

THE IMPACT OF THE ARCTIC WINTER GAMES: A SOCIAL CAPITAL PERSPECTIVE



Prepared for: Arctic Winter Games International Committee

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SUMMARY OF FINDINGS - BENEFITS

As a result of the AWG's, respondents indicated significant enhanced benefits in their communities as follows:

- Health Benefits
- School and Work
Productivity Benefits
- Community and
Social Benefits
- Leadership Development
Benefits



SUMMARY OF FINDINGS – SOCIAL CAPITAL

As a result of the *AWG's*, respondents indicated significant and enhanced social capital in their communities as follows:

- Trust
- Networks
- Reciprocity
- Social Norms
- Commons
- Social Agency



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PURPOSE OF STUDY

In the past, the studies of the Arctic Winter Games have focused on the personal and social benefits of participation in the games.

The purpose of the present study is to examine the link between the Arctic Winter games and a subsequent rise in social capital in the Communities of the North. The communities that participate in these Games see a marked rise in community, reciprocity volunteerism, and trust.



HISTORY OF THE ARCTIC WINTER GAMES



HISTORY OF THE ARCTIC WINTER GAMES

In 1969 three visionaries, Stuart Hodgson and James Smith, then Commissioners of Canada's Northwest Territories and Yukon, and Governor Wally Hickel of Alaska recognized the need for unique northern competitions and cultural exchanges among the youth of the north. One year later (1970), government officials from Yukon, Northwest Territories, Federal Members of the Canadian Parliament, and Alaska worked together to sponsor the first Arctic Winter Games in Yellowknife, NWT, taking place over roughly one week.

ORGANIZATION



ORGANIZATION OF THE GAMES

Today, contingents from Greenland, Sapmi of northern Scandinavia, and the Russian Province of Yamalia, and now participate in the games. The goal of the games has remained the same over the years: to furnish the opportunity through sport, the social and cultural meeting of Northern peoples regardless of language, race, or creed. The games are restricted to youth of the circumpolar region of the arctic. The success of the Arctic Winter Games over the years has in large part been due to the clarity, specificity, and importance of the mission and goals of the games.

ORGANIZATION OF THE GAMES

The Games are held biennially during the month of March, switching to a new location each time the Games are held. The various participating contingents prepare for the Games often times in their own ways. For example, several teams will hold regional trials and then final territorial trials in order to determine the composition of their Arctic Winter Games team, whereas other regions may not hold any sort of qualifying events for the Games.

ORGANIZATION OF THE GAMES

The opportunity to compete in the Games means that athletes come representing a wide range of communities. For example, in the NWT alone, athletes in the regional, territorial and final Arctic Winter Games represent over 40 hamlets, towns, villages and communities, most of the participants come from remote and isolated communities.

PURPOSE OF GAMES



PURPOSE OF GAMES

The Arctic Winter Games International Committee (AWGIC) provides for coaches who promote the values and operating principles. These games allow both male and females to improve their skills and develop personal values and traits that enhance their ability to succeed in life. These values, taken in their entirety, constitute the rationale and basis for extensive support from government, NGO's and businesses. Specifically, involvement in the Games does suggest that a number of important social, personal and community benefits are realized.

PURPOSE OF GAMES

The Games are designed to promote traditional aboriginal games, sports and cultural activities based upon survival in the north. There are three categories of sports that are included in the Games: sports with wide participation (e.g. hockey, volleyball, soccer, cross country skiing), traditional northern sports (Arctic Sports which include Inuit and Dene games such as Alaskan high kick, wrestling), and emerging/potential sports (such as snowboarding, table tennis etc.). The Games offer a venue where developing athletes from across the north meet to enhance their athletic skills, and to share their respective cultures.

PURPOSE OF GAMES

Importantly, past studies of the impacts of the games indicate a clear rationale for generating NGO, government and private support for the Arctic Winter Games. In addition, there appears to be very strong linkages to the need for community programs to support these young people prior to, during and after the competitions. These programs are related to community development and social service issues as well as recreation and sport programs. Specifically, that sport participation (training and competition) is a major feature in the lives of young people from all of the participating contingents at the Arctic Winter Games.

GOALS OF THE ARCTIC WINTER GAMES

1. *Athletic Competition*: “To involve as many athletes as possible either in the Games or in the trials, and to provide a forum of northern sport competition.”
2. *Cultural Exhibition & Social Interchange*: “To promote indigenous cultural activities and exhibitions, to get different groups together, to develop and maintain good relations amongst northern people.”
3. *Spirit of Fair Play*: “To encourage maximum participation by all ages, and all walks of life in a broad range of athletic activity.”

FRAMEWORK FOR STUDY



FRAMEWORK FOR THE PRESENT STUDY

One key concept used in this investigation is the concept of “social capital”. In the past several decades, interest in the concept has increased mostly due to the work of Robert Putnam (2000), Author of the book *Bowling Alone: The Collapse and Revival of American Community*.

Putnam brought the concept of the loss of social capital in North America to the attention of the public through research conducted at Harvard’s Kennedy School of Government and publications from the Saguaro Seminar.

Beginning in 1995, the seminar brought individuals from academia, government, and religion to one place with the goal of creating a formula to support and grow social capital and promote civic engagement. Putnam notes that social capital has both “individual and collective aspects”.

FRAMEWORK

Social capital can be thought of as the connections that individuals make with other individuals in their community and the connections they make with their community itself.



STUDY FINDINGS



COMMUNITIES SURVEYED

Seventy eight representatives from the following communities provided information for the study:

Alaska – Kenai Peninsula, Fairbanks, Eagle River

Yukon – Whitehorse

Northwest Territories – Yellowknife, Hay River/Pine Point

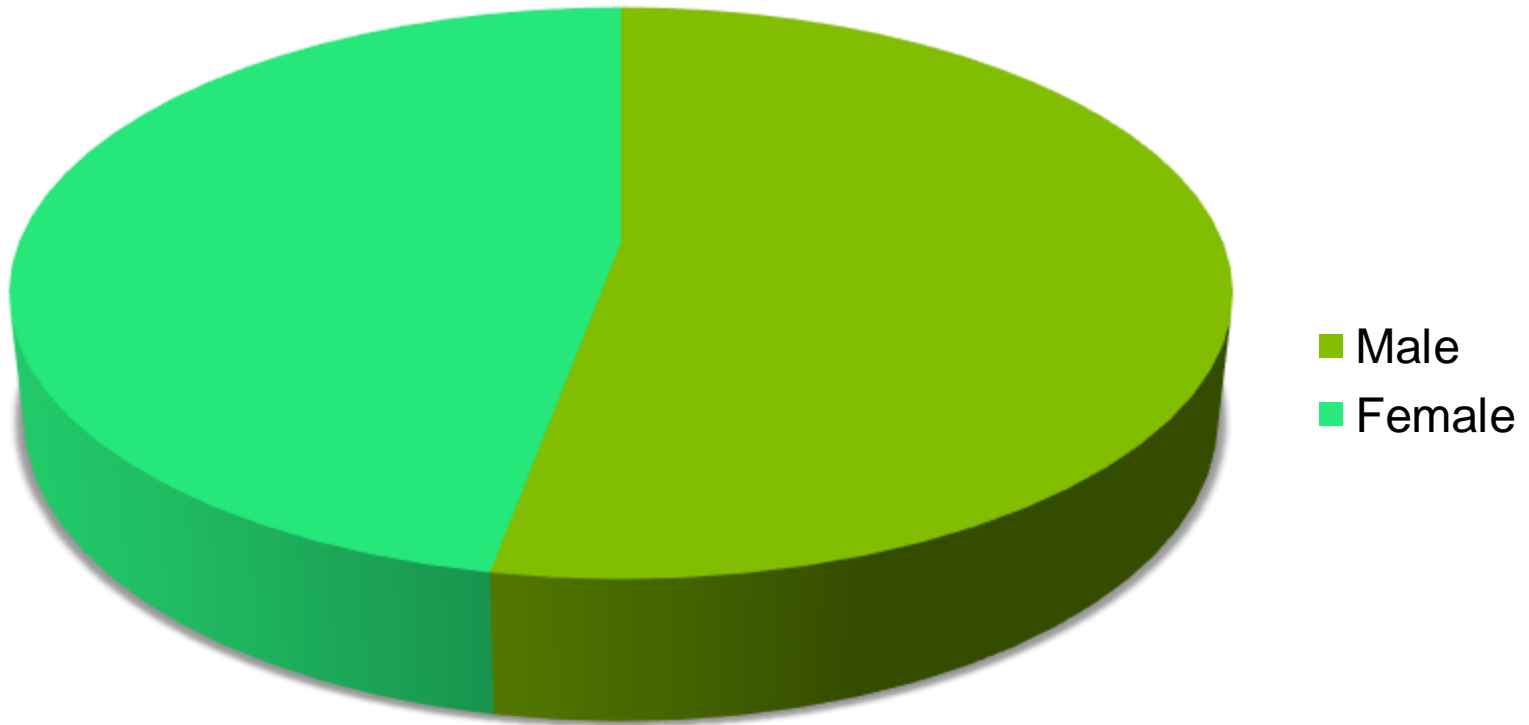
Nunavut – Iqaluit

Alberta – Fort McMurray, Grand Prairie

Greenland - Nuuk

DEMOGRAPHICS

Gender



STUDY DEMOGRAPHICS (CONT.)

Ages: 26-76 years

Mean Age = 50.14 years

Years living in current territory/country - 2-76 years

Mean Years = 30.02

Volunteer hour range- 1 to 100 volunteer hours/month

Mean Volunteer Hours - 22.57 hours/month

SOCIAL CAPITAL AND COMMUNITY ENGAGEMENT: COMMUNITY & SOCIAL BENEFIT FINDINGS

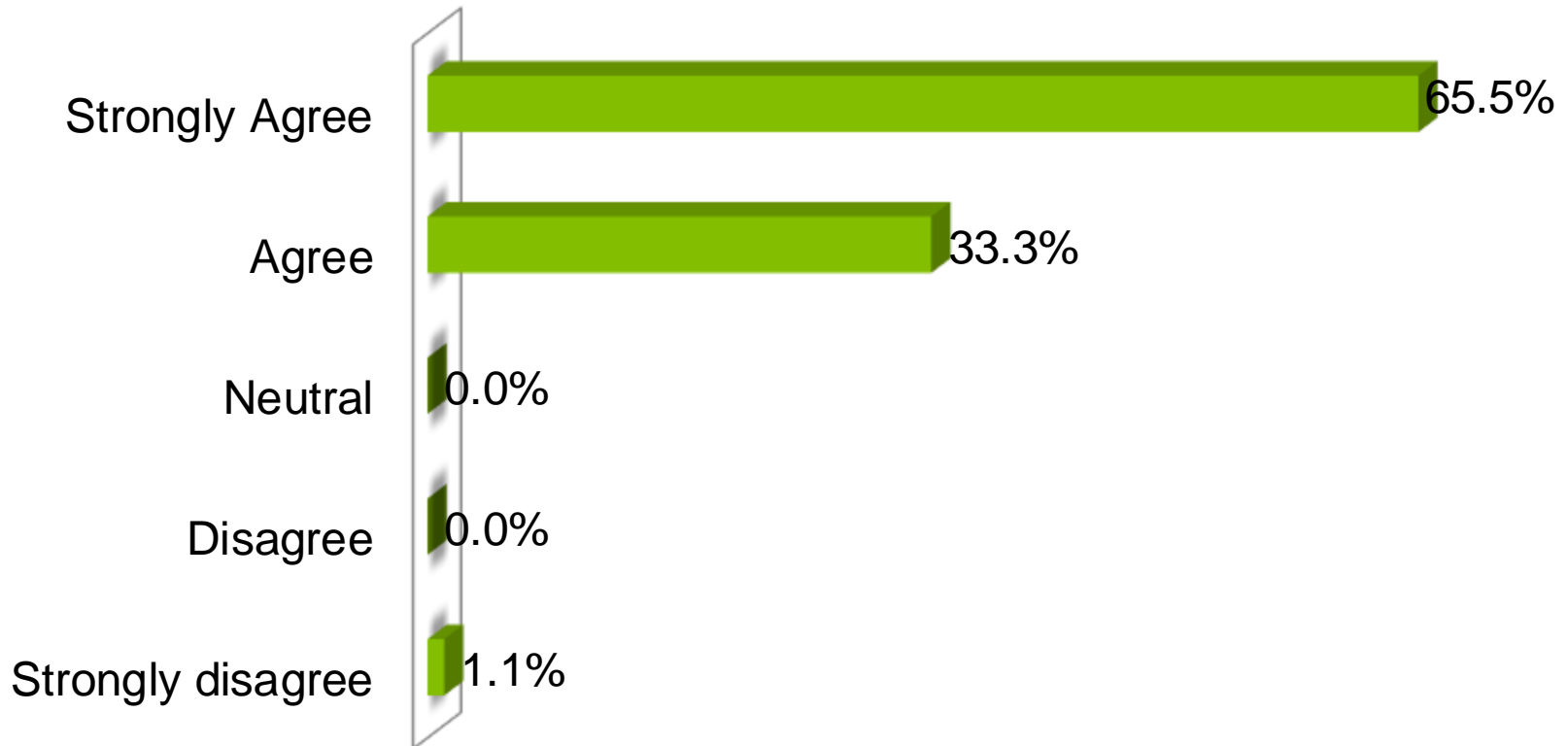


COMMUNITY AND SOCIAL BENEFITS

- **Respondents were asked to identify various community benefits and impacts of the Arctic Winter Games.**
- **The following slides detail the responses to this question under the categories of:**
 - Health benefits,
 - School and Work benefits,
 - Community and Social benefits and
 - Leadership benefits

