

Transcript

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Kalle Vikman

Excellent OK, so hello everyone and welcome to podcast for the course of sustainable organizing in Times of crisis.

We are, I am Kalle

0:0:14.920 --> 0:0:18.210

Emilia Ånäs

I am Emilia

0:0:18.310 --> 0:0:19.860

Sebastian Schönberg

And I am Sebastian

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Kalle Vikman

And today we are interviewing Ruby van der Wekken, who is a member of the global Justice movement, who has had her spoon in many many pots.

And we are specially discussing grassroots innovations and degrowth in this podcast.

Grassroots innovations are community-driven approaches to sustainability, while degrowth promotes transforming societies and economies to guarantee environmental justice as well as a good life for everyone.

So, without further ado, we'll get to our guest of honour.

Ruby, could you, could you introduce yourself in few sentences?

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Ruby

Sure.

And thank you.

Thank you for having me here.

Yeah.

So, as you already mentioned, I consider myself as a member of the global justice movement.

And for me, that involvement started with the going to the World Social Forum process.

I don't know if you are familiar with this process.

We are still having a social forum in Finland, but this was a worldwide process of civil society coming together.

That was in 2001, uh, coming together under a chart against the neoliberalism and providing an open space for civil society actors to come together.

And that had a very vibrant, let's say, first ten years, which forms spreading all over the world.

Thematic forums and actually today, was it last week, there was a wonderful forum in Nepal which was still gathering thirty 40,000 people there from those corners of course predominantly.

And so that has been a learning school for me.

So learning from the global South at some point I worked for close to 10 years for this human foundation.

So finished Development Corporation partners in the global South, so learning there from their initiatives UM and then on the local level here in Helsinki.

I've been involved in the in the starting up and finding of development of Helsinki Time Bank and then for the last years.

Uh, my everyday has been at food cooperative OMA MAA in in Tuusula.

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Kalle Vikman

Excellent.

How did you first hear about OMA?

Like, how did you kind of get into that specific innovation project?

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Ruby

I think I first met with the farmer.

Jukka Lassila cooperative.

It must have been in a session.

We were organizing around the solidarity economy, so that's another track here, which is that they're growing interest to be looking at an economy from across perspective, which is what solidarity economy is providing.

But we can perhaps still talk about that solidarity economy and through that also the building and the furthering over comments.

And I think it was during a workshop that invited also OMA to take part and met the former there at some point also in our Helsinki Time Bank, a time bank is a place for people, exchange services against time, if you like, in the basic principles that everybody's time, everybody's work.

Everybody's need is of equal worth.

At some point, OMA MAA also joined our time bank.

So there was more cooperation.

So that is how learns of OMA MAA and yes.

Then at some point, six years ago, there came a moment that I thought coming out of all the strands of all the things that I am doing, a bit of a now or never moment and I made a jump to the farm at the time, thinking that perhaps we could be starting something like a school of commoning, which was a notion.

Which was at the at the time coming up and well, since then a lot of things have happened and have become also a very hands-on person was learned to make falafel and was learn to grow seedlings.

That's yes.

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Kalle Vikman

Nice

I had like a perfect question to figure what was it?

Yeah, so you mentioned the study in Aika Pankki so the like you had like a great English term for it as well.

I don't know it as studying Aika Pankki, so all these projects kind of also like have interconnected like during your kind of career in grassroot innovations, haven't they?

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Ruby

Sure.

In the sense that I see that some kind of like a pathway in which one thing, one thing leads to another, uh, I mean totally not unlimited amount of things.

So the Helsinki Time Bank, which you refer to.

That came, actually, that was something that started up spontaneously by.

We were a group of friends, a group of new mothers, if you like, in the neighbourhood.

And that was a very spontaneous discussion about it was one of the cops, one of the climate conferences I forgotten which number.

But in any case, what is the same is that it was basically as successful as they have kept on being since then, and so we were talking together about, of course, the frustration that is in the air about how they're not really room for good solutions, real solutions coming out of these efforts.

And it led us to look at things in our neighbourhood and we started to think about it at how would it be if you could be more freely, perhaps borrowing things or even doing things for each other.

And then somehow connected dots also to a workshop I had attended at the World Social Forum or around the local currency in Mexico that La Loc and OK.

Longer story short, we came to hear of advice to peak in exchange ring operating in Helsinki.

