

MODULE 4

# Place

Part 1

An Online Learning Journey | 30 April 2024

**Anna Pollock**



Ecotourism in Swedish Lapland to experience the Sámi lifestyle

# Recap and Scope Today



1. **Perspective** – what does it mean to be alive, a living system?
2. **Purpose** – to shift from more to flourishing, thriving, evolving?
3. **People** – what does it mean to be a human in a living system?
4. **Place** – how does this affect our relationship with our places?
5. **Practice** – what can / should we do now?



# What is a Place?



A Point or an area?  
A Geo-coordinate?  
An address?  
Shared (common land) or owned?



Neighbourhoods, villages, towns, political regions, bio-regions, countries...?



Destinations or places?

Places or communities?



**Places are living organisms (systems) and each one is completely unique.**

They are unique in biology, ecology and geology.

They are unique in their cultural heritage.

**All places are nested in other places.**



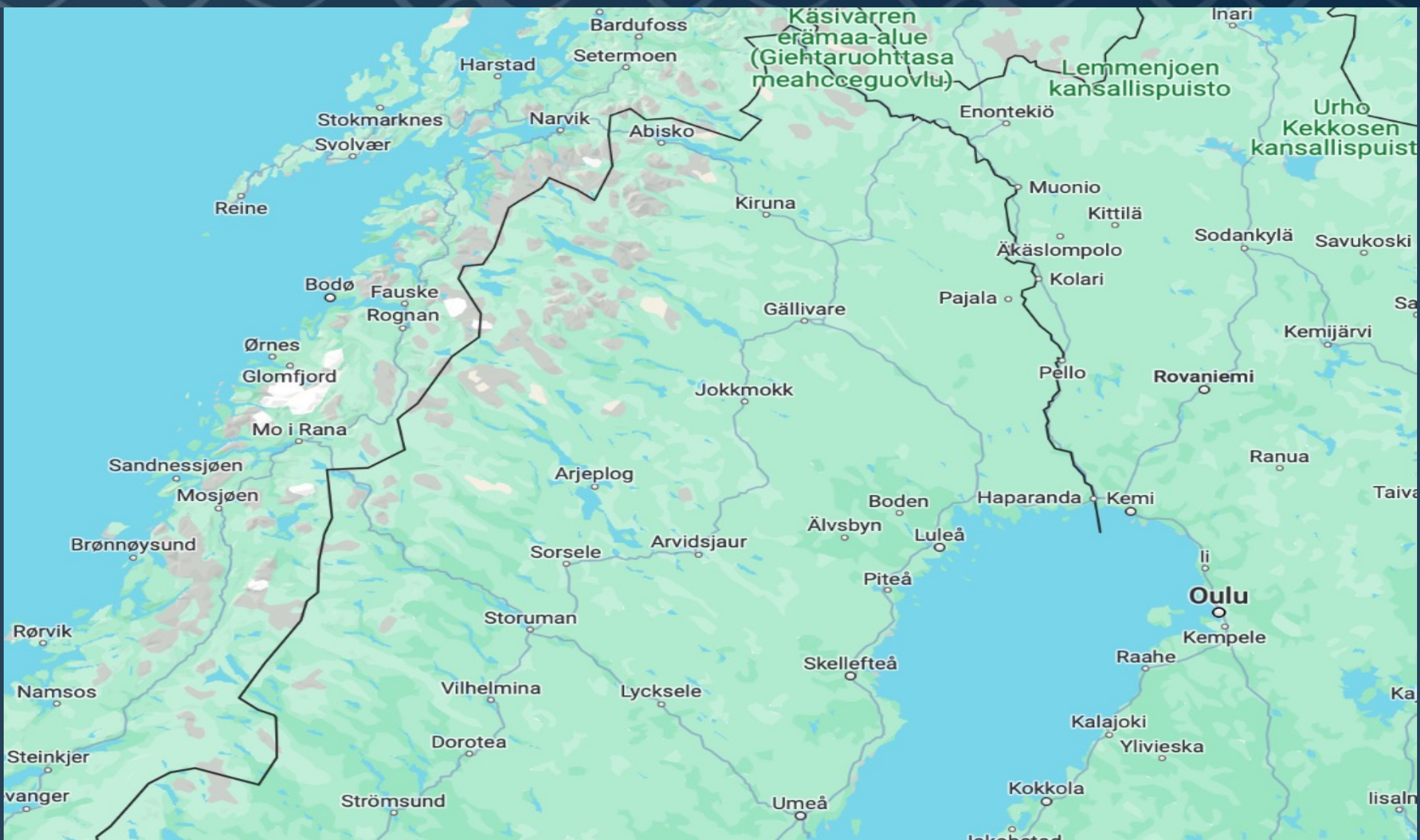


# Where is Swedish Lapland ?





# Where is Swedish Lapland ?



# 'A Sense of Place', an introduction



VIDEO:

['A sense of Place', an Introduction](#)

<https://vimeo.com/537810109>






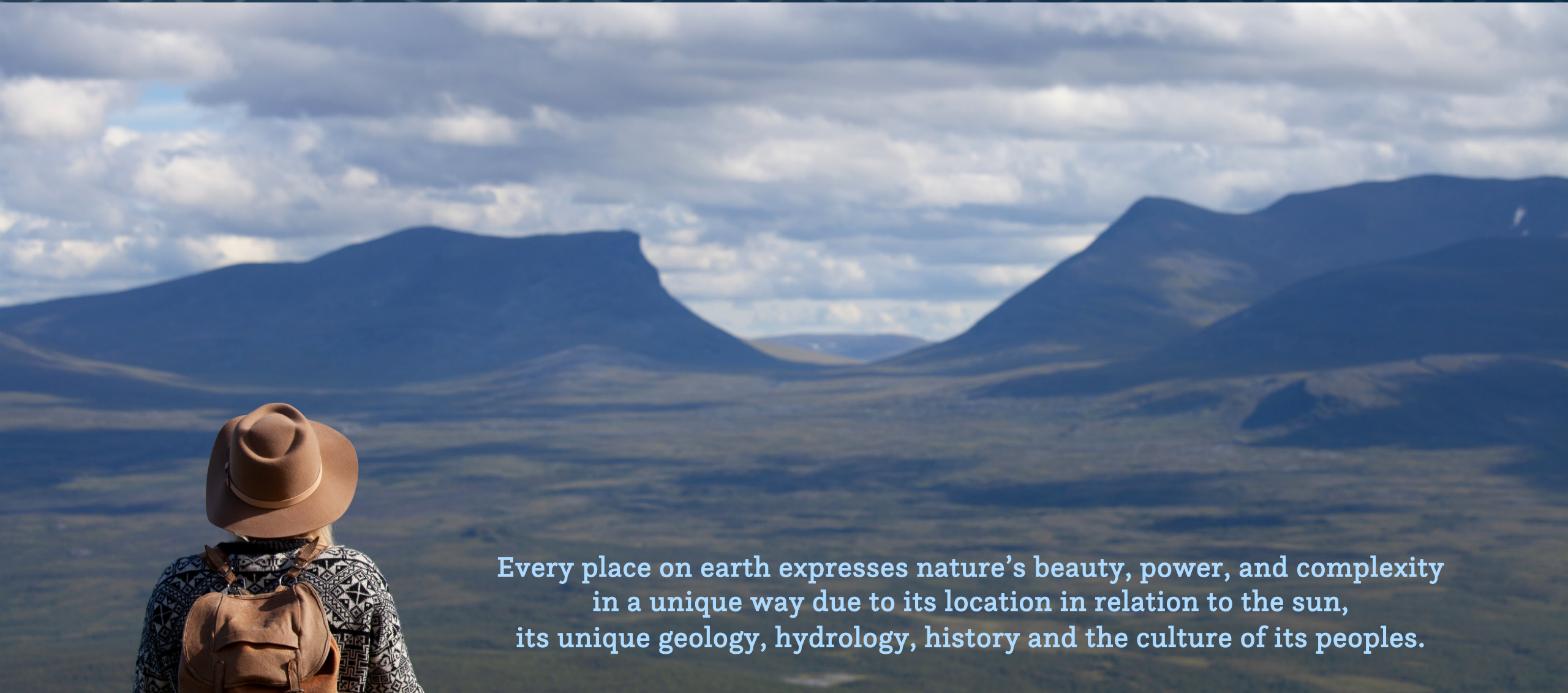
# Why Place?