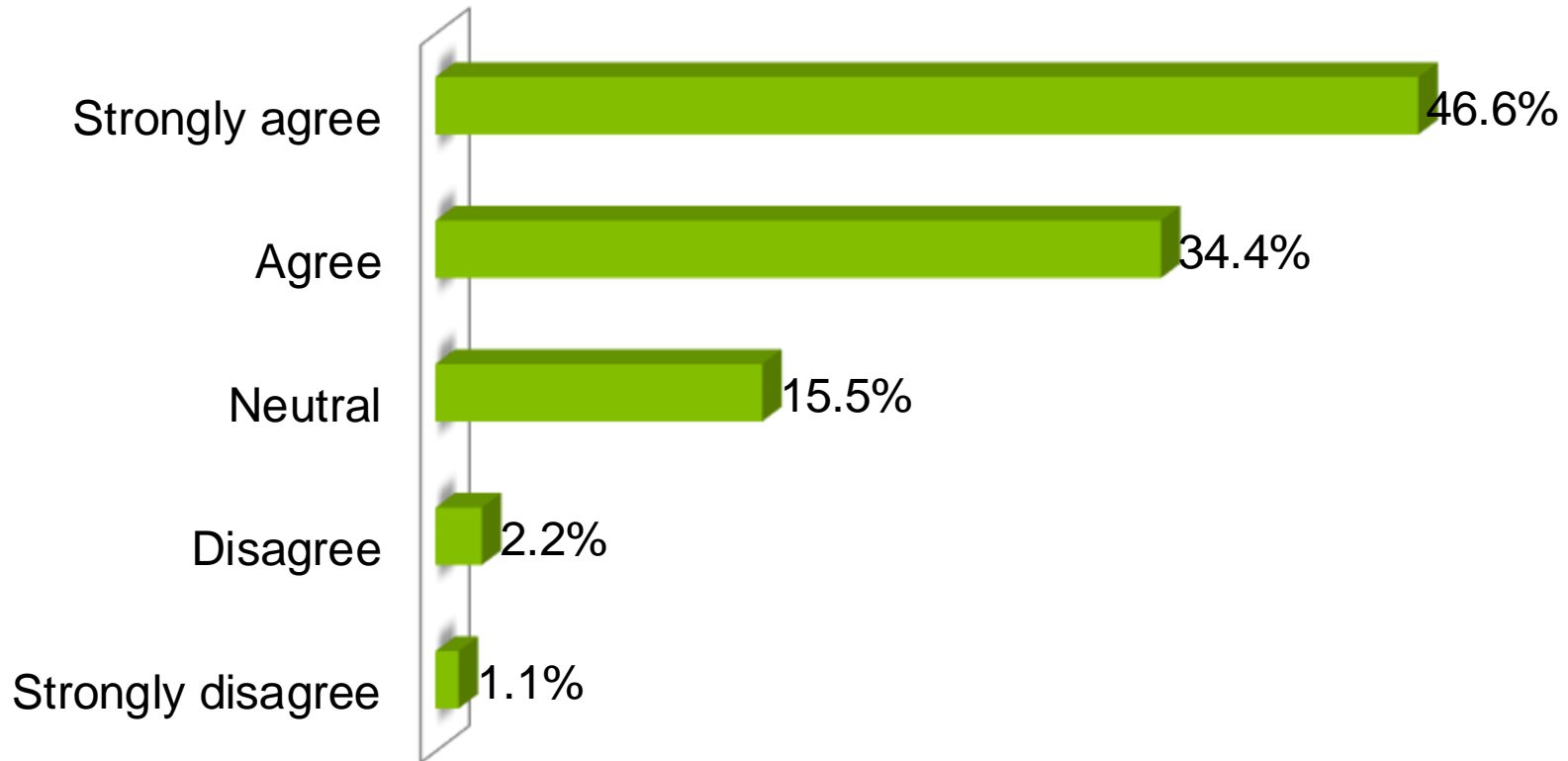
COMMUNITY AND SOCIAL BENEFITS

■ Citizens meet new people



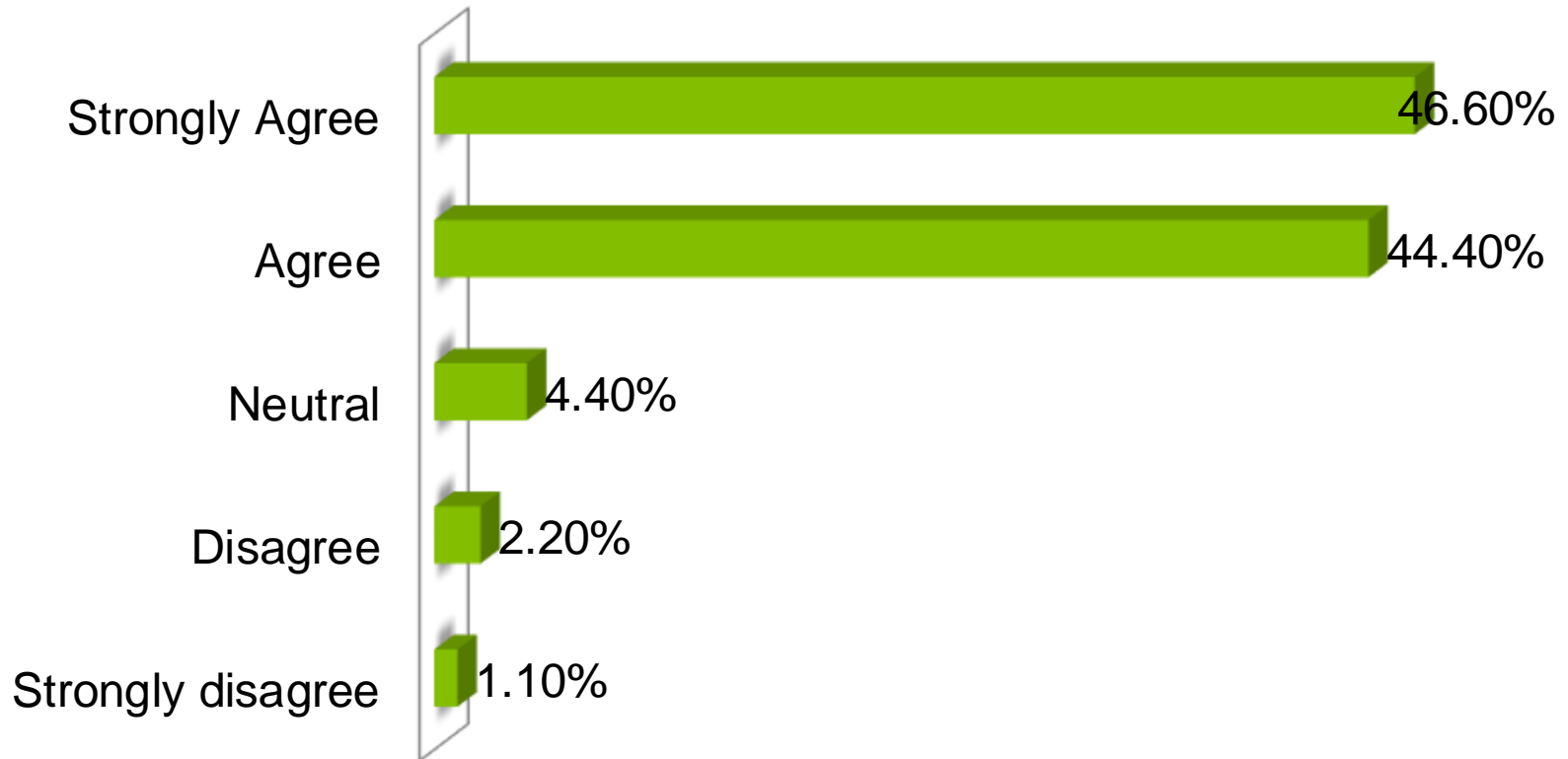
COMMUNITY AND SOCIAL BENEFITS

■ Brings Community closer together



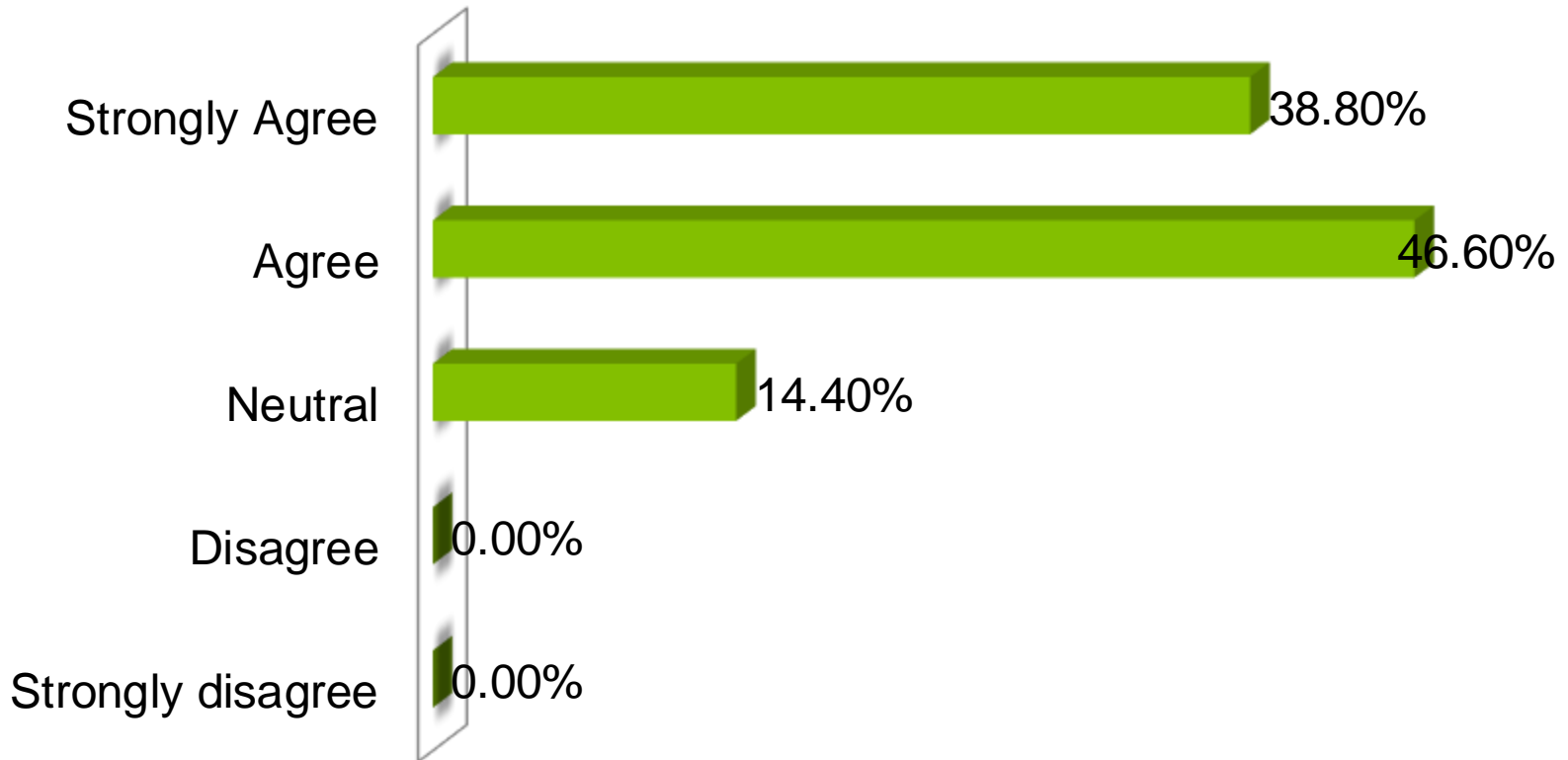
COMMUNITY AND SOCIAL BENEFITS

■ Helps provide understanding of other people



COMMUNITY AND SOCIAL BENEFITS

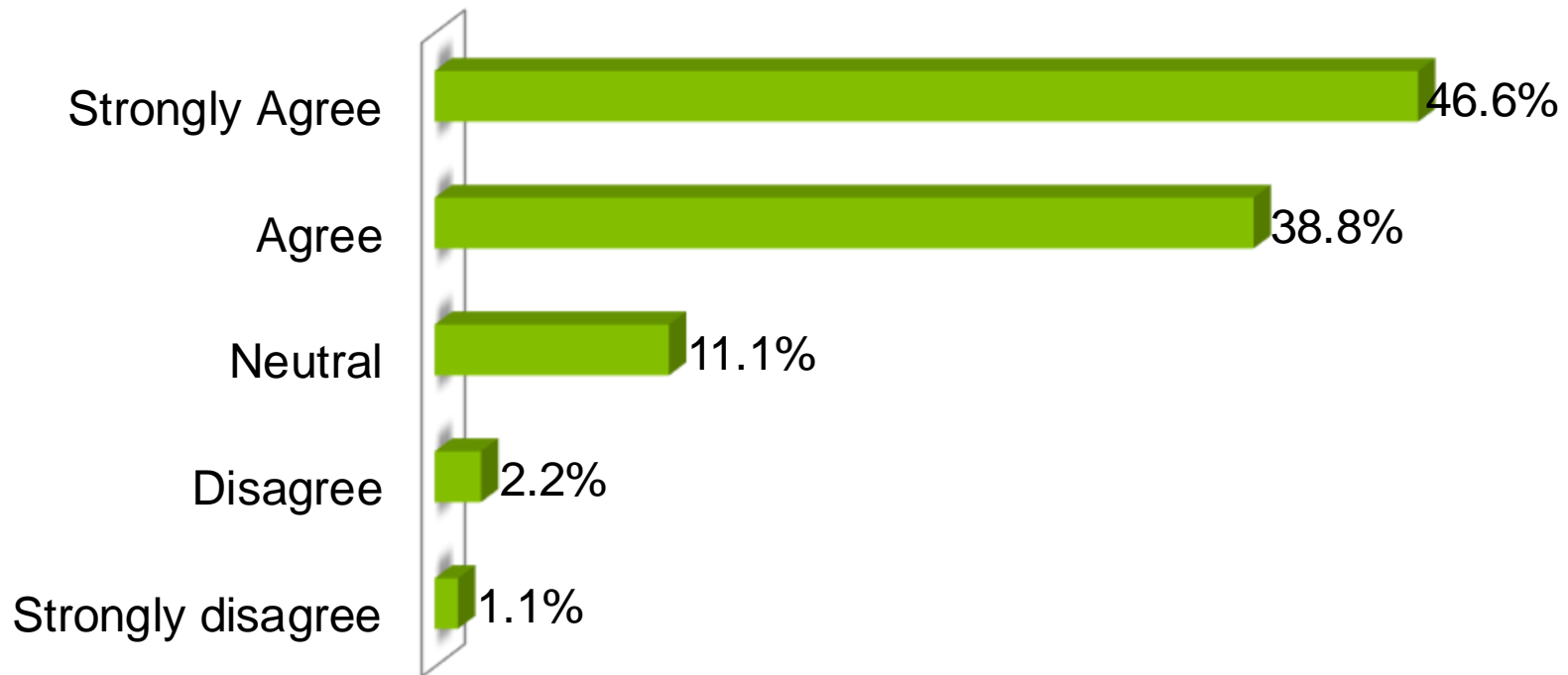
■ Makes people volunteer in their community



COMMUNITY AND SOCIAL BENEFITS

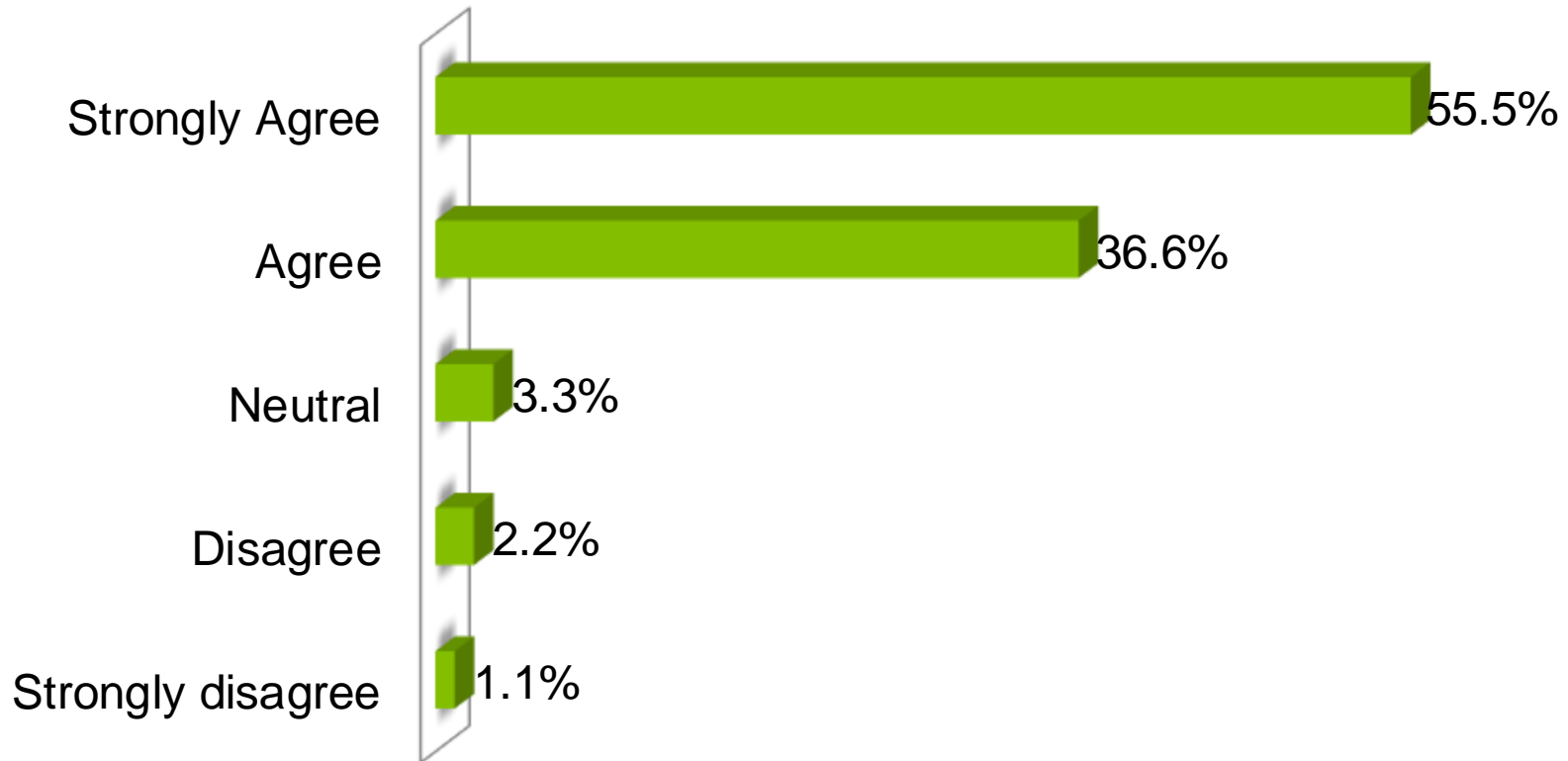
Brings Community closer together

■ Brings Community closer together



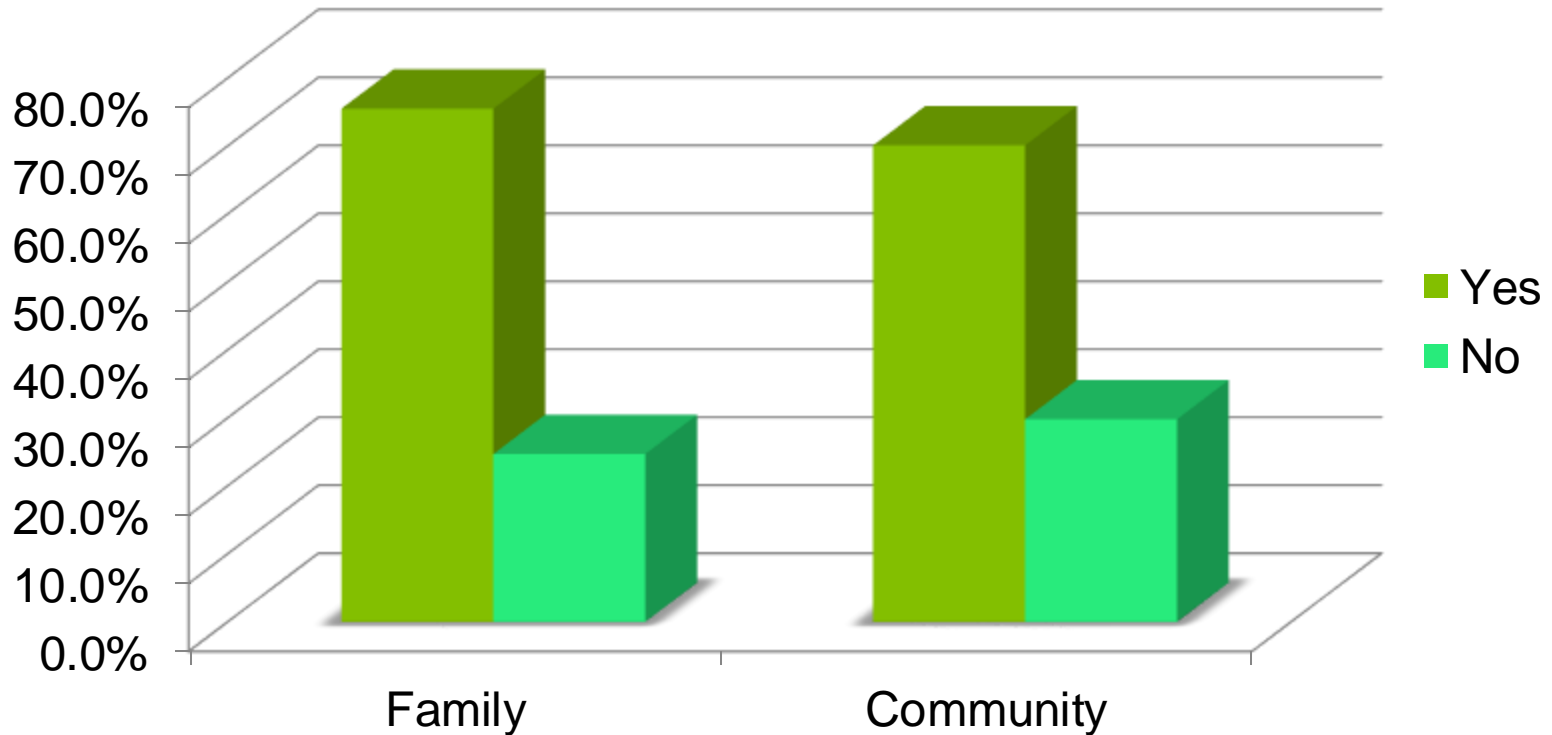
COMMUNITY AND SOCIAL BENEFITS

■ Builds excitement and involvement of the community



