Cultural Entrepreneurship as a Resiliency Strategy for Remote Communities

Lessons from Morocco, Canada and the US

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Resilience – My approach

- Resilience in an economic system
  - Individual – *Entrepreneurship* versus Employment
    - Cognitive and Practical Skills
    - Preparedness
    - Barriers
  - Spatial – *Remote/Rural* versus Urban
    - Transportation
    - Cultural isolation
- Human/Environment
  - Fragile and limited natural resources
  - Climate Change
  - Policy

What tools, strategies and policies are remote individuals and communities using to be/come resilient?
Cultural Entrepreneurship training is emerging as a resiliency tool and strategy for remote communities
Cultural Entrepreneurship as a Resiliency Strategy

Cultural Entrepreneurs are cultural change agents and resourceful visionaries who organize cultural, financial, social and human capital, to generate revenue from a cultural activity. Their innovative solutions result in economically sustainable cultural enterprises that enhance livelihoods and create cultural value and wealth for both creative producers and consumers of cultural services and products.

Revenue, for-profit focus, yet emphasis on sustainability, preservation
Quick Insights from Three Case Studies
Dakhla, Morocco (Western Sahara)

- Town of 100,000 in disputed territory
- Berber, Hassani and Moroccan inhabitants
- UN observers of 1991 ceasefire
- Historical fishing port
- Military base

- RESILIENCE CHALLENGE: Economic development that integrates reliance on tourism with local cultural preferences
- SOLUTION: Cultural enterprises advocating for local culture and women’s rights.
Visioning Exercise

Think about the Tourism Economy in Dakhia TODAY

• What are Dakhia’s challenges?
• What are Dakhia’s strengths?
Arviat (ᐊᕐᕕᐊ), Nunavut, Canada

- Town of 2,700 on Hudson Bay
- Inuit (95%), Kabloona and Foreigners
- Subsistence hunting and fishing
- Gold mining
- Government

- RESILIENCE CHALLENGES: Unemployment. Housing shortage.
- CURRENT APPROACH: Mining (Gold). Government jobs.
- SOLUTION: Cultural enterprises advocating for local culture. Digital media production. Art and design businesses.
Hinaani Design
Pauletta Rasmussen, Nuut (Kressen) Lindell and Eunice Kraeger, Co-founders, Hinaani Design

What was the inspiration for your business?
We are all creatively minded and motivated to make a positive impact in our communities, so when we came together with the idea of starting a business it seemed like the perfect fit. Inuit have always taken pride in clothing and fashion as it was more than just a 'look'; it was a means of survival in the Arctic and we see our modern take on Inuit clothing design as a way to survive the cultural shift of today’s Arctic.

How is your business making a difference in the community?
We aim for our designs to offer a sense of pride in self, language, culture, community, and tradition while acknowledging the modern present. It gives Inuit and northerners a positive way to show their pride on their sleeves, literally, and that can be important especially in a world that is at times overwhelmingly bombarded with images of Euro-centric notions of design, beauty, and style. We want to show that the Inuit and the Arctic have a perspective on design that is also beautiful and worthy of acknowledgment.

How is your culture reflected in your business strategy? Why is this important?
From the beginning, our business strategy was never based on the highest profit margin. Inuit culture believes in sharing what you have, working together, minimizing harm; these are values we have placed on ourselves and as a business to live up to. We feel it is important to embody these and other traditional values in each action we take as a business because it reflects who we are and what we promote through our designs.
Hughes, Alaska, United States

• Town of 110 in the Interior
• Tanana Chiefs Conference
• Subsistence economy and land management for Doyon Corporation.

• RESILIENCE CHALLENGES: Unemployment. Housing shortage.
• CURRENT APPROACH: Sharing economy
• SOLUTION: Cultural enterprises advocating for local culture. Digital media production. Art and design businesses.
How does your topic/expertise provide a bridge between rural and urban systems?
Enterprise solution: Using proven entrepreneurship programs from urban areas and adapt them to remote community needs
What are the gaps and opportunities for improving connections between science and policy?
University-based entrepreneurship training needs to be translated into community programming.