Already, for many years we got to talk to them.

We googled more and we came to the notion of a time bank which seemed to be so incredibly radical and beautiful.

The fact that you say that everybody's time and work and needs are of equal worth and that on the basis of that you can be working together.

That brought me that in touch also to people who were looking more at the economy.

And I told you about solidarity economy and the Commons and started to realize that with the currency like that, actually you're making currency, a comment comments.

So instead of money being a community which is producing a lot of inequality between us, we can also design money in a way that it is actually making for relationships between us, which is strengthening equality and inclusion.

So the the notion of the Communes in currency as a Communes came up.

Different actors joined their time bank like I told you about OMA MAA, and started to realize, like, hey, OMA MAA, what we are doing there, community supported agriculture, that is about food as a Commons.

And I then had the and it has been wonderful through the conversations with our farmer to understand that how important it is to work on our basic needs like food as a Communes.

So yeah, what I'm trying to say is that there is a connecting of dots here basically, which leads you want to explore different things.

But there are limits to that, because now I'm at a point that I feel that definitely should not be taking on anything more because these trends are already so already have had to let go of certain things.

So I think that is a challenge for all of us that how can we collectively keep up together the different things that we want to be strengthening and keep on with it and remain committed.

And so yeah, so I feel my basket has stopped.

I'm not wanting to take on anything new.

If I if they're liberates time, it would be to strengthen any of these things that I have been working with because they're all beautiful and worthy.

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Kalle Vikman

That's very good.

We should like in this kind of hectic era of humanity, we also have to protect like our own time and our own kind of.

Personal resources, because otherwise we'll get burned out.

But that's now it's time for me to kind of pass the torch to one of my Co hosts.

And yes, so Sebastian, it's good.

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Sebastian Schönberg

Yeah, thank you.

So in what ways has the OMA project fostered cultural shifts towards sustainable lifestyles and consumption patterns within the community it serves?

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Ruby

Yeah.

Well, first of all, OMA MAA is what you call a community supported agriculture initiative.

And the whole idea is there that you bring together produce a member.

So in this case, our farmers, the people that are working on a daily basis on the farm together with what we don't want to call consumers, but members of our cooperative and together you form a web of mutual support in which you are enjoying together both the abundance of what a harvest can bring.

But you're also carrying together the risks.

So that is already a fundamental way in which you're trying to breakthrough.

The fact of seeing people as merely consumers but actually seeing them as Co producers of their realities around them, and that is that paradigm shift to the to the Communes.

That's on one layer.

And for OMA MAA, it's fundamental that people come together to govern their basic needs in that way, because it's believed that you can be coming too systemic change.

Through that I mean it's very normal nowadays to say that if we change our food systems, if we change our energy systems, if we change our mobility systems, so I mean the production, the consumption and distribution of those.

Everybody acknowledges today that those things are so pervasive in our society.

Changing those, of course, we can be coming to real systemic change in society, but what is much less acknowledged and what is much less put at the core of this discussion, is that those processes should be in people's hands because we leave them to the market.

If those processes are governed according to market principles, meaning that often that it is basically profit making principles which rule the process, then we don't come to the social and ecological changes that we want to see.

It is about getting things in people's hands again governing more.

It doesn't mean that it's without state.

It doesn't mean that it is necessarily without market even, but people at the core are values at the core.

Then we can becoming to systemic change because changes need to be rooted in people's processes, so we need to have our governments accountable, but we also need to acknowledge the changes rooted in people's processes and the things that we're doing.

And there's not only about the taking of shorter showers, it's also about taking that control of our basic needs systems.

So that's one big thing here.

Now on another level, it's also about how we eat, to give you another level.

I don't want a a basic principle.

I mean, we could talk about permaculture polyculture, but I mean what is it the base of that is that first you take care of the land and then you see what you eat, and taking care of means catering to its or seeing to its vitality, which means that you look at things as biodiversity.

You look at carbon sequestration, you do, you look at the that the efficiency of nutrient recycling.

So we're caring of the land and it's fantastic when you talk with our farmer, not me because I'm

just learning about these things, but if you talk with our farmer, he can tell to you about like, how he has looked at how things were 100 years ago on the land of the farm to understand what you need to go today where and what and when, and how to understand.

I mean to come to the land being, well 100 years from now, that is the basis from which you determine what you eat today.