COMMUNITY AND SOCIAL BENEFITS

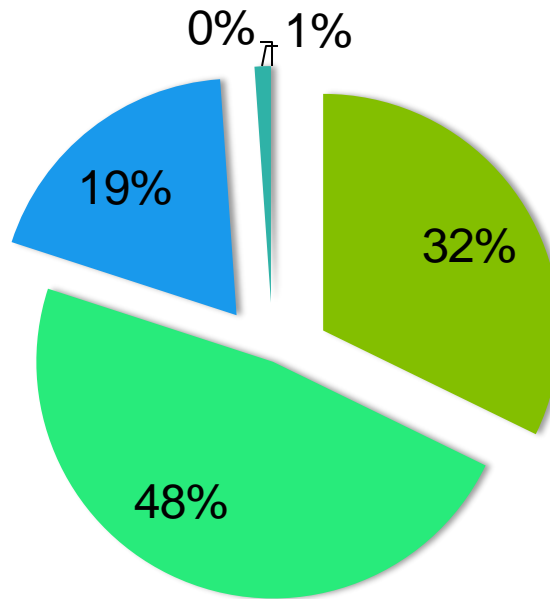
Are there more connections with Family and the Community during preparation for the Games?



COMMUNITY AND SOCIAL BENEFITS

Stronger sense of Community Pride

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree



COMMUNITY AND SOCIAL BENEFITS- QUALITATIVE COMMENTS

Contributed to increased interest in Arctic sports by Yukon youth.

Foundational sport skills development.

Lasting legacy of volunteerism, encouraging involvement and interaction.

Reinforces inclusion of “My” community’s place in the northern culture.

Builds community spirit and sense of belonging.

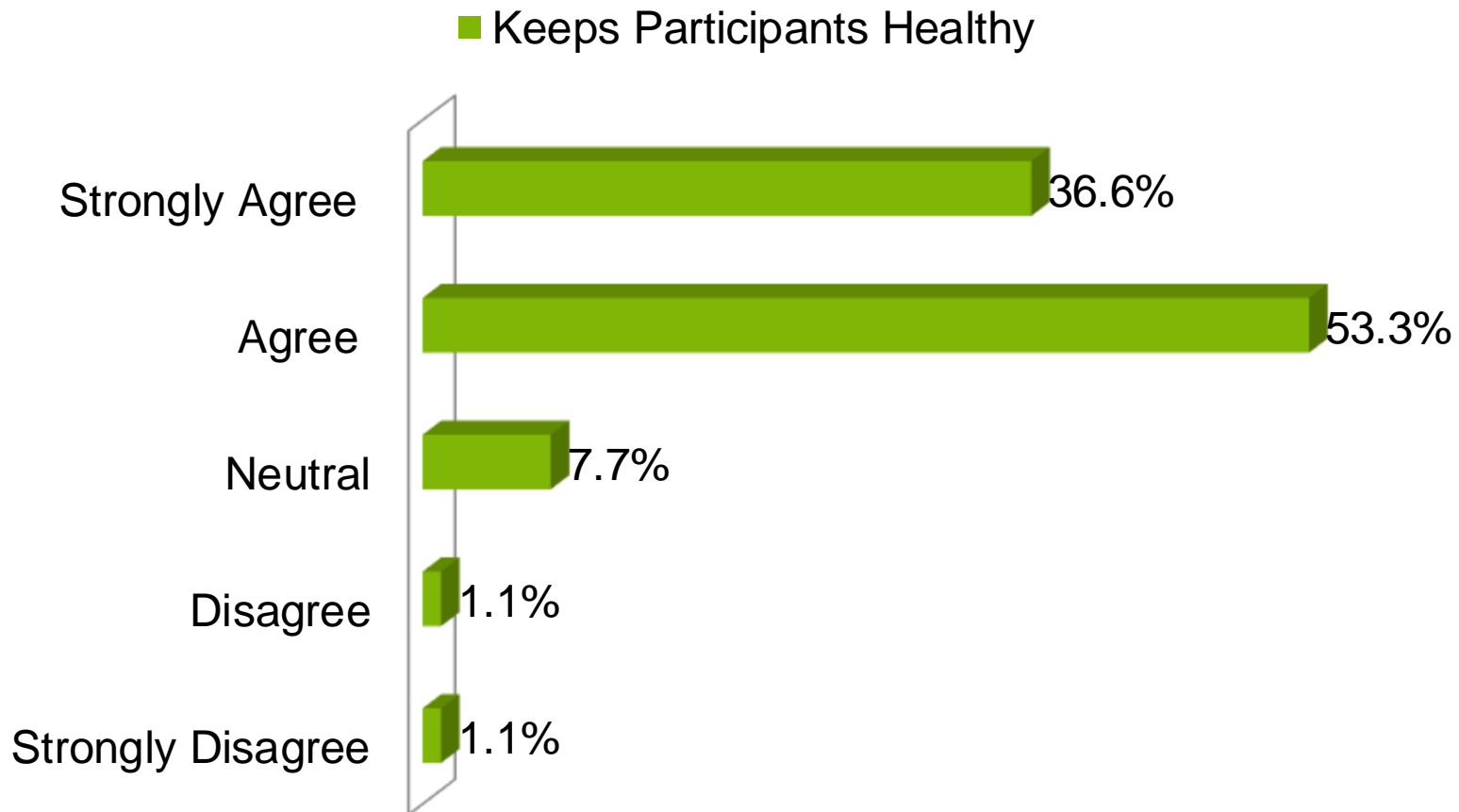
Develops a network between participants.