## Places ARE vital to tourism!

- 📌 **Origins** – where do *you* come from?
- 📌 **Destinations** – where are *you* going?
- 📌 **Meaning** – what are places, just points on a map, checks on a bucket list? Or a *living breathing system*...?
- 📌 **Purpose** – why do people travel? For novelty? For change?
- 📌 What do places offer?  
**Encounters and memories** 

# Every Place is unique...



Every place on earth expresses nature's beauty, power, and complexity in a unique way due to its location in relation to the sun, its unique geology, hydrology, history and the culture of its peoples.



# Every Place is unique...



As indigenous peoples know, each place has a unique song, signature, personality or essence that is sacred, that can be experienced and exists to be *celebrated* and *revered*, so then

***YOUR PLACE IS ALSO UNIQUE !***



# Why are Places so important?



*“We can’t save the planet.  
It’s too big; it’s an aspiration,  
but how do we work on it?  
...but when we work in place, we can see the  
impact and respond.  
Place is the one unit of measurement  
that allows us to change our behaviour.  
If we save the places of the world,  
we save the planet.”*

**- Bill Reed, Regenesi Group**





# Why are Places so important?



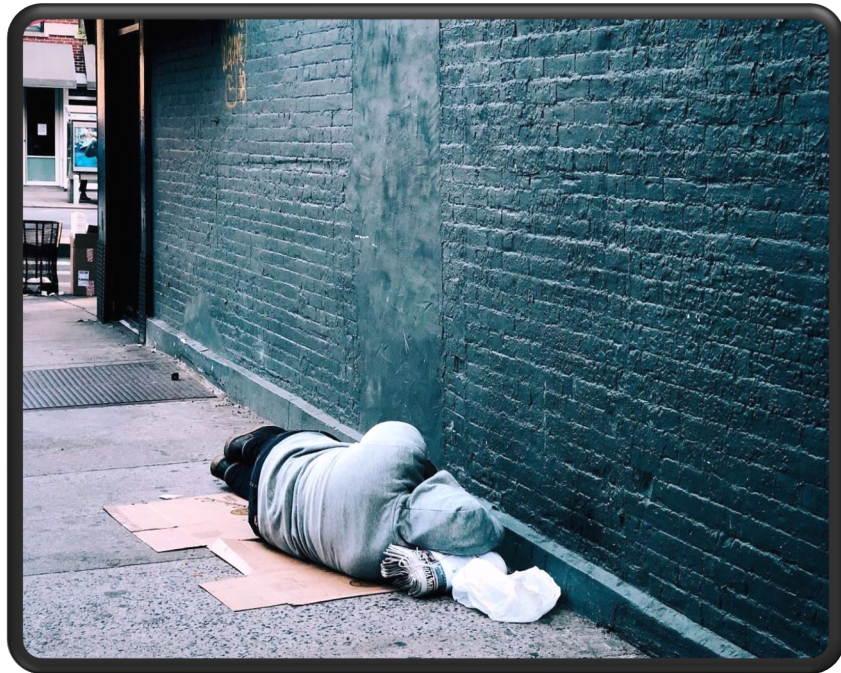
Not just any place but where *we feel at home*.

Having a *home* and a *sense of place* contributes to our **HEALTH**

Connection  
Belonging  
Companionship  
Safety  
Love & Care



# Mental health effects of displacement



30% of the forcibly displaced people suffer from having high rates of depression, anxiety, post-traumatic stress and 272 million homeless around the world lack access to care.



# Why are Places so important?



**HOME IS A PLACE YOU GROW UP  
WANTING TO LEAVE**



**AND GROW OLD  
WANTING TO GET BACK TO...**

- John Ed Pearce



# Why are Places so important?



*“Wherever you stand, be the soul of that place  
Your bright gaze will kindle this old shadow world  
to Blaze up once again with the fire of faith”*

- RUMI



# Why are Places so important?



## IF YOU WANT TO SAVE THE PLANET – START AT HOME!

- *“Place is a doorway into **caring**. Rootedness in a place is the most important and least recognised need of the human soul. **Love of place unleashes the personal and political** will needed to make profound change.*
- *It can also unite people across ideological spectra because place what we all share: it is the commons that allows people to call themselves a community”*