So that means that as our cooperative, we make food bags around the year, we make food bags 50 weeks of the year, every Tuesday, and every Thursday we have food banks going out.

Those food bags are the same for everybody.

So it cannot be that you say like, hey, I really like that ray bread, but I'm not so good with those "ryynit".

You know, or your barley or your oat grains for sure, like substitutes for rice.

Right.

I don't like that so much or I like the falafel, but I don't actually like your oat yogurt.

The thing is that of course we have.

Of course we have our preferences, of course, we have different tastes, but the point is there's one full bag for all because it's about learning of eating from an ecosystem.

It's a very much a pedagogical process that Co producing is a pedicle process of coming to take responsibility together for our food system to the extent possible, but also simply the fact of our eating on a daily basis is a pedagogical process to learn how to use different things.

And so we have in our full bag also already made products and the idea is very much there to on the one hand to make things easier for people at home, for instance, this week I was making casserole in which there was barley grains and then there were peas, and actually there should have been seitan as well.

But and then the instead of using an egg whites milk substance to make the thickening of the casserole right, using the hemp milk.

So that means that you take hemp milk seeds, and you have to well with water you come to make them to a milk, you need to be sieving the half of the seeds away.

It's time persuading consuming process.

So those are things that we then do to make it easier for our members, but also, it's a learning process there to show like hey, this is what you can do with the things in your food bag.

Umm, so again, they're a different kind of cultural, cultural change, if you like.

And these are all long-term processes.

And the whole issue of course, of community building is another thing here which has its own challenges, and which is an own process.

And also, there are a lot of issues to learn together in, in terms of cultural change.

So, we are so much part of the society in which it's about you, you, yourself, me and I, and which is often, of course, also not at all a happy thing for people and the but then how do we really come to also be together, work together and discuss together?

And that's a whole other area that I think we also have a lot more also to learn about.

I was just.

I'm part of a I'm a representative of urgency, which is the Community support that I agriculture network in Europe and how it's just I'm a representative there in our solidarity economy network and there we were in Budapest and there was a little farm.

There the main theme there was soft skills, so I think that is something which is coming up quite a lot now in.

If you like activist grassroot initiatives, corners, which is that whole subject of you're already mentioned it.

The issue about care, the issue about self-care, the issue about care for each other, and how we govern things collectively.

So yeah, those are some of the areas that cultural change is coming up in our in our goals work.

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Sebastian Schönberg

Yeah, that's interesting.

And you mentioned some of the internal challenges, but, how about what's the key challenges that you faced with OMA in relation to external actors and the dominant economic system and how have you also addressed them?

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Ruby

Yep.

So our main challenge is, financial stability.

We are so. Our cooperative has two farms, and if you look at the land or former always has put it like that, that we could be catering to some 200 households to come to a weekly food bag, 100 households with so 100 food bags going out every week would kind of be making for a balance between income and costs.

We are currently which is quite normal for the month of what are we?

It's March today, we are at a 60 plus food bags.

So as you see, we are under our zero level.

Ironically or not, ironically.

But when it was Corona Year, we came to a magical 96 food bags going out every week.

People were concerned.

People were worried, at least for a moment, but I just make that joke, which is of course not a joke.

But that's when as soon as the jobs came in, when the vaccinations came in, literally, it felt like there was again a coming down of people being on board.

We were thinking that we had been winning the winning this corona thing and perhaps people who weren't completely aware of why they joined the cooperative and what it actually was about.

They perhaps fell back into other patterns.

Which is in a way, logic, of course.

But so it means that we are.

Yeah, financially, things are not the way they should be.

So, this is posing really challenges for us.

So, it's about the amount of people that are with us, the amount of active members.

This being said, there of course structural problems towards that and then we could talk about quite some things I could maybe now also raise that another issue is here, how can we be that is relating to the whole area of farming in Finland is also elsewhere in Europe.

How can there be more producer members with us that somehow are in a position and that we can be getting more people on board so you see a bit the vicious circle here.

If you cannot have enough people on board, you cannot have enough resources to be remunerating people.

If you cannot have more people with, how can you be doing more and better so that you can have more people so both food and producer members.

Next week we are going to have a seminar around Farm incubators, agroecological form incubators for Finland.