Exposure to people to different cultures.

SOCIAL CAPITAL AND COMMUNITY ENGAGEMENT: COMMUNITY & HEALTH BENEFIT FINDINGS



COMMUNITY AND HEALTH BENEFITS



HEALTH BENEFITS- QUALITATIVE COMMENTS

Provides opportunity to meet new and diverse people.

Involves youth in sports, which promotes and assists in developing skills for an active, healthy lifestyle.

Increased participation in physical activity level, especially during winter.

Develops sport specific skills.

Provides Northern youth with an opportunity to play at a higher level of sport.

Creates a sense of pride by bringing community of all ages together.

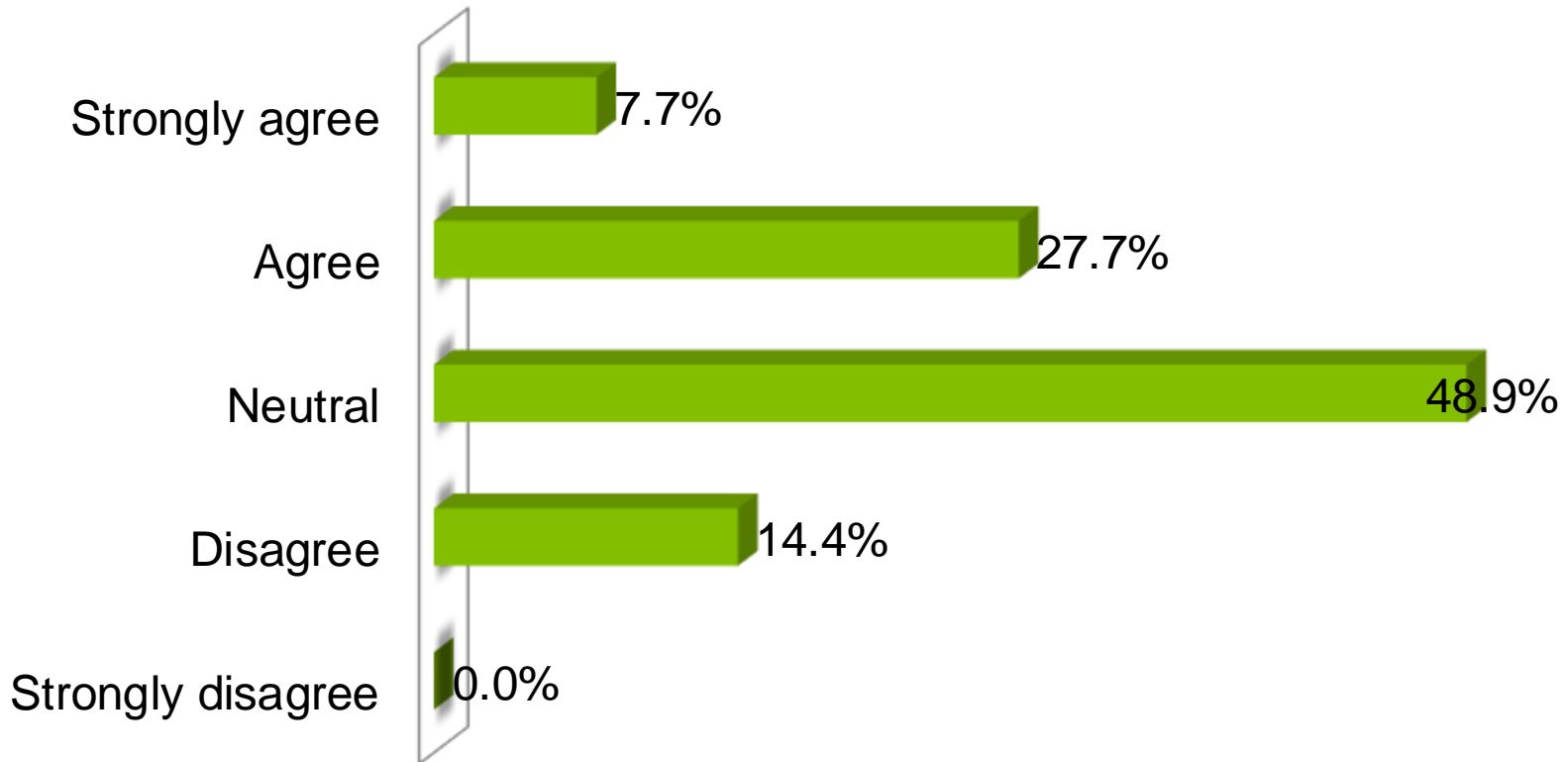
Builds volunteer capacity and creates sporting opportunities for youth that would not normally have these opportunities available to them in other elite competitions.