**SIMONE WEIL**



# Why are Places so important?



*“Love of place unleashes the personal and political will needed to make profound change; what makes the shift to true sustainability possible is the power of connection between people and place. Every place has its own unique story. It knows what it wants to become”*

- Pamela Mange, Regenesi Group





”Home is where the Hearth is”



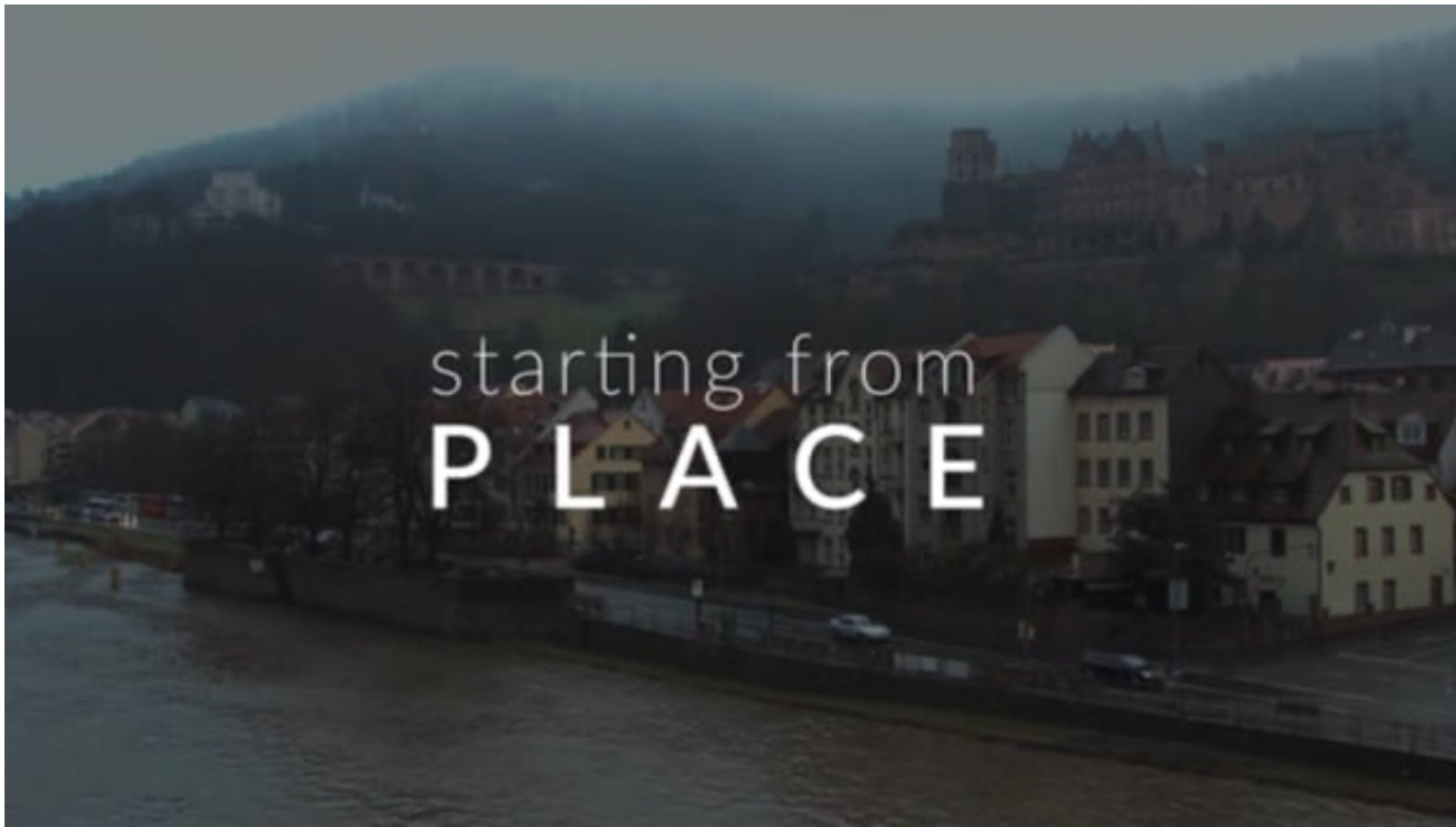
# Starting from Place – Regeneration 1



VIDEO:

[Regenerative development Part 2 Starting from Place](https://vimeo.com/537812320)

<https://vimeo.com/537812320>





Do we make places or do places make us?



