions
- Pre-packaged newsletter articles are wellreceived by rural organizations
- Process can be time intensive for collaboration and engagement
- We are still learning on this initiative welcome suggestions!

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Proceedings of CRRF Conference



CANADIENNE POUR LA

RURAL REVITALIZATION FOUNDATION

REVITALISATION RURALE Proceedings of the Canadian **Rural Revitalization Foundation**

Archives

About -

Current Issue

Vol. 37 No. 1 (2025): Foundations for the Future of Rural



The 2025 Canadian Rural Revitalization Foundation conference was cohosted with the Rural Development Institute, Brandon University. The conference took place in Brandon, Manitoba from September 23-26, 2025. This issue contains presentations from the event. Please feel free to follow up with presenters if you have questions or would like further

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Published: 2025-12-08

UNIVERSITY OF

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Presentations

Adapting Rural Climate Cultures: The Role of Culture in shaping Adaptation in Rural Canada Shirlyn Kunaratnam, Bryanne Lamoureux, Sara Sawatsky, Wayne Kelly, Ryan Bullock

Adapting to Change: Evolving Roles and Knowledge Needs of Rural Economic Development Practitioners in Ontario

Ryan Gibson, Jayden Cote, Taylor Wilson

A Complex Migration Story: As Told by the Youth of Tumbler Ridge, BC Jessica Froese, Greg Halseth

A new mobility concept for remote communities

Elham Boozarjomehri

PDF

Beyond the City Limits: Shifting Federal Funding for Public Transit in Rural Canada Sarah-Patricia Breen, Ryan Gibson

Empowering Rural Communities in Zambia through Solar-Powered Vertical Farming Mwila Mwila

PDF





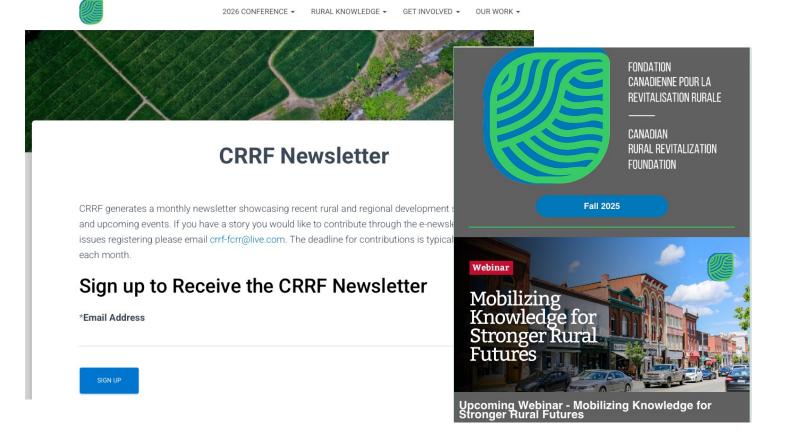
State of Rural Canada Reports

State of Rural



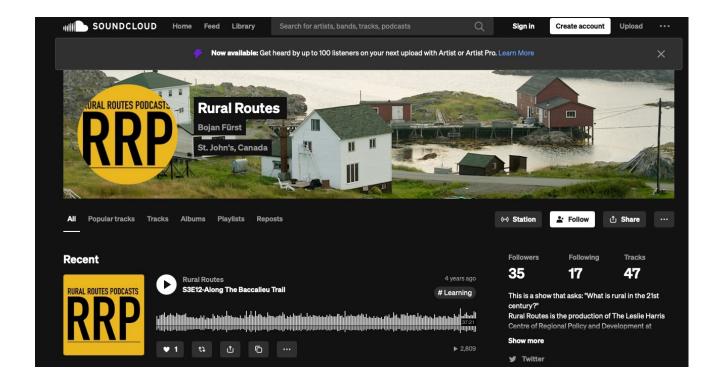


CRRF Newsletter





Rural Routes Podcast Series









- Upcoming conference co-hosted by CRRF, the North Atlantic Forum, and Grenfell Campus
- Call for contributions open until January 31, 2026

 Stay longer for the Shore to Shore conference in Norris Point and Flat Bay from June 20-23, 2026