SOCIAL CAPITAL AND COMMUNITY ENGAGEMENT: SCHOOL AND WORK BENEFIT FINDINGS



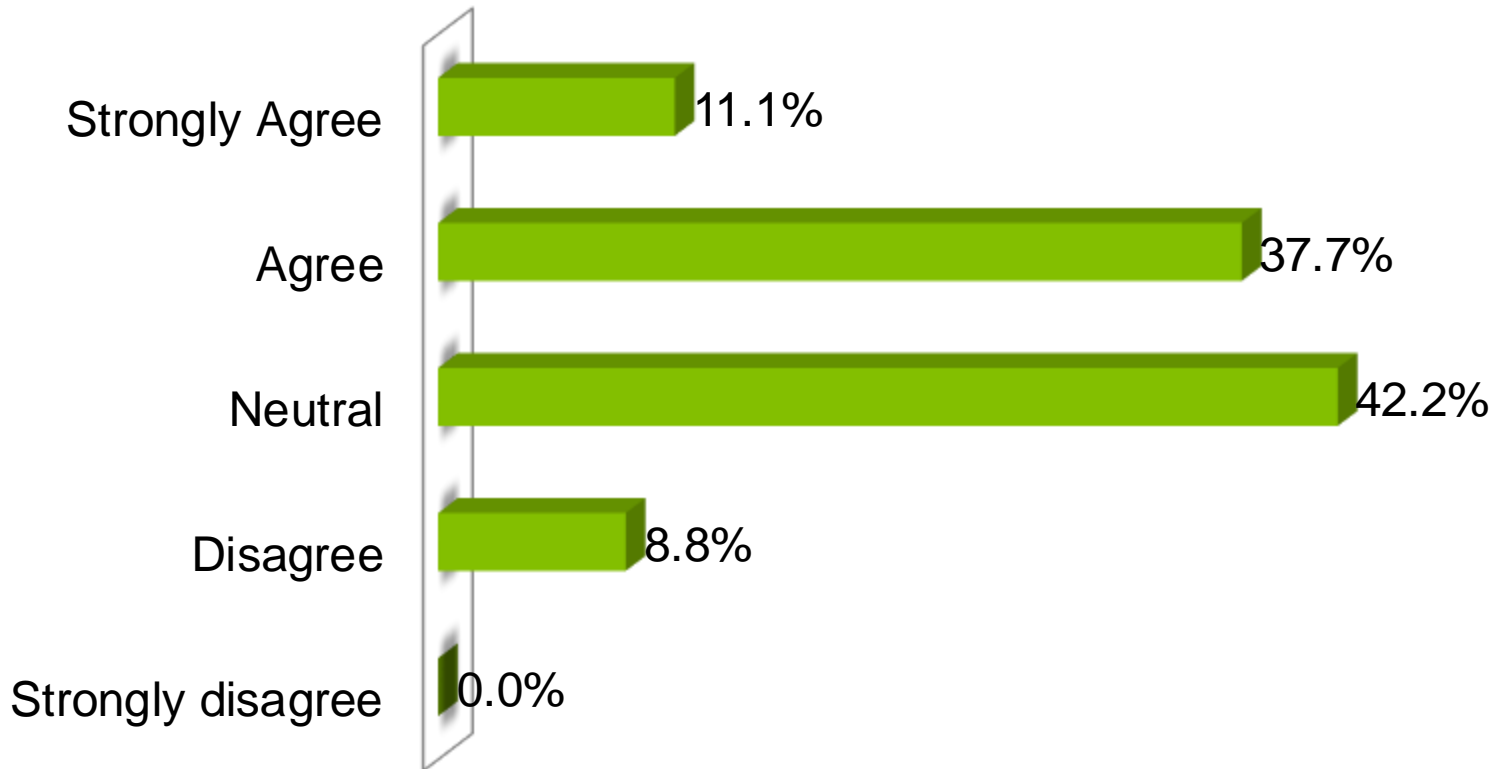
SCHOOL AND WORK BENEFITS

■ Helps with school work



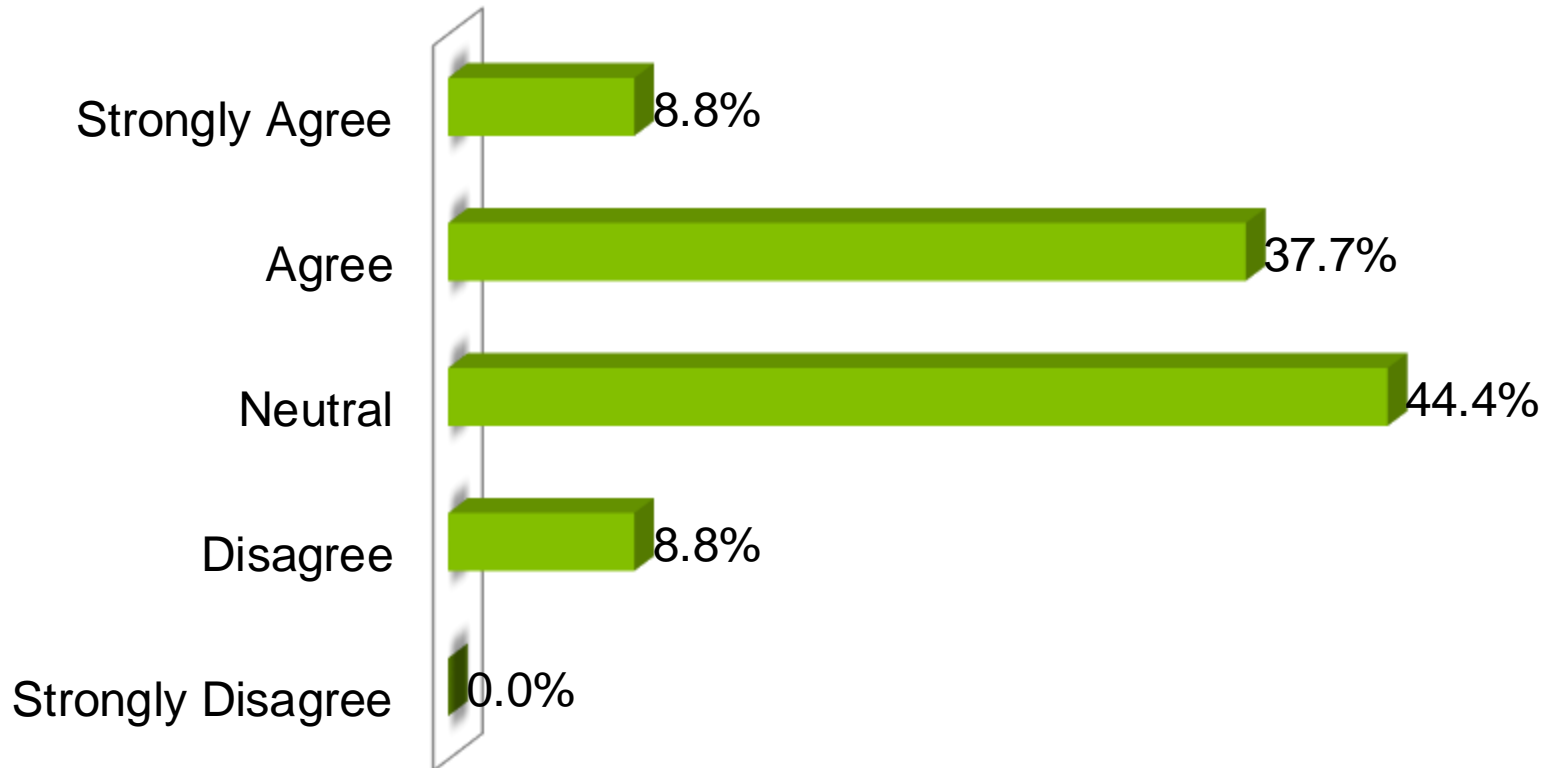
SCHOOL AND WORK BENEFITS

■ Encourages athletes to do better in school



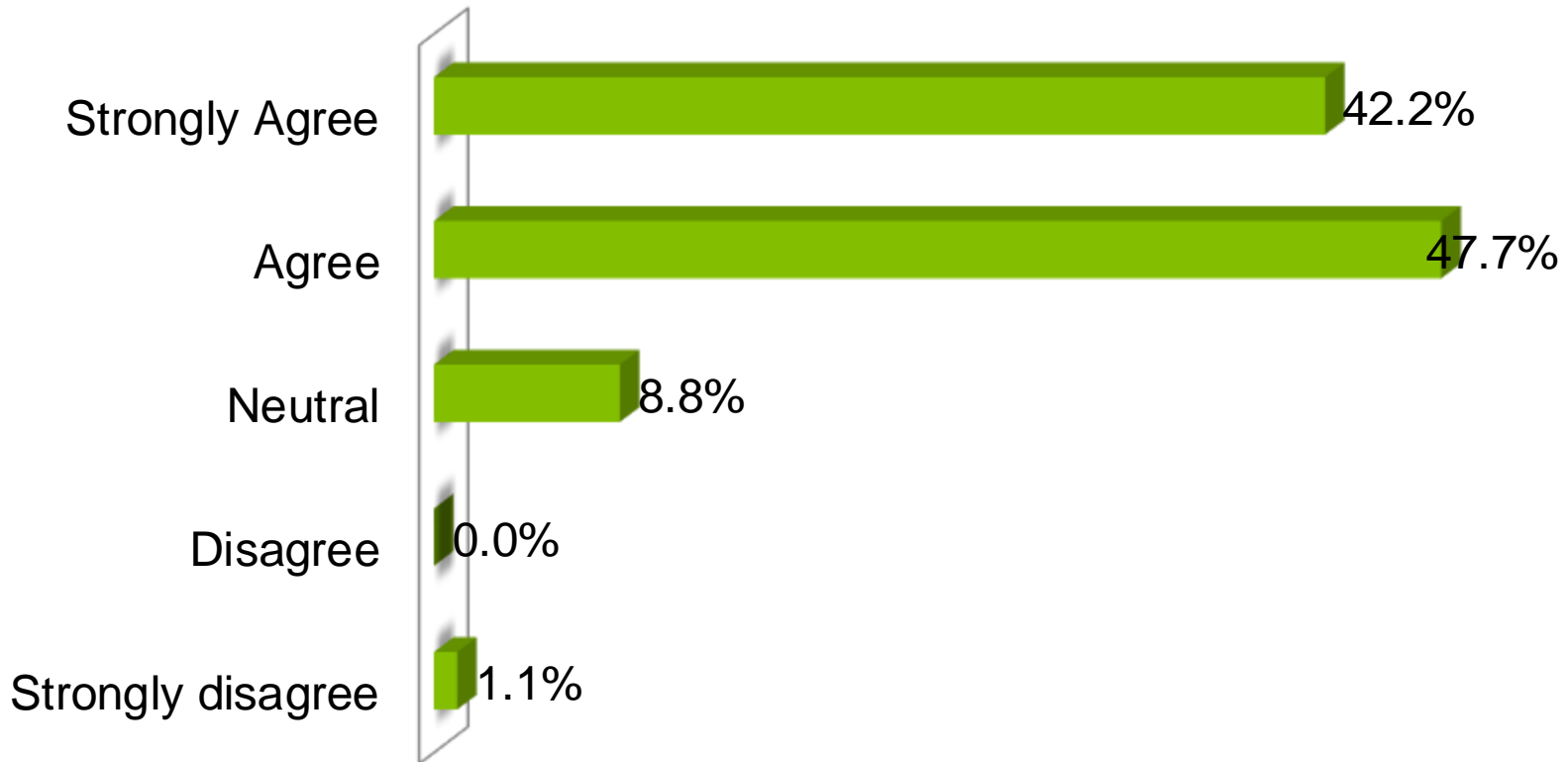
SCHOOL AND WORK BENEFITS

■ Athletes do better at work



SCHOOL AND WORK BENEFITS

■ Helps people work with others



SCHOOL/WORK BENEFITS- QUALITATIVE COMMENTS

As a host community, the economic benefit and infrastructure development are the two largest benefits.

Brings the community together, instilling a sense of pride in hosting.

Helps with upgrading to an improved infrastructure.

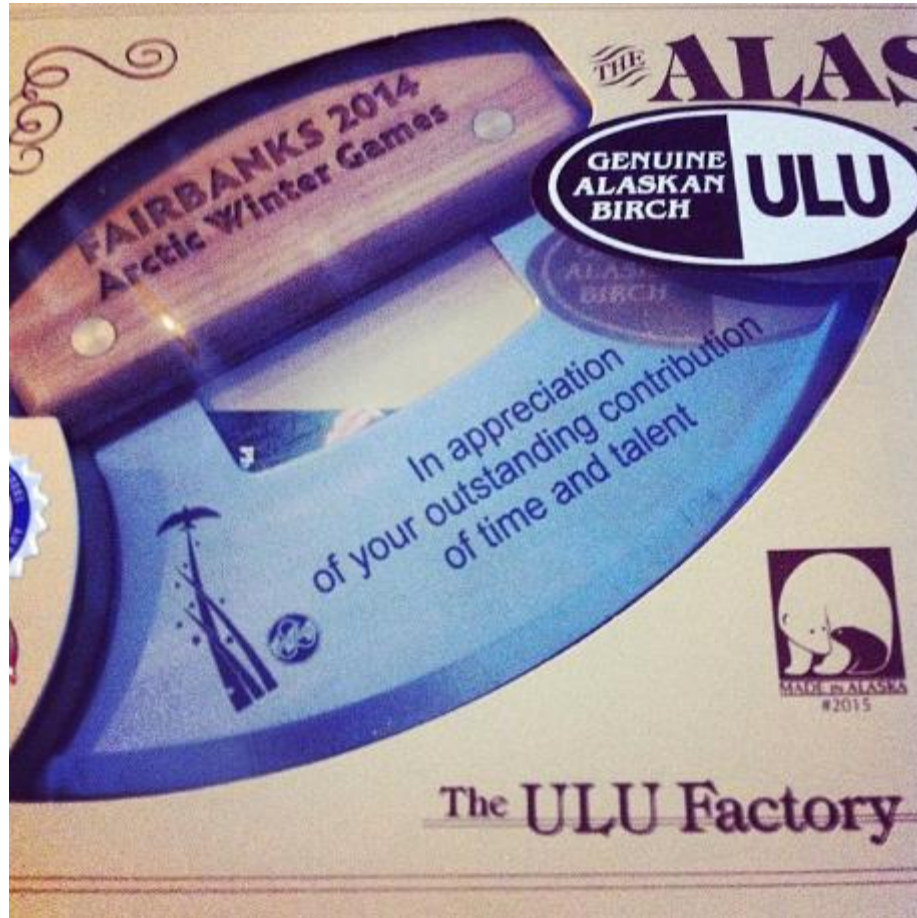
Builds a sense of community, encouraging community spirit.

Provides visibility improved image.

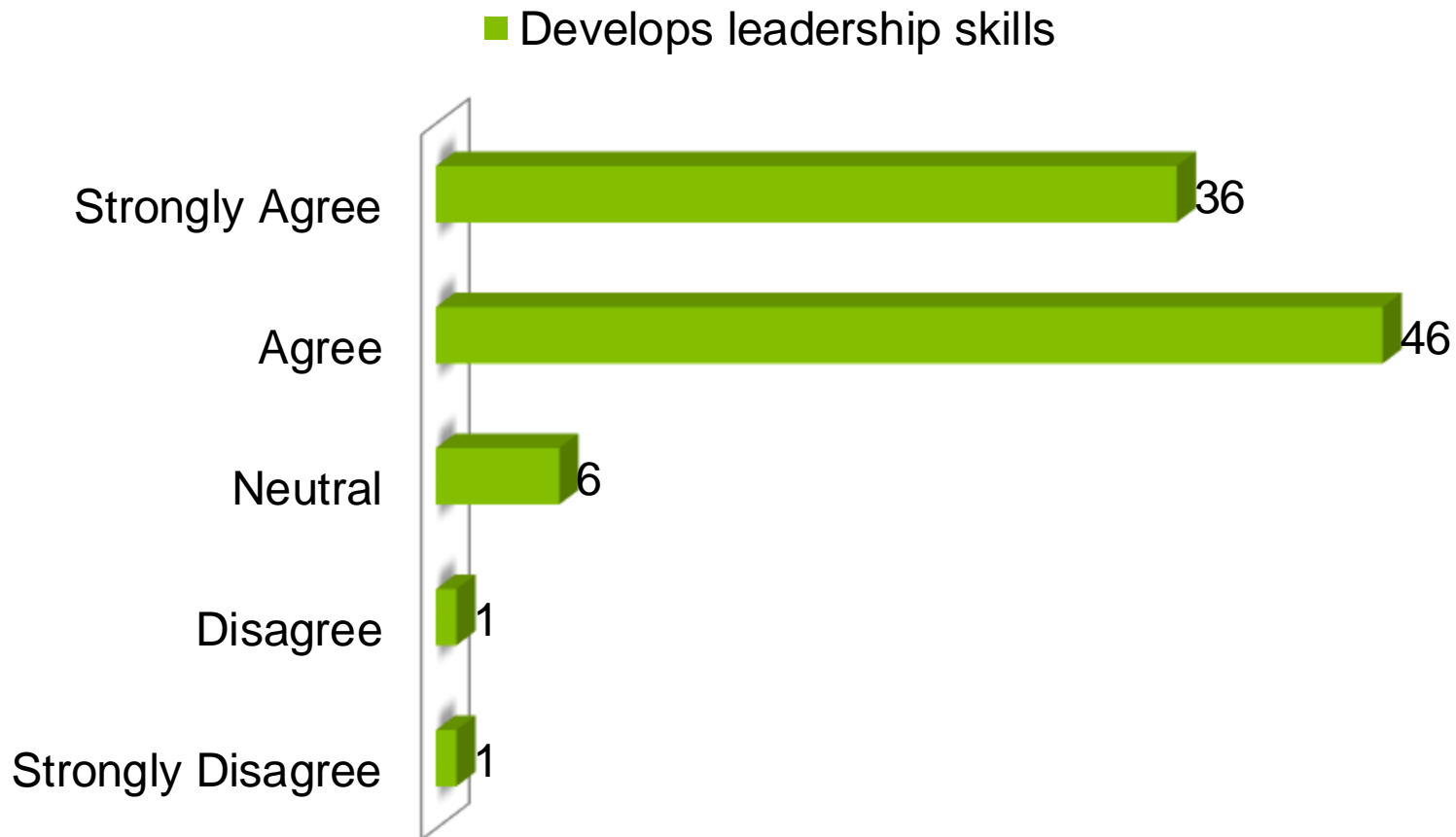
Increases community/sport capacity

Edification from members of outside communities.