*“WE SHAPE  
OUR BUILDINGS;  
THEREAFTER  
THEY SHAPE US.”*

SIR WINSTON CHURCHILL

# Do we make places or do places make us?



Place making



Place branding



Place evolution





# Retrospective



Think of the place where you grew up...

What aspect of that place shaped who you are today & what you might wish to become?



# The Role of Hospitality?



## The Rooted Host

- ❖ Indigenous
- ❖ Native
- ❖ Inhabitant
- ❖ Resident / Host
- ❖ Of this place
- ❖ Experiences an allegiance to a place
- ❖ Identity shaped by place



## The Mobile Guest

- Rootless mobile
- Passing Through
- Temporary
- Visitor, guest
- Migrant
- Itinerant
- Branding, place making



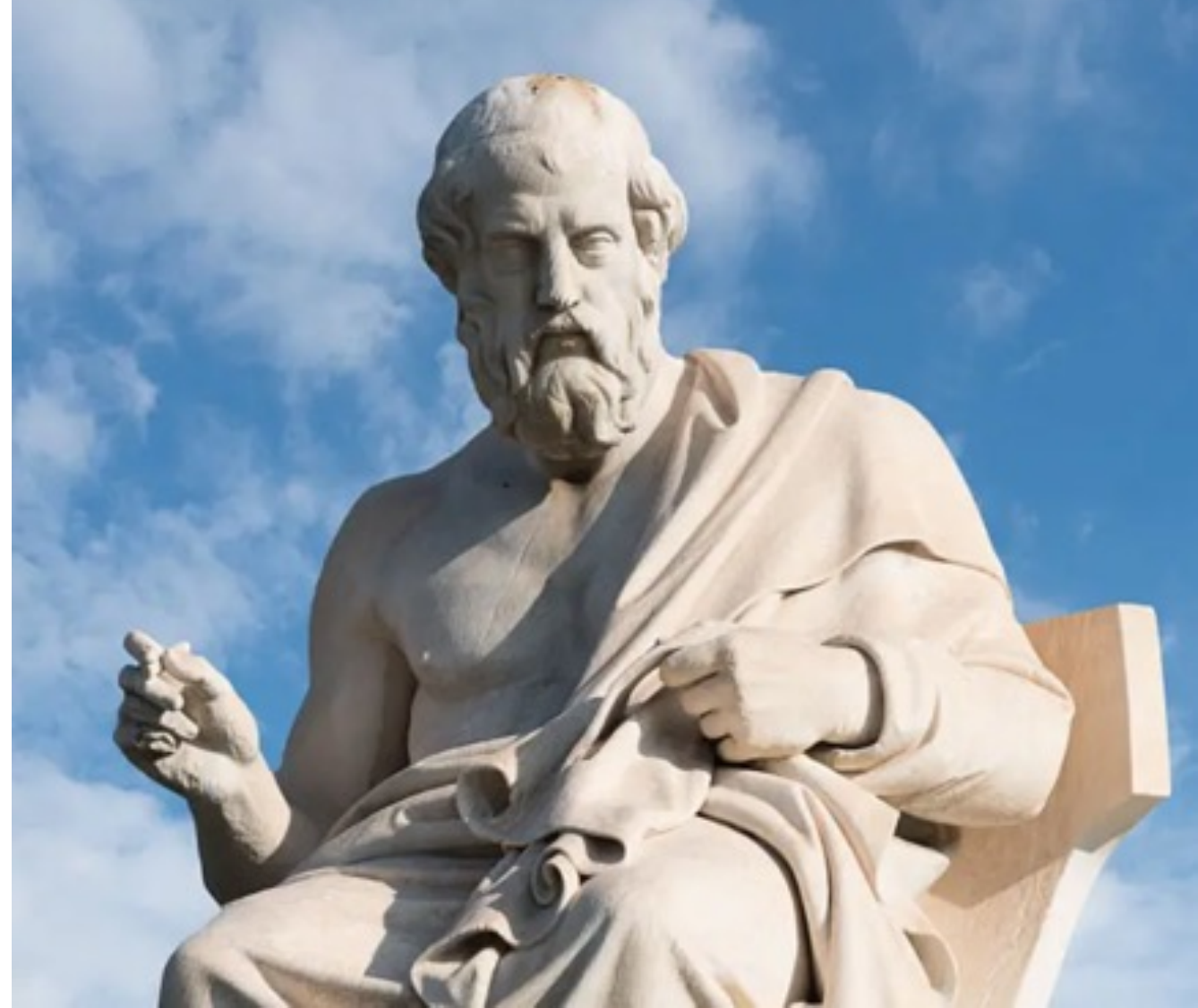


