

Engaging the rural in sharing environmental 'know how': Insights into small to medium enterprises' experiences of social networking

Alex Bell

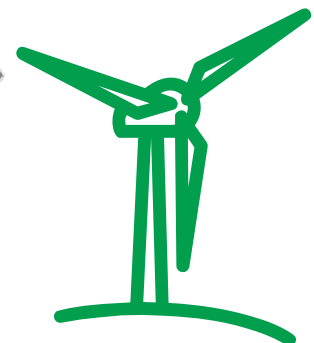
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My love was restoration work of Victorian style gardens, with peculiarities such as a Folly that appears as a pure whim of the property owner.
There seem to be an ever increasing number of people who think they are landscapers but only a handful have work to a standard I would ever recommend to potential customers.

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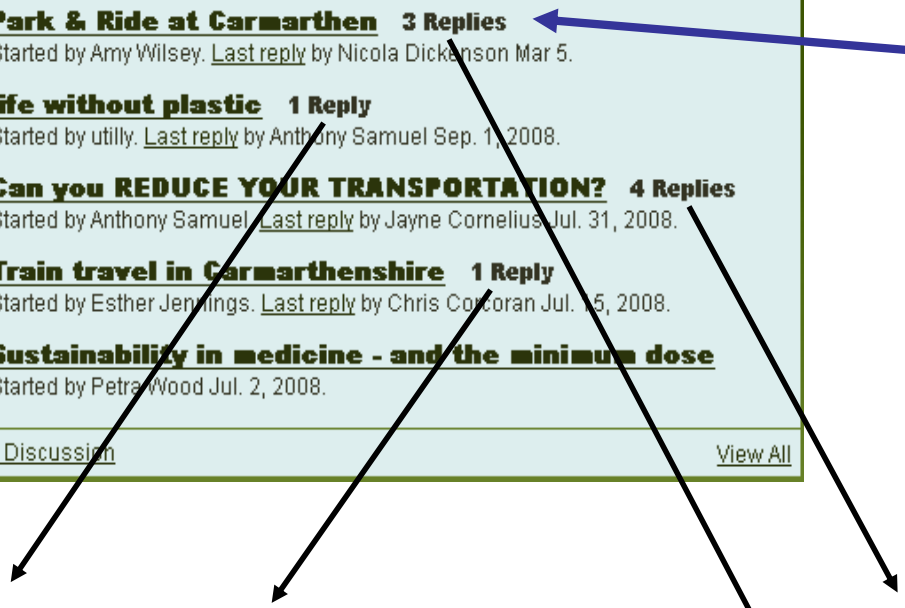
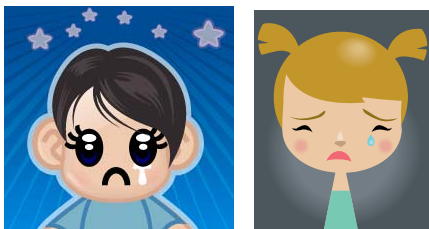




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Needs to be a grassroots lead development owned and governed by and for SMEs

Perception of SMEs is that they are not big business so aren't significant enough to make a contribution. Need to see themselves as participants



used to learning as dissemination from experts and not participation for themselves

Engagement requires trust and belonging. Needs time. Need to have equivalent real world engagement to build community

Own

Global Web 2.0 Landscape

Participate

Collaborate



Initiate & Govern



'Participation in real life practice is seen as central to their learning'