SOCIAL CAPITAL AND COMMUNITY ENGAGEMENT: LEADERSHIP BENEFIT FINDINGS

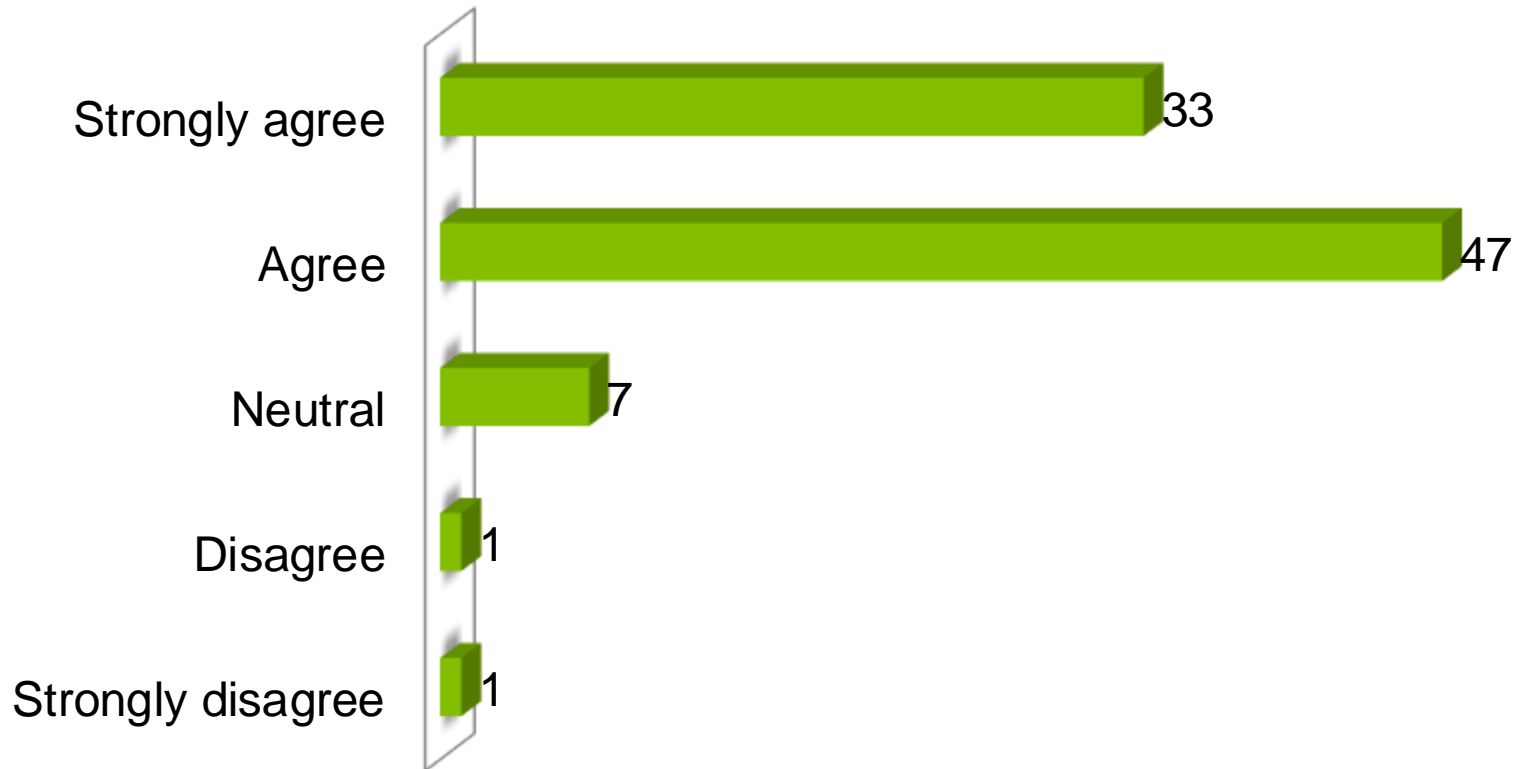


LEADERSHIP BENEFITS



LEADERSHIP BENEFITS

■ Helps people to be role models



LEADERSHIP (CONT.)

Do you hold a Leadership role



LEADERSHIP BENEFITS- QUALITATIVE COMMENTS

The Arctic Winter games provides our youth with an opportunity to play at a more elite level of sport.

Provides Leadership and skill training.

Gives the community a sense of pride from adeptly hosting the events and being part of something larger than themselves.

Creates awareness of the world outside of ones own community, including development of respect for northern cultures.

Teaches us to work together with other members of our community. Develops pride in our community and our youth.

Increases participation, developing team work skills.

Leaves a legacy of volunteers

SOCIAL CAPITAL



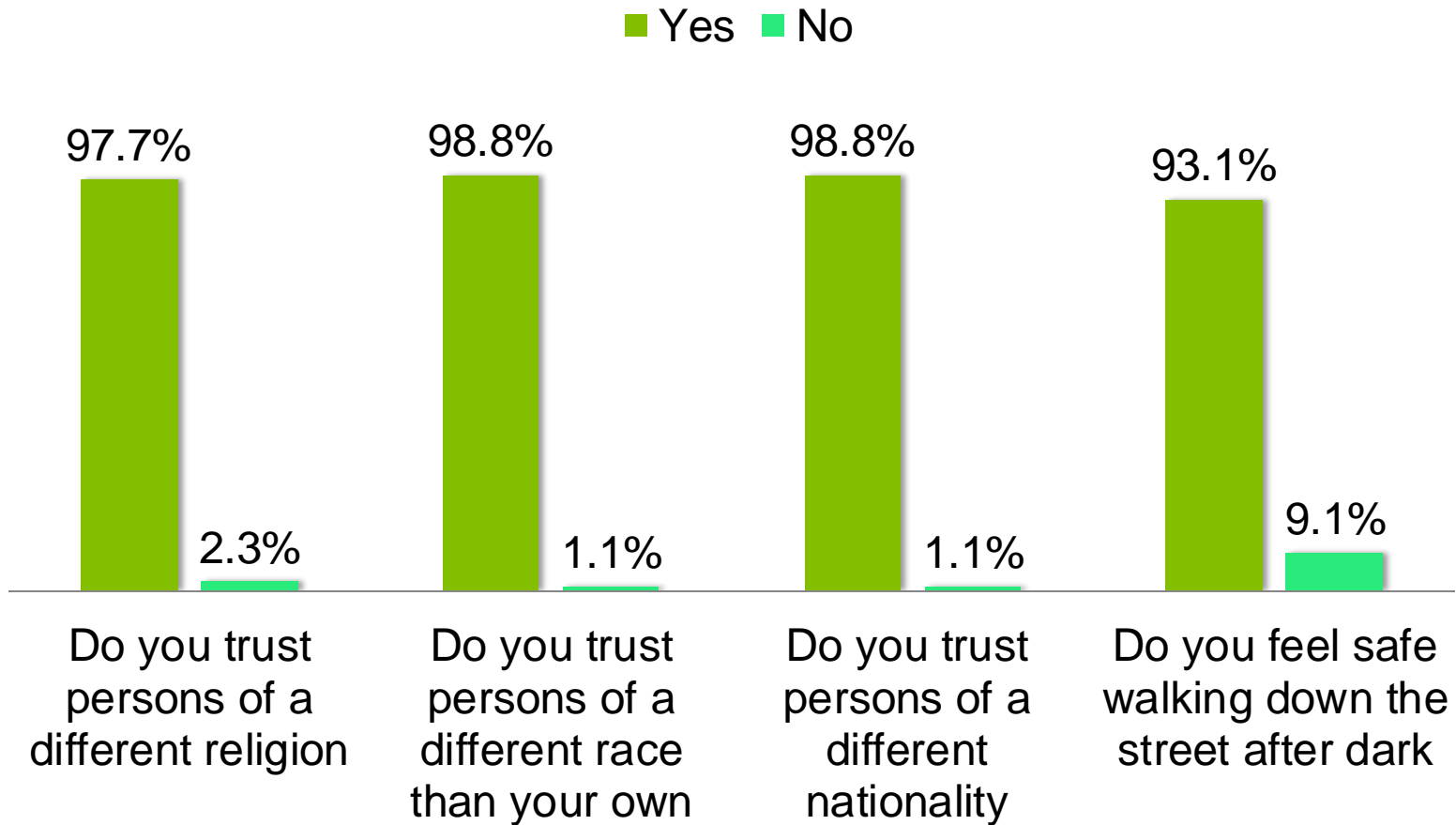
SOCIAL CAPITAL

The following slides, present social capital as a result of the arctic winter games, measured by Trust, Networks, Reciprocity, Social Norms, the Commons, and Social Agency; each of the measurements are viewed in a social capital perspective.



TRUST

DEFINITION: INDIVIDUAL CONFIDENCE THAT OTHERS WILL ACT AS WE EXPECT THEM TO.

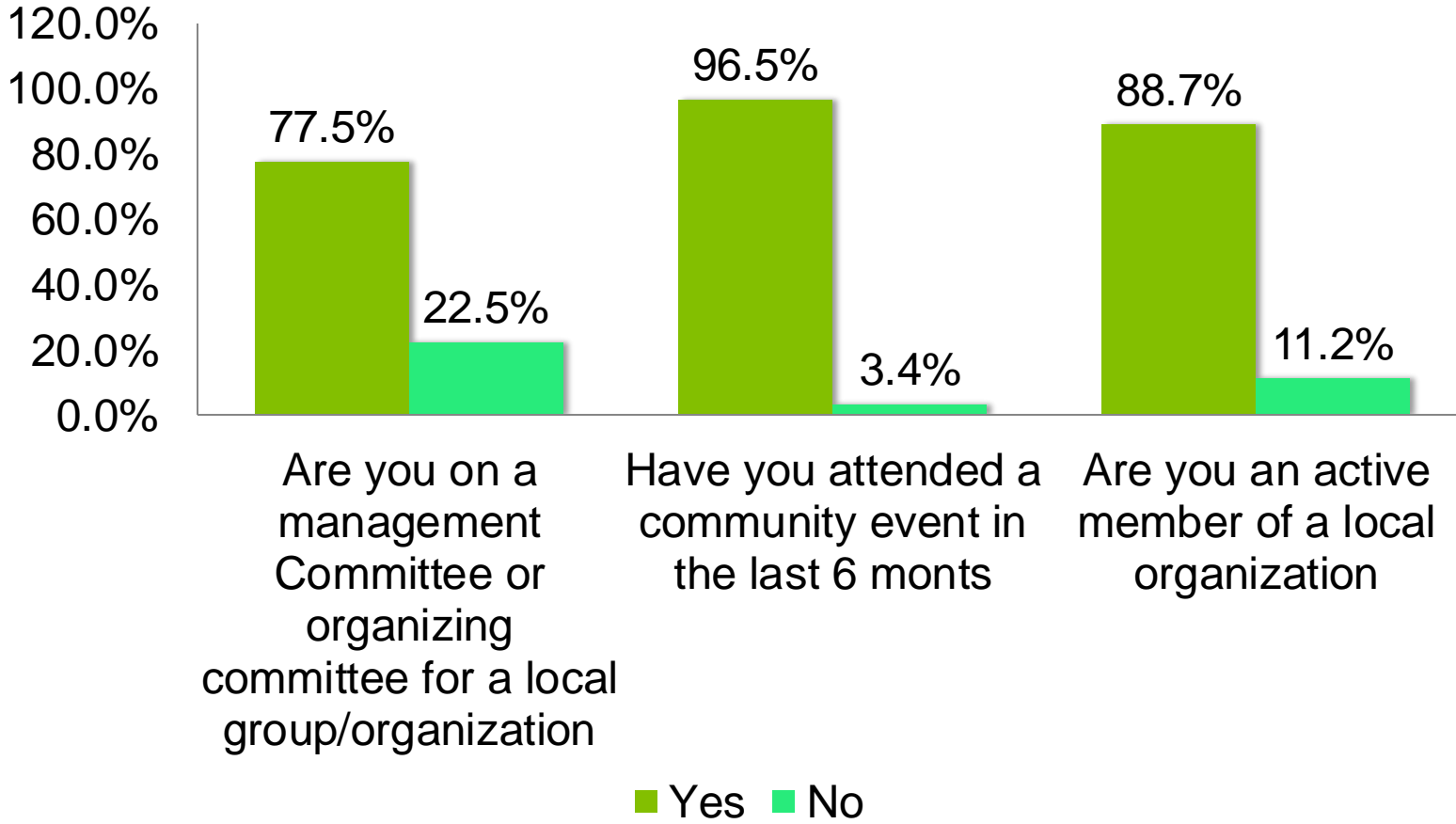


TRUST – QUALITATIVE COMMENTS

- **Exposed me to activities and individuals I may not have met otherwise. Expanded my understanding of others.**
- **Met others with common interests and goals for our community increased my willingness to attend meetings I would not have ordinarily gone to.**
- **AWG request multiple positions to help with the games. Without these volunteers I don't think many of the roles would be covered to assist with the games and their participants and the spectators who come to watch.**
- **The games transfers knowledge of information entrusted to them by previous generations to future generations.**
- **Because of the excitement generated by the games it becomes easier for the community to get involved.**

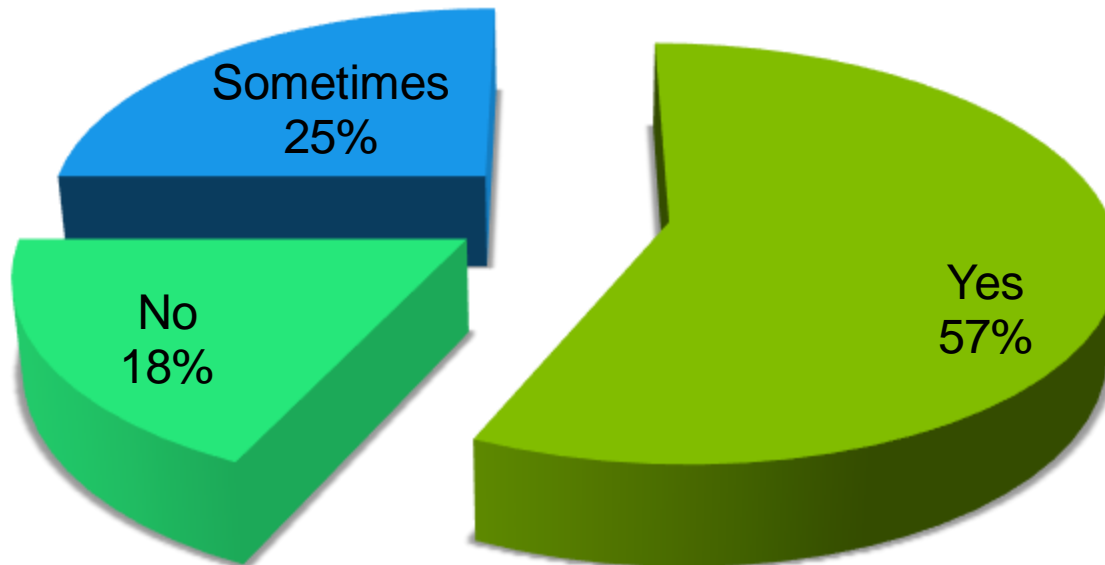
NETWORKS

DEFINITION: A GROUP OR SYSTEM OF CONNECTED PEOPLE.



