
EVERYDAY SEDUCTION



ISSUE: Building on attracting new residents

ITINERARY 5A

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RESEARCHER

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Summary of the researcher's presentation:

The researcher wants to better characterize the needs and values of the new rural residents in order to better manage the daily challenges created by their arrival in the territories. It is important to remember that the new rural residents represent a heterogeneous group (age, social status, etc.), and that a dynamic community must be diversified. Rural gentrification has perverse effects. Depending on their age and life stage, the new residents have different needs and values, and these must be identified. It is necessary for the territory to have a global vision of its attraction factors (professional and financial, family, sociocultural and community, personal and environmental). The attraction and retention phenomenon is complex and must be adjusted based on multiple factors. The territories must stay on course and work together on the seduction strategies.

The key elements to remember according to the researcher:

- modulate the seduction strategies based on:
 - the characteristics of the targeted groups of new rural residents;
 - their life stages (marriage, birth of children, postsecondary education, career opportunities, etc.), and their ensuing needs;
 - the host territory's strengths and weaknesses in all aspects (economic, sociocultural, etc.);
 - the new relationship to work/family/natural environment of the younger generations and their quest for balance between their professional, family and personal life;
- keep a daily focus and ensure cooperation on the seduction strategies:
 - involve all local stakeholders (decision-makers, citizens, local associations, etc.);
 - be creative by building on the territory's novel assets.

ADDITIONAL DOCUMENTATION

NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.

PowerPoint from Myriam Simard, INRS

Research Group on city/countryside migration and new rural residents: www.neoruraux.ucs.inrs.ca

Myriam Simard, « Quand la famille pèse dans la balance... lors de la décision d'aller vivre en milieu rural ou de le quitter », *Enfances, Familles, Générations*, n° 15, 2011, p. 131-157. www.erudit.org/revue/efg/2011/v/n15/1008149ar.pdf