# Thinking "Bigger" About Smaller Places: Capturing the "Adjacent Possible" Innovations

Presented to the

#### Coal-Reliant Communities Innovation Challenge Workshop

Charleston, West Virginia November 19, 2015

Charles W. Fluharty
President & CEO
Rural Policy Research Institute



## Three Questions:

Innovating What?

Diversifying How?

Transitioning Where?







### Unique Kentucky Challenges

County lines

Family names

Friday night lights

Listening to old tapes

Stories we tell ourselves



"All great truths begin as blasphemies."

-George Bernard Shaw



## Innovating What?

How "we" consider "we"

How we "see" our region

How we "consider" our options

How we support the "connectors"



## Diversifying How?

In our vision of the future

In our sense of possibility

In our actions and alignments

In our new collaborations

In our narrative and networks



## Transitioning Where?



#### The Framework for Regional Rural Innovation

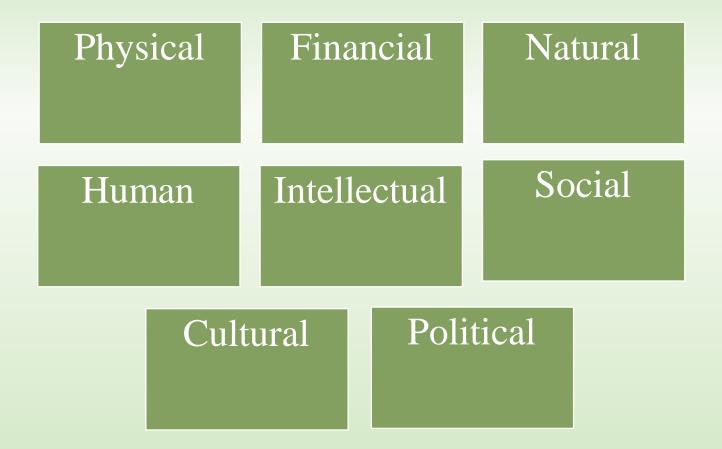


#### Critical Internal Considerations

- Wealth Creation, Intergenerational Wealth Retention, and Appropriate Wealth Distribution
- Youth Engagement, Retention, and Leadership Development
- Social Inclusion and Social Equity Considerations
- Specific Attention to Social Mobility and Inequality



## Eight Forms of Rural Health





LEAVING THE LAND

#### China's Great Uprooting: Moving 250 Million Into Cities

Articles in this series look at how China's government-driven effort to push the population to towns and cities is reshaping a nation that for millenniums has been defined by its rural life.





GROW

POLICIES INSTITUTIONS REC

CATCHING-UP REGION

INSTITUTIONS REGIONS CATCHING

REGIONS INSTITUTIONS POLICIES

REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS

INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INST

CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS TO

POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES GROWTH CATCHING-UP

GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS POLICIES INSTITUTIONS REGIONS CATCHING-UP REGIONS INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES GROWTH CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES INSTITUTIONS POLIC

REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP

GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS

INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INST
CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP REGIONS INSTITUTIONS REGIONS CATCHING-UP REGIONS INSTITUTIONS REGIONS CATCHING-UP REGIONS INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIES INSTITUTIONS POLI

ONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCH

ONE INSTITUTIONS POLICIES GROWTH CATCHING-UP REGIONS INSTITUTIONS POLICIE

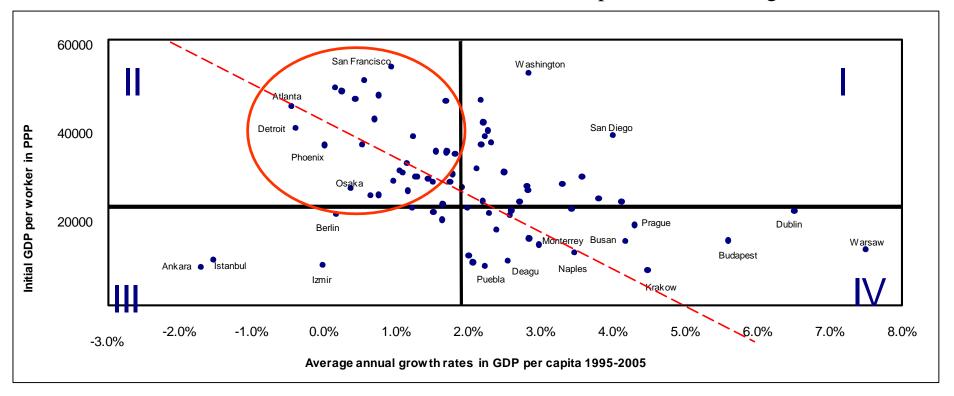
CATCHING-UP GROWTH POLICIES INSTITUTIONS REGIONS CATCHING-UP GROWTH POLICIES IN



#### ...but not necessarily faster growth

Only 45% of metro-regions grow faster than the national average.

Metro-regions appear to have entered in a process of convergence.

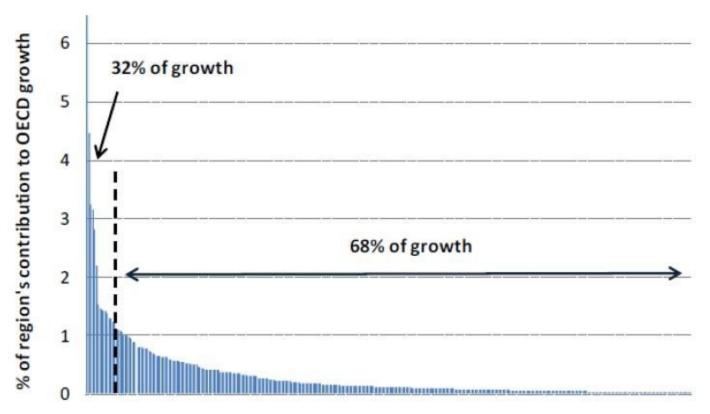


...signs of inefficiencies appear in significant number of metro-regions...



#### Contributions to aggregate growth depend on few hub regions...

#### Contributions to growth by OECD TL2 Region, 1995–2007



Regions in declining order of growth contribution

Source: OECD Regional Database (Territorial Level 2 regions).

...the fat tail is equally important - if not more - to aggregate growth...





### StanfordSOCIAL INNOVATIONReview

Infonning and inspb'ing leade1:s of social change

Subscribe Stanfords OCIAI
Renew
Gift

+ Subscriber Login

BUSINESS

GLOBAL ISSUES

GOVERNMENT

NONPROFITS

PHILANTHROPY

SOCIAL ENTREPRENEURSHIP

-

MAGAZINE

BLOG

WEBINARS

BOOKS

SUPPLEMENTS

PODCASTS

EVENTS

REPRINTS

STANFORD PACS

NON PROFIT MANAGEMENT

#### **Collective Impact**

Large-scale social change requires broad cross-sector coordination. yet the social sector remains focused on the isolated intervention of individual organizations.

SHARE

PRINT

DOWNLOAD

ORDER REPRINTS

COMMENT

By John Kania & Mark Kramer 90 4 Winter 2011

**S** ee also

Google<sup>ni</sup> Custom Search

Free Weekly eNewslet

Your email address

Latest Newsletter

SSIR Digital Edition

View eBook or download PDF.



## Five Conditions for Collective Impact Success

#### I. Common Agenda

Shared vision for change

#### II. Mutually Reinforcing Activities

Differentiated, but still coordinated

#### III. Backbone Organization

 Serves entire initiative, coordinating participating organizations, firms and agencies



## Five Conditions for Collective Impact Success (cont'd)

#### IV. Continuous Communication

Consistent, open, unmediated

#### V. Rigorous and Shared Measurement

 Collecting predictive indicators, regional data: then measuring ongoing results consistently





"What lies behind us, and what lies before us are tiny matters compared to what lies within us."

-Ralph Waldo Emerson





#### **Charles W. Fluharty**

cfluharty@rupri.org

President & CEO

Rural Policy Research Institute

Clinical Professor

Department of Health Management and Policy

University of Iowa College of Public Health

145 N. Riverside Drive

Iowa City, IA 52242

(319) 384-3816

http://www.rupri.org/