DO YOU VOLUNTEER FOR A CIVIC ORGANIZATION

Volunteer

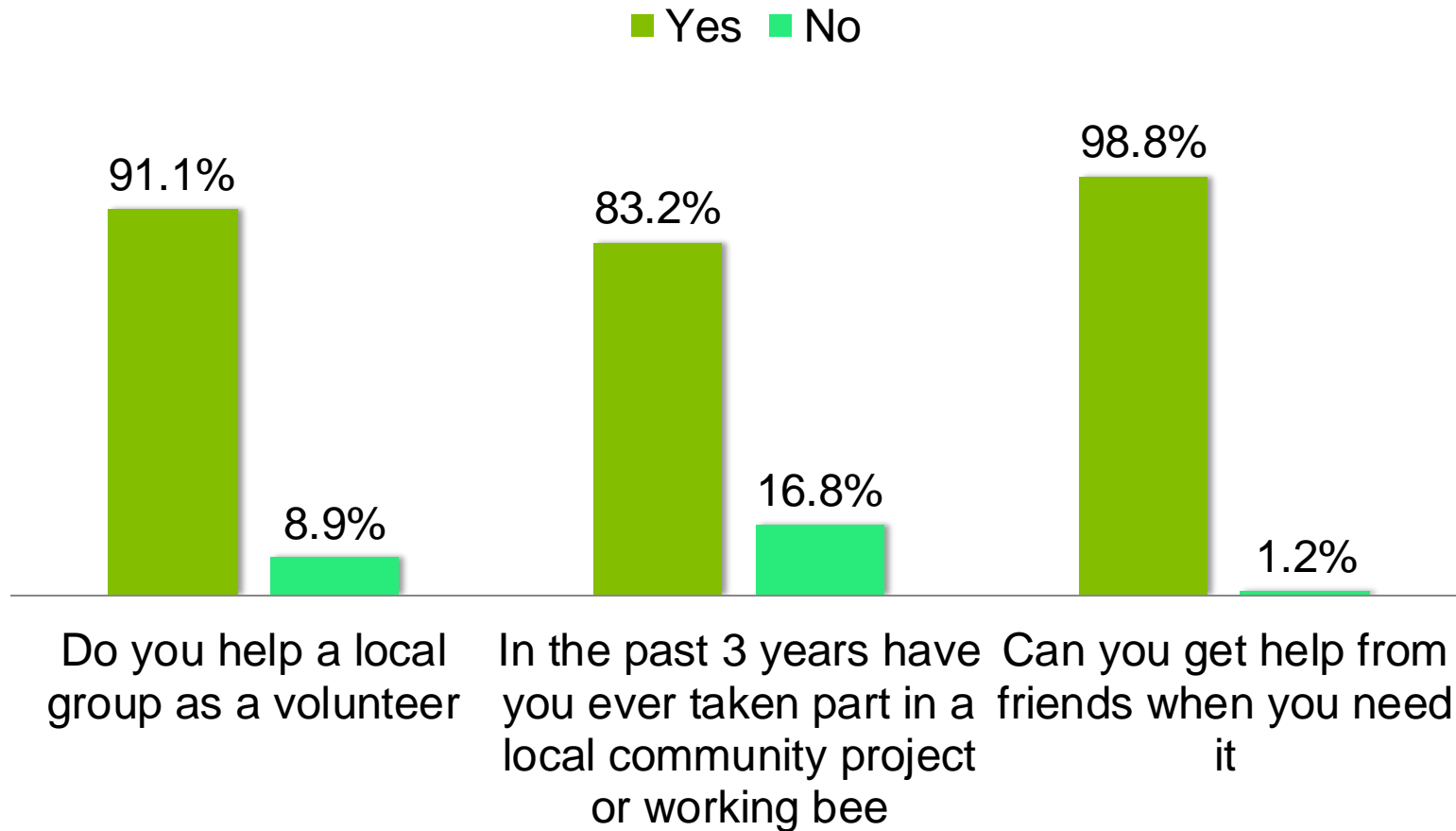


NETWORKS – QUALITATIVE COMMENTS

- **I now volunteer with a sport governing body in my children's preferred spot.**
- **I know more people now and have participated with them in a large project.**
- **The games have made me more involved with arctic sports in the Yukon.**
- **I have met more people in the community and therefore have gotten more involved. AWG gave me great work connections and has increased my networking.**
- **The AWG got me involved with the 2015 western Canada Summer Games**
- **I volunteered for another large event because of the Arctic Winter Games.**

RECIPROCITY

DEFINITION: THE PRACTICE OF EXCHANGING THINGS WITH OTHERS FOR MUTUAL BENEFIT.



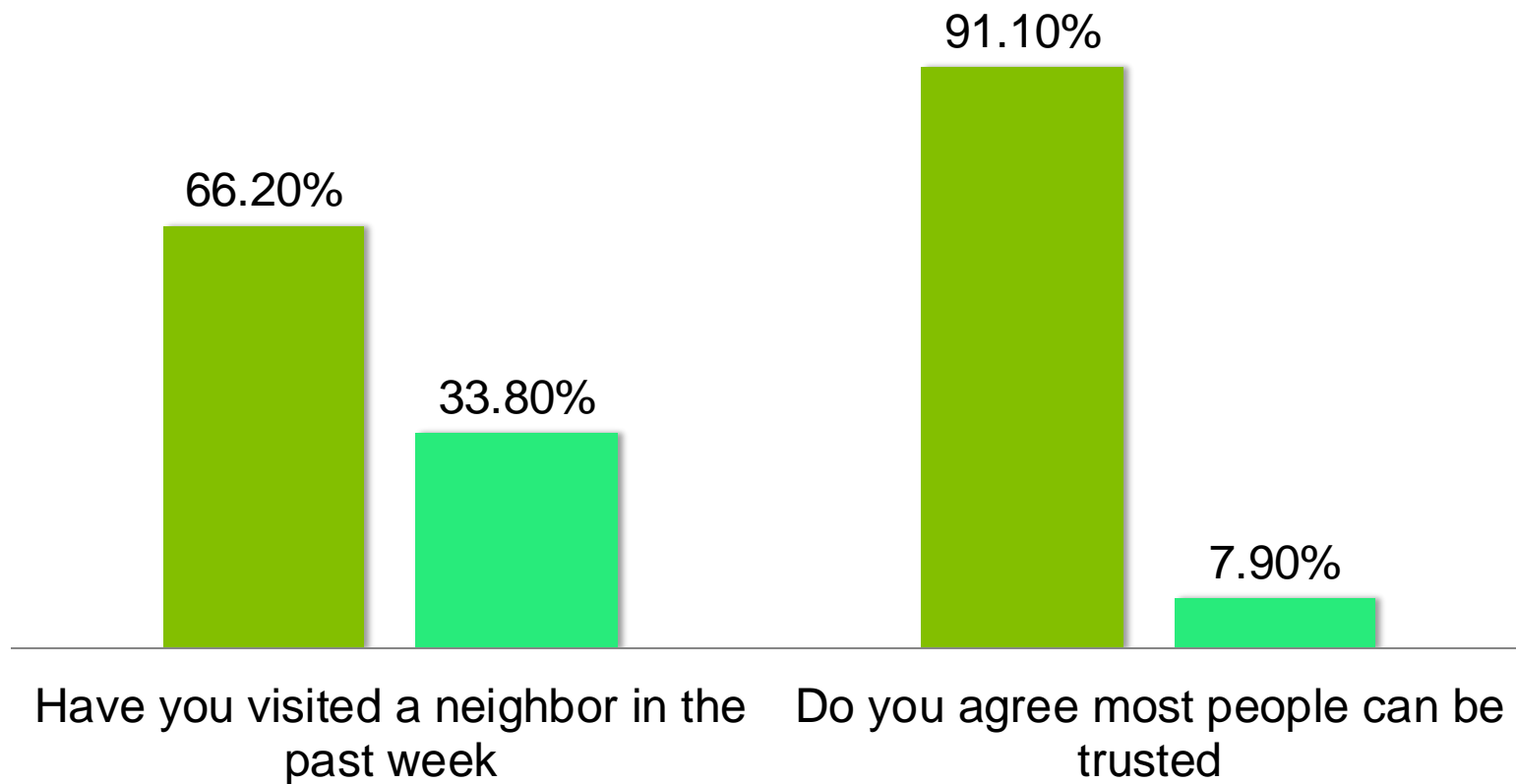
RECIPROCITY –QUALITATIVE COMMENTS

- **Hopefully by providing inspiration for others to lead.**
- **Improves the quality of life and enables me to support and work with some great people.**
- **I enjoy my community involvement so the games encourages me to stay involved.**
- **Increased my volunteer skill set.**
- **Economic impact, and community pride**