# Supposing Plato was right?

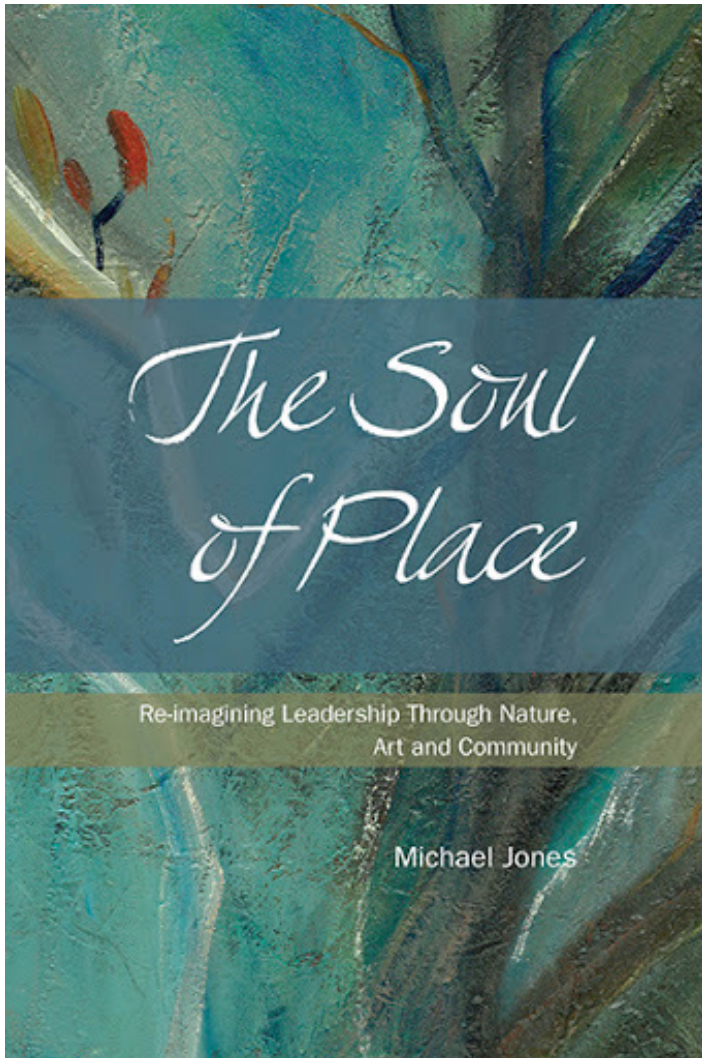


*“The world is indeed a living being  
endowed with soul and intelligence .  
A single visible living entity  
containing all other living entities  
which by their nature  
are all inter-related.”*

- Plato



# The Soul of Place



*“Let’s imagine our world  
No longer as lines and graphs  
But as circles and spirals  
within living systems that are  
natural, organic, and  
seamlessly connected...  
... a world of place.”*

- Michael Jones, *The Soul of Place*



# Listen to your Place



Places are alive and speak to us...





# Listen to your Place



...about those things that truly matter in our lives.