We've been for a couple of years we have been part of and Erasmus plus project in which we have been learning from experiences in France and in Spain about the issue of farm incubators.

In very briefly, they are.

They're basically settings in which it is being guaranteed for newcomers into farming or people that want to change their careers, that for a number of years, two to three years at least, people can in safe condition, practice farming.

So it means that you guarantee a basic income, you guarantee access to land, access to tools, all those very tough things for people that are starting out in farming.

Farming is very resource intensive there are factors there that you cannot govern like, obviously things like whether, etcetera, experience gaining of experience and skills is super.

People think that farming is just a matter of, farming is an accumulating of so much incredible deep knowledge.

It is something that needs to be practiced with peace and not with constant worries of how you're financially.

So, in France, and also elsewhere, they have been creating form incubators which are supported by can be supported in society in different ways, but that are giving those possibilities to people to in all tranquillity practice farming and see how they want to come out with it.

We also see that in, we see that in Finland there's also the need for that.

Finland is good schooling.

Finland is different kind of funding mechanisms, but they are short.

They're brief internships are short and brief.

They are not providing a pathway that is actually on the one hand, allowing for people to practice more sustainable farming before they go for a more deep dive on their own feet and at the same time, initiatives like us sustainable small skill farming.

For us it is very difficult to have people with us to learn and train for longer time with us to create more, stronger relations and to then see that maybe that person will be staying on the farm after a period of incubation or then move on.

So that is another and other system here, which is of course about the fact that, uh, policies are not geared towards the supporting of sustainable small scale farming policies are geared towards large.

They're geared towards monoculture in every way is it with regards to farming or is it with regards to, for instance, producing in your kitchen.

In our kitchen, we're trying to do a multitude of things.

We are baking bread.

We are frying, we are drying produce.

We are wanting to press oil.

Small but wanting to have a multitude of also machines and infrastructure to our it's very difficult for small actors like that to have the latest machines of everything upkept.

And again, where are policies that are acknowledging those problems and that would be supporting these kinds of actors.

It is more catered to the fact that you are doing one thing.

You are needing one machine that is well equipped.

And you could be getting support for the buying of that one new machine, but how about the getting of a host of different machines which might all be a second hand, it's much more complicated to to get those things in power.

So yeah, those are a few of the challenges that you that you simply have to deal with.

Yeah.

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Sebastian Schönberg

Yeah.

So, you mentioned also about the educational practices.

So, do you have at OMA had any strategic collaborations to scale up the impact into broader movements for social and economic transformation?

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Ruby

First of all, little word of that that if you talk about scaling up and doing things broader, what are seeing very much here that we're talking about our natives being.

I've mentioned the word Commons and comments not so much. It's not about a scaling up in terms of like the bigger, bigger, but more about how can we connecting our experiences.

There's a wonderful scholar of the Communes.

She passed away a few years ago.

But Silky Helfrich

She spoke of the communes as being crystals, crystals in a web which can be connected together, and that that through in that way to talk about the scaling up.

But of course I understand what you mean.

We have quite a lot of cooperation on different levels.

I already mentioned the Community supported agriculture network on international level urgency.

I mentioned solidarity economy network Rebus.

There are like there are host of international actors which bring different initiatives together or wanting to support with which you are working together and which we also of course try to inspire through our experiences other actors elsewhere and be inspired by them of course here in Finland.

Then here in Finland there is also cooperation between different Community supported agriculture and initiatives.

We have something called the Kumppanuus Maatalous RY.

We have also in recent times, together with other comrades there have been different events organized in which bringing different actors together.

I think you could say at the moment the food movement is definitely alive, alive and kicking.

There's a lot going on.

There are a lot of challenges.

You only have to look at all the farmers on the street in process at the moment, there are a lot of challenges also to how to facilitate this, really talking to under you know each other to understand the different positions.

But there's quite a lot of networking and talking happening on at the moment at OMA MAA also.

Besides these actors about internationally and nationally, for instance, there's also been collaborating with some different universities.

I think there's more and more interest also to come for so called hands on days to the farm and in which typically we will be telling about things, typically we will be working together and then we will also be eating together.

So those are nice days to also spend with the students to get hands on experiences.

We have been working together also with different art projects also there again issues of art, art and change art and economy.

The farm, of course, provides fantastic sets settings for people that want to.

Give different forms to what they are engaging in.

There's been work together with schools, which is of course a very, very good one.

So different ages groups have been coming out to the farm for day comes and things like that.

Different level students. We have also been last year we hosted a Luontoo Liitto the finished Nature associations camp on the farm.

That was for them a first time to do that on a farm, which was also really good learning for everybody to understand what kind of ecosystems there can be on a farm and how nature conservation can actually be engaging with that.

So yeah, there's a whole range of activity.

Farms are fantastic.

Farms are fantastic places to bring people together to learn about things.

To open up discussion about the whole host of things, it's a, yeah, they're beautiful places.

Yeah.

0:29:22.209 --> 0:33:9.659

Sebastian Schönberg

Yeah, really interesting.

And it seems like you really go the next step to educate people in what you are doing and what impacts you have and from the impacts, do you measure them at the OMA MAA community it serves?

So, do you have any metrics or indicators to assess its effectiveness?

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Ruby

Yes.

Umm well, there's not a huge scale is so I mean, to look at that is there is no constant systemic systematic approach to that.

But of course, our food bag order levels are one thing here and that we see as something yeah it's already explained.

That's already explained that has a lot to do with our capacity.

We are making beautiful food bags.

We are definitely we can be proud of it, that we are doing that fifty weeks of the year in Finland, in Finland.

That being said, our beautiful food bags can be even much more beautiful.

We are very, very well aware to that and that relates to capacity that relates to that whole circle here of how many people are with how many resources are there, how many more producer Members can there be with us.

At the moment we are too small team

So, that reflects, of course.

Uh, there's a reflection on that with the with the full back orders and they speak them for themselves.

It's a two way thing.

It's both also an issue of how well are you able to translate what you're doing?

The openness of people to engage with that and it feels there are a bit of ways in these things.

There are definitely is more interest today at large in society, but still it feels that we're a little bit we're still kind of, we're living in a time in which there's so much more understanding of the importance of these initiatives, but it's not yet totally translating in the fact that really obviously more people would be joining us.

There was this corona effect

It's still kind of showing that it's not yet, according to some things, just simply need to get even more harder for everybody close by to really, make for more understanding about the importance of why it is importance to join this initiatives.

Perhaps it's also so that uh, our capacity to also reach out to people is of course can be limited when you are struggling so much to basically do the daily processes.

So and how far can we be reaching out and how far can we be marketing is, of course another issue here.

So, in those kind of settings, talking about metrics and that, you're so aware of what are also your limitations that you know there's scope for improvement on all kind of fronts but?

It's difficult also to talk about them when you know that your capacity to cater to any change is just not always so large.

So yeah.

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Sebastian Schönberg

Yeah, that's a good achievement to get 50 weeks in a year.

The delivery on the bags.

0:33:19.739 --> 0:34:25.699

Kalle Vikman

Also, can I just say ?

Why I was waiting for these few questions was because they are more on the economic side and of course our current, you know, economic system kind of like that's how it's built.

You have like metrics for everything but what you brought up because the first question was about kind of degrowth and scaling up, which is like an oxymoron in itself.

And I love that.

What you brought up is kind of like, but it's actually about it's not about scaling up the production to make more money.

It's about kind of like all the ways to do that or like strategic collaborations are about like networks and just kind of like, you know, reaching out like, I don't know, the roots of a tree and kind of roaring people more to the actual message than you know, about the monetary possibilities of the of the project.

0:34:27.909 --> 0:40:49.99

Ruby

Yeah.

I mean, there are the concrete financial needs like I put on the table.

I mean, I'd be.

There are definitely.

Those are those are very concrete at the same time, there's a lot of else going on.

And indeed it is about working together in scales that still makes sense to us.

If you wanna talk like how big can things go?

Ah, our farmer also put forward that, I mean, we know that like, what is the amount of relations that we can really have with what is the amount of people that we can have really still substantial relations with.

I think it's something like.

Is it like that with about the maximum 150 people, you can still somehow feel a bit of a connection in our coop.

We talked about the 200 households, right?

There's something.

Also, there's something about the skill in which that we together in that in such a group we could be coming to meaningful relations with which we could be building up things together.

And so you can be seeing that there could be different, you know, different nodes of people working on that kind of scale together, which could come to really real experiences of commenting in which we are really able to live up to principles that we want to do, that we are not just living off each other's work or efforts or, you know, having a commodity take on things, but that we really can be engaging, engaging with each other.