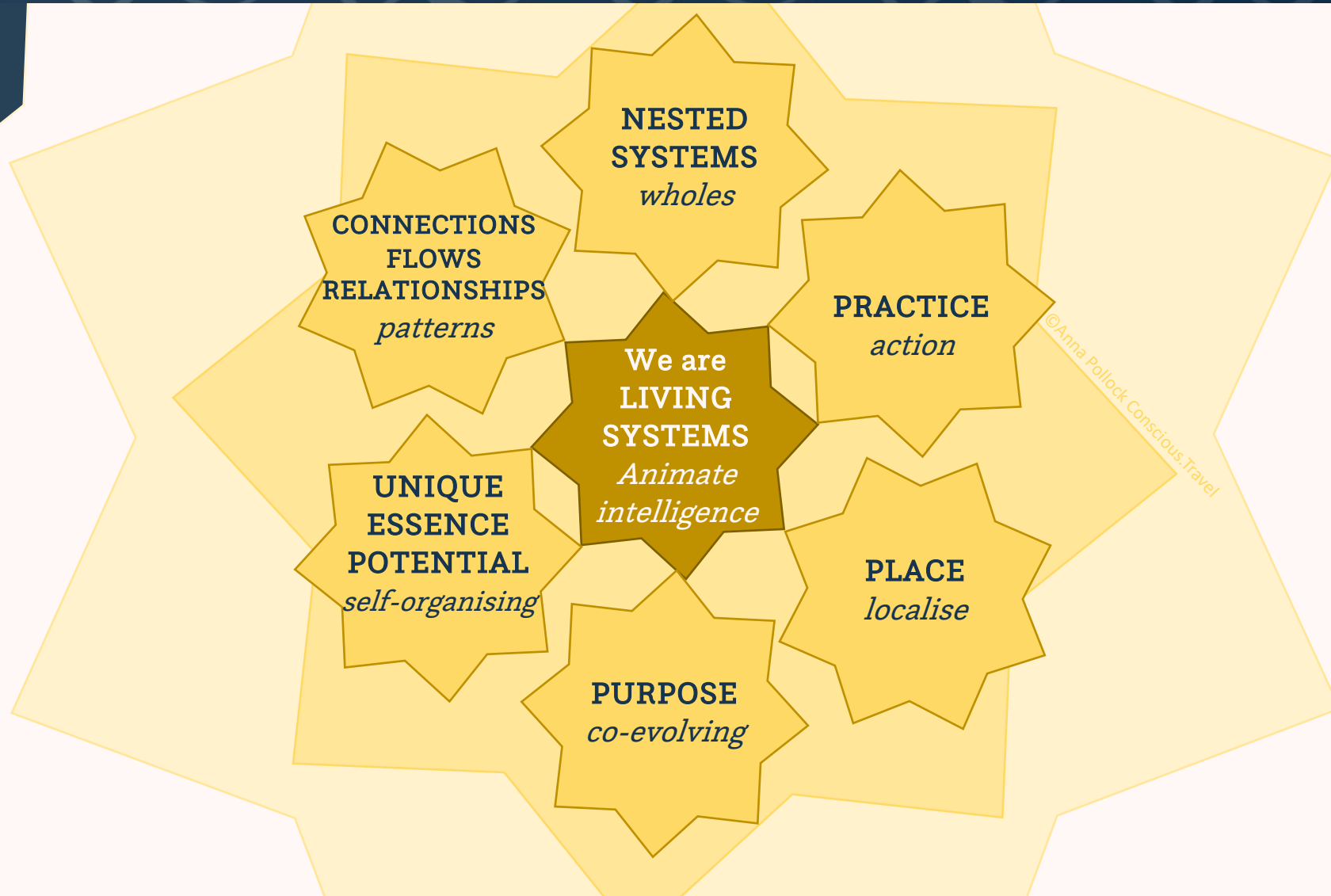


# Listen to your Place



How can we learn to listen?

# How can we apply Nature's Principles to Places?





# How do we get to know & care for our place?



VIDEO:

[Regenerative development Part 4 Story of Place](#)

<https://vimeo.com/537814190>





# Reflections & Homework



Pick a town or village you like, you identify with

- 1) Do you have a sense of its *essence*, its personality, how is it different from other places?
- 2) In two or three words, can you describe its *energy*; how do you feel when you are there?



## Homework dynamics:

- Make some space during your day to think/reflect on these questions,
- Write them down – as long or short as you feel like (it is like keeping a diary) and if you wish please,
- Email them to [karen@backtolifenetwork.co.nz](mailto:karen@backtolifenetwork.co.nz) – Anna is looking forward to reading **YOU!**

Thank you! See you in my Inbox  Karen

## End Module 4.1





# Thank you!



Swedish Lapland  
Visitors Board



**Co-funded by  
the European Union**

Link to the learning platform:

<https://ail.swedishlaplandvisitorsboard.com>



See you on Friday 03. May

  
**BACK TO LIFE**  
A Regenerative Renaissance