Yeah.

And then you of course realize that for that kind of, degrowth in a way, in the way that we do things, of course there are other issues in, in structural issues in society.

I still think for lack of a better solution, something like a basic income or something like kansallis palkka or citizens income, if you don't want to call it the basic income, but would be something that could be enabling so much.

There is.

If you look at our farms, there could be so much good work available for many more people.

If only people could for people that want to shift away from what they're doing, many of us have the blessing of being engaged in meaningful work.

But perhaps for others they would want to be doing something else.

If they had the choice, and the choice is very difficult at the moment.

And so, if there would be a guaranteed income for people with which they really could be safe, there could be a lot of transitioning towards other initiatives, sustainable initiatives that bring more health, both for people and for our ecology.

And there would be all kind of interesting experience is to look at.

Like I mentioned, the time bank can be once we had some cooperation with a economist in Barcelona, so Susanne Belmont, and she because well, we also have in our time bank the notion of a time tax and well our discussions led to the fact that imagine the following imagine that you could be opting to be receiving a basic income in euros.

Imagine that when you opt to receive them basic income, you agree that you are having a kind of debt in an amount of work that you would be doing.

Imagine that there would be in parallel to that, a kind of a citizens, a process in which we would be charging down what are all the projects in our society that are not able to get on their feet at the moment that they're not able to be sustainable because they don't have the resources to engage people in them.

For instance, our food cooperative, or perhaps other cooperatives other citizen initiatives.

Then you, as someone who receives the basic income, you could say that, hey, I'm interested in joining this project because I know how to do this and this and that, and I want to learn about this and this and that.

I would want to go there and do my hours there, so we're not talking about free labor.

We're talking about you going somewhere to be engaged with something that interests you when you would be working in that initiative, you would be earning.

Let's say for instance something like a time credit, an alternative currency with that alternative currency, you would pay off.

Basically, the fact that you got your basic income in in euros and at the same time anymore complementary currency earned you could be using that in a network of what I call solidarity economy actors.

So meaning you're a local store, local product store or a local restaurant?

So what you get at that time?

At that moment, I hope that I explained it in a way that it was understandable, but you get that.

That moment is that you're having a basic income which is kicking into life occurrence for other economy building.

You get your basic income; the initiatives are getting people engaged with them that can strengthen those initiatives.

The complementary currency is earned, which is used in a network of other economy actors.

Those things are very difficult to test.

Those things are very difficult to experiment.

If there isn't, the political will to make that to make that happen out but all kind of envisioning could be possible to tie different dots together, which could be enabling people to be shifting away from what they're doing towards initiatives that are that they really want to be engaged with.

0:40:51.289 --> 0:41:4.409

Sebastian Schönberg

Yeah, thank you.

That's really interesting.

But now it's Emilias turn to take the lead and ask some questions.

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Emilia Ånäs

Yes.

So now we'll move on to questions related to personal aspects and then some future plans.

You may have partially answered some questions already, but how does OMA MAA integrate the principles of degrowth into its practices and initiatives, and what lessons have you learned from implementing these principles?

0:41:26.589 --> 0:46:0.989

Ruby

Yeah, I think indeed.

I already talked quite a lot about.

Addressing in a way the.

You're supposed also in in Finland on, well, the whole issue of innovation, preferably technical.

In the innovation, think OMA MAA is at the at the same time also like making a standstill by what is seen as the obvious.

But what is actually very, crucial?

It's making people stand still at first of all, land.

And what land really means to us?

You can talk about wanting to make food out of proteins out of air, and you can pump a lot of funding into that, but it doesn't take away the fact that we need our soil and we need healthy soil and agriculture can be a tool to come towards healthy soil and our stomachs are directly related to the health of our soil and we can put in as much technical innovation as we want.

But it just doesn't take away the importance of our land.

So, the issue of food production also, for instance, we use a lot of traditional methodologies in how you produce food.

So is it from the fermenting or is it about the sweetening or without sugar but through enzyme processes a lot of things that we used to do and it's not because of some sort of romantic nostalgia, but it's because of our coming out of efficient resource use.

But at the same time also combining that with global tastes.

But so yeah, to put on the table that it's.

It's a bit of a coming back or reassessing where we have been also coming from and wanting to take elements from there that are still very useful for us.

At the meetings where I was in Budapest last week, there was somebody who perhaps one phase more senior in life and she was we were listening to different initiatives that people were telling about and there were also quite some young people around who were very nicely telling about how they were occupying different spaces and going to the land, going to forests and all the things that they were doing.

And this, this lady.

She said that she wanted to thank the youth now for what they were doing because they were really trying to make undone with an entire generation.

Now has been doing in the last decades when there was this view of that development meant so much, this increased commodification of everything.

This increased efficiency. This increased speed of.

Now, that's not to say that not good things have come out of that.

We also know that a lot of good things have come out of that, but also something has been lost and destroyed and.

Yeah.

It's definitely also an issue of coming back and coming in terms with that it doesn't mean like people will sometimes say to me that Ruby, you cannot expect that everybody "et ei kaikki menen nytt akaisin pellolle".

I said below that is not like that now everybody's going to go back to and some of us are perhaps even in your youth, you'll have to be quick.

I didn't, but some of us have to be picking potatoes and there might be partly still kind of upset that they're holidays went to those kind of things.

But.

Yeah, there is a looking in the eye of those things, and that's part definitely of the degrowth story there.

It's at the same time it's a growing of that.

That is good.

So I think degrowth is a very fine word, but at the same time, I also want to.

I also feel that we are actually we have the opportunity to be growing so many very good, good things.

0:46:1.969 -->0:46:19.859

Emilia Ånäs

Yeah, exactly.

As we only have 10 minutes left, I will move to the question related to future plans.

So looking ahead, what do you see as the biggest opportunities and challenges for OMA MAA in its ongoing efforts to promote degrowth and foster sustainable communities?

0:46:22.599 --> 0:49:35.399

Ruby

I think the opportunity lies in the fact that there is becoming more and more awareness and there is an opportunity there.

At the same time, of course, there are at least these huge challenges of creating more understanding and creating more spaces for people to really talk to each other so that we can collectively really connect the right dots together.

We of course also see in our society and on the European level we say also very many worrying developments in which actually.

There is not enough possibility for people to really talk together to understand about why different things are happening in society.

And that, which is they're not producing good political outcome or good policy outcome.

So why is that the same time there is this more awareness there's at the same time there are also really big, big challenges that we are facing at the moment.

See it as a bit of a case that.

That there's only one way of the of the keep on and working with these things.

Perhaps also just have to face the fact that the need is only going to become bigger.

That need is going to be pressing all kind of fronts.

Some of the needs we are not at all yet really talking about, or perhaps not even daring to look in the eye as of all kind of developments that are happening.

Is it regards to climate and the development which are happening worldwide and what kind of moves literally moves of people that is going to be bringing on its feet and already how much of course suffering there is already happening and how?

How is that ball going to come closer to us and be more of an eye opener is of course an issue that you cannot delight in, but perhaps it is so that the need is going to be coming closer and therefore.

Yeah, coming more, more strengthening from people.

Sometimes this you can make this scenario if you think that how can we be getting more power for initiatives?

Is it via direct overthrowing of the other power or are we actually building a parallel society to what is going on and then you could say that at the moment you are trying so much to get people within that parallel society to build up things differently and as the need.

Now it's on a voluntary basis for people to choose, but perhaps the need is going to be growing that more and more people are going to have to be joining in that parallel society because there is no room nor space to get your basic needs fulfilled in the in the main in the main system, so to speak.

So those are the processes that we have to work with.

0:49:37.809 --> 0:50:0.99

Emilia Ånäs

Yes, so now I think we have reached the end of our interview.

Your efforts are truly inspiring, and we appreciate that you took the time to Share your story.

And yeah, we wish you all the best in the future and hopefully your work can also inspire others to join the journey towards a more sustainable world.

So yeah, thank you very much for this interview.

0:50:1.599 --> 0:50:11.729

Ruby

Thank you.

And I welcome to everybody to come out to the farm.

Do do. feel yourself welcome, Spring is coming, and summer is coming, so come to find us Tuusula.

0:50:14.419 --> 0:50:14.799

Emilia Ånäs

Thank you.

0:50:15.209 --> 0:50:17.429

Kalle Vikman

If so much, we will surely.

0:50:17.389 --> 0:50:17.869

Sebastian Schönberg

Thank you.