SOCIAL NORMS

**DEFINITION: THE VALUES AND MORALS
“NORMS” DEEMED BY A SOCIAL GROUP OR
SOCIETY TO BE APPROPRIATE BEHAVIOR.**

■ Yes ■ No

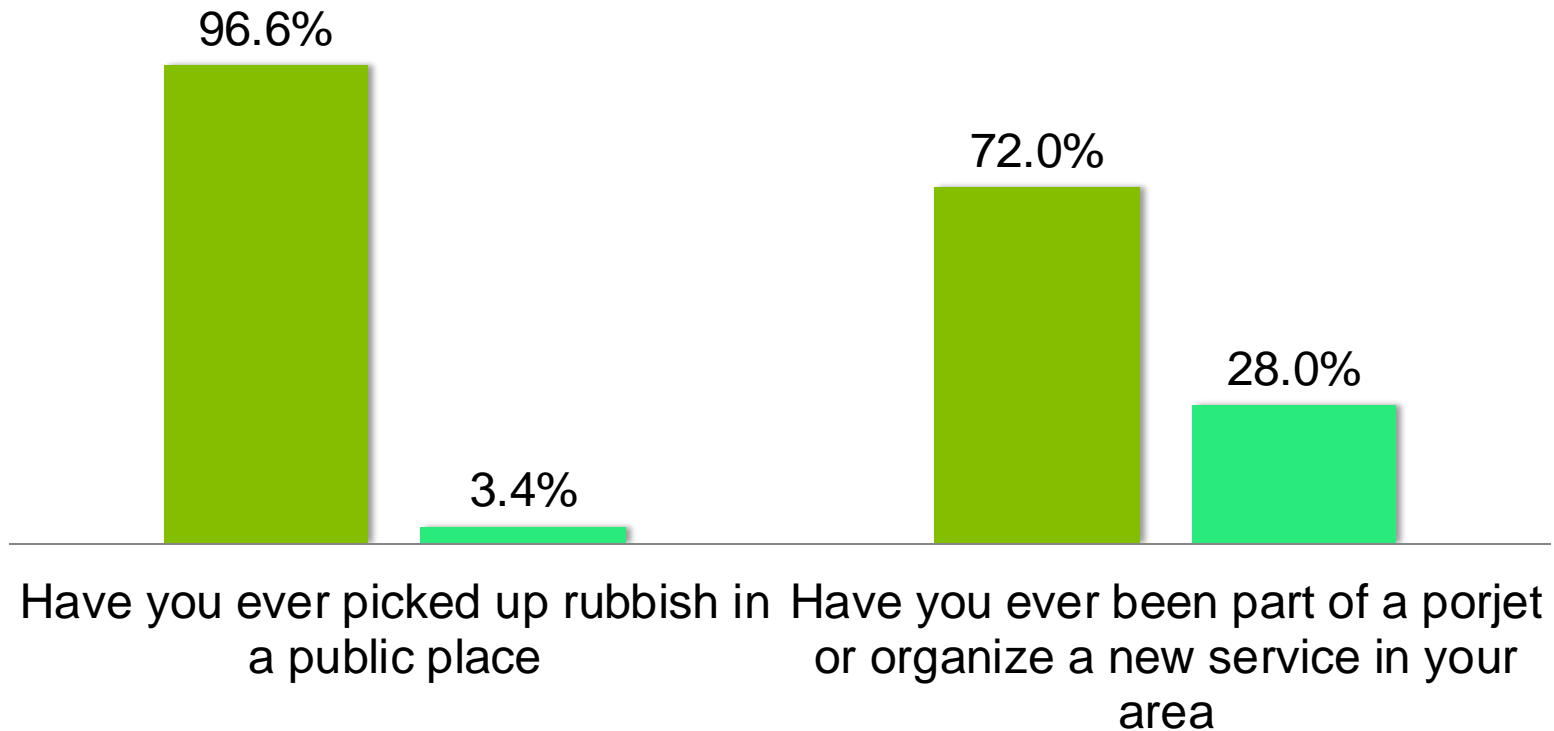


SOCIAL NORMS – QUALITATIVE COMMENTS

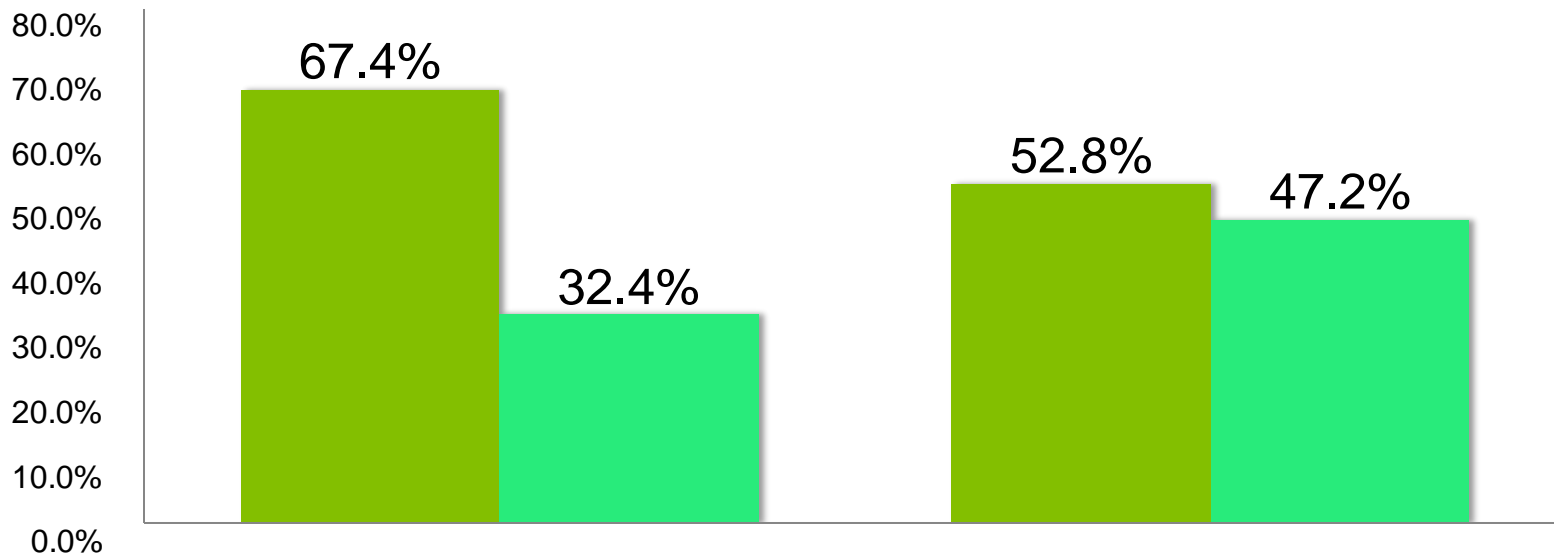
- **Involves young people in sports**
- **Keeps me involved with youth and my friends**
- **Makes me want to participate in future community events**
- **Increases the amount of community involvement**
- **My role in the community gives me the benefit of connectivity. The games increased my comfort with new groups.**
- **Leadership skills, meeting new people, pan north partnerships, pride of place**
- **The games have brought recognition to many of the young people in the north. These young people are positive roles for their peers and younger members of the community**
- **A strong understanding of the power of sport, culture and volunteering for community development.**

COMMONS - DEFINITION: LAND OR RESOURCES BELONGING TO AN ENTIRE COMMUNITY.

■ Yes ■ No



SOCIAL AGENCY – DEFINITION: SOCIAL AGENCY IS THE CAPACITY OF INDIVIDUALS TO ACT INDEPENDENTLY AND MAKE THEIR OWN FREE CHOICES.



In the past 3 years, have you ever
joined a local community action to
deal with an emergency

In the past 6 months have you done a
favor for a sick neighbor

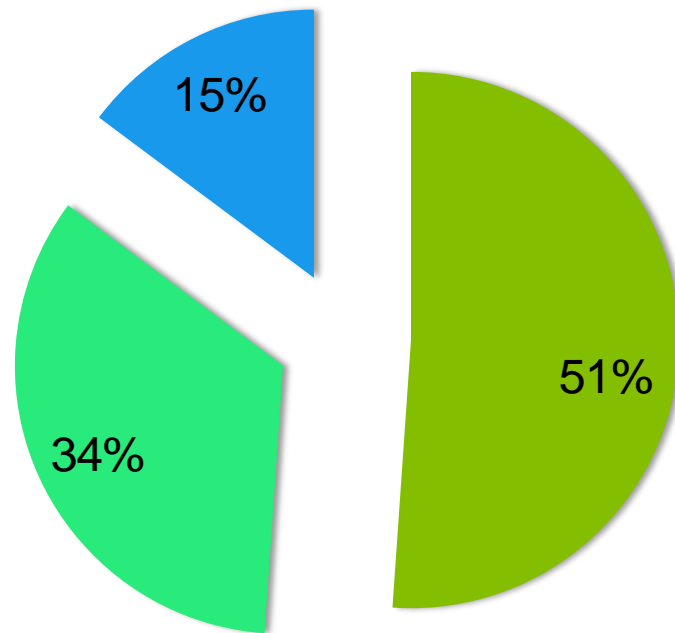
■ Yes ■ No

SOCIAL AGENCY

- **I would love to go as mission staff in the future. I have written the AWGIC recommending that they start a para arctic winter games and an arctic summer games in the future.**
- **Since most of my volunteering is with a summer sport, my involvement is strictly work related.**
- **Gave me the confidence to get involved with other community events**
- **I became more involved in the community and I have not really stopped**
- **AWG increases the amount of time that I want to spend volunteering.**

DO YOU HOLD A LEADERSHIP ROLE IN YOUR COMMUNITY

■ Yes ■ No ■ Used To



LITERATURE REVIEW

Study	Purpose	Sample	Results	Findings
<p>Simpson, L. (2005) Community Informatics and Sustainability: Why Social Capital Matters. The Journal of Community Informatics, Vol 1, No 2.</p>	<p>Uses an expanded CI perspective to analyze a number of collaborative CI research projects in rural and remote communities in Queensland, Australia. Project investigated the ways that CI initiatives can be effectively implemented to address individual and community objectives; can facilitate rural community development and can facilitate networks within the local community and abroad.</p>	<p>Rural communities near Queensland, Australia</p>	<p>Diffusion theory highlights the need for long term ICT access, accompanied by adequate attention to how and where the CI initiative is located so that the environment can be adapted to meet the diverse needs of individuals and groups in the community and to allow community members the opportunity to try and explore the relevance of technology</p>	<p>CI initiatives are a significant component of the response required of rural communities to the growing importance of ICTs in daily life, particularly to minimize the impact of lack of access to ICTs for people subject to financial structural and cultural constraints.</p>
<p>Bridger, J. Luloff, A.E. (2001) Building the Sustainable Community: Is Social Capital the Answer? Sociological Inquiry, Vol. 71, No. 4</p>	<p>The purpose of this study was to examine the link or lack there-of between sustainable community development and social capital which is largely unexplained.</p>	<p>purposively over-sampled poor and very poor neighborhoods using political initiatives in order to build a stronger sense of community.</p>	<p>The concept of social capital deserves serious attention because of the political implications associated with its growing acceptance as a solution to the many problems facing communities today. However, while social capital benefits all individuals with a particular social structure many of the benefits are captured by persons other than those working to create it.</p>	<p>Such people do not have an incentive to invest in it. if this is correct, it seems reasonable to have some form of public investment in the creation of social capital.</p>

LITERATURE REVIEW

Study	Purpose	Sample	Results	Findings
<p>Hays, A R. Kogl, A M. (2007) Neighborhood Attachment, Social Capital Building, and Political Participation: a Case Study of Low and Moderate Income residents of Waterloo, Iowa. <i>Journal of Urban Affairs Vol. 29, No. 2, pages 181-205</i></p>	<p>The purpose of this study is to examine the importance of neighborhood identity and engagement a in place-based social networks within the neighborhood in fostering and stimulating neighborhood based participation in the urban political process.</p>	<p>Sample consists of neighborhood residents in the small industrial city of waterloo, Iowa.</p>	<p>In this study a strong correlation was found between participation in neighborhood associations and broader political arenas. However neighborhood organizing involves a constant struggle against the apathy and cynicism of residents in the neighborhood.</p>	<p>A typical neighborhood organization mobilizes only a small fraction of the population that it represents</p>
<p>Apaliyah, G T. Martin, K E. Gasteyer, S P. Keating, K. Pigg, K. (2012) Community Leadership Development Education: Promoting Civic Engagement through Human and Social Capital. <i>Community Development Vol. 43, No. 1, Pages 31-48</i></p>	<p>The purpose of the study is to conduct an exploratory study to determine whether social capital is inversely associated with both obesity and diabetes.</p>	<p>Human and social capital community building programs mostly in rural areas.</p>	<p>Human capital and social capital are very much related. Having existing skills, knowledge, and self efficacy can open doors to certain social networks</p>	<p>High levels of bridging and bonding social capital can be critical to identifying and leveraging existing human capital</p>
<p>Medalye, J. Wheeler, D. (2002) A study of Social Capital and Sustainability in the Canadian Tourism Sector.</p>	<p>The purpose of this study is to look at the Canadian Tourism sector and what social capital is necessary for competitive and sustainable tourism.</p>	<p>Various respondent across Canada that include tourists, government officials and private tourism entities.</p>	<p>Canada is endowed with the physical and natural capital demanded by international tourists, however the lack of social capital in most tourism categories will impair a nation-wide tourism strategy.</p>	<p>Various initiatives can be pursued to develop the cohesion and social capital necessary for competitive and sustainable tourism.</p>

LITERATURE REVIEW

Study	Purpose	Sample	Results	Findings
<p>Yip, W. Subramanian, S.V. Mitchell, A D. Lee, D. Wang, J. Kawachi, I. (2007) Does Social Capital Enhance Health and Well-Being? Evidence from Rural China. <i>Social Science and Medicine Vol. 64 pgs. 35-49</i></p>	<p>The purpose of the study is to examine the relationships between social capital and health and well-being, as well as the suitability of commonly used social capital measures in rural China.</p>	<p>Sample consists of rural Chinese Villages interested in increasing the health and well-being of the people in the village.</p>	<p>Cognitive social capital (i.e., Trust) is positively associated with all three outcome measures at the individual level and psychological health/subjective well-being at the village level. Results suggest that policies aimed at producing an environment that enhances social networks and facilitates the exchange of social support hold promise for improving the health and well-being of the rural Chinese population.</p>	<p>China may not have fully taken advantage of the potential contribution of structural social capital in advancing health and well-being.</p>
<p>Ziersch, A. M. Fran, B. E. MacDougall, C. Putland, C. (2004) Neighbourhood Life and Social Capital: the Implications for Health. <i>Social Science and Medicine</i></p>	<p>This study explores the relationship between a number of elements of neighborhood life and neighborhood based social capital, and health.</p>	<p>sample consists of 2400 questionnaires filled out in the western suburbs of Adelaide, Australia. As well as 328 interviews face to face.</p>	<p>Path analysis results support a long and consistent literature concerning the social distribution of health, with both income and education related to mental and physical health such that those who were more advantaged socio-economically were also better off health-wise. Age was also related to both measures of health, with older groups having lower physical health but higher mental health.</p>	<p>Neighborhood based social capital has only a weak impact on health through perceptions of safety and neighborhood connections. Socio-economic factors appear to have independent and stronger effects on health.</p>

LITERATURE REVIEW

Study	Purpose	Sample	Results	Findings
<p>Stephens, C. (2008) Social capital in its place: using social theory to understand social capital and inequalities in health. <i>Social Science and Medicine</i> Vol. 66 pages 1174-1184.</p>	<p>This study focuses on the links between health and social capital. Particularly as an explanation for the relationship between economic inequalities and health.</p>	<p>Interviews and small group interviews conducted with residents of three different neighborhoods in, or near, a New Zealand provincial city (pop. 100,00). Both urban and rural neighborhoods as well as deprived and non-deprived areas.</p>	<p>Primary daily connections reported were not related to the neighborhood. Important connections operated across several fields of practice such as family, schooling, work and recreational activities beyond the neighborhood.</p>	<p>neighborhood is not the main source of social connection or networking. However a neighborhood that lacks material resources may be a limitation to membership in wider social networks with more powerful members</p>
<p>Kjell, O. (2011) Sustainable Well-Being:A Potential Synergy Between Sustainability and Well-Being Research. <i>Review of General Psychology</i> Vol. 15 No. 3, pages 255-266</p>	<p>This article outlines a potential synergy between sustainability and well-being research. Currently aims within well-being and sustainability research focus on increasing well-being.</p>	<p>N/A</p>	<p>Sustainability and well-being approaches have the aim to increase well-being in common. Different approaches can result in different conclusions regarding who is doing well or not. Current approaches may lack in consideration of interdependencies and may reinforce alienation of others and exploitation of nature.</p>	<p>There are many unanswered questions and issues to be resolved within the separate fields of sustainability and well-being. Reconciling these currently rather separate areas, opens the opportunity to obtain a more profound understanding of these fields and their connection.</p>
<p>Onyx, J. (2000) Measuring Social Capital in Five Communities. <i>The Journal of Applied Behavioral Science</i> Vol. 36 No. 1</p>	<p>The article discusses the social capital in terms of participation in networks, reciprocity, trust, social norms, the commons and social agency.</p>	<p>1200 adults were surveyed in five Australian communities, 2 rural, 2 outer metro, and one inner-city Sydney area.</p>	<p>There are very strong differences in the levels and pattern of responses to social capital across different communities. It appears that social capital in general is higher in rural areas compared with urban areas particularly in relation to participation in the local community, feelings of trust and safety, and neighborhood connections. On the other hand metro areas scored higher in social agency and tolerance of diversity.</p>	<p>This study seems to suggest that rural communities generate considerable <i>bonding social capital</i>, characterized by strong mutual support within the local level and high levels of participation in community life. On the other hand urban areas may be characterized by greater tolerance and individual initiative within the social setting, suggesting, bridging social capital.</p>

LITERATURE REVIEW

Study	Purpose	Sample	Results	Findings
<p>O'Brien, M S. Burdsal, C A. Molgaard, C A. (2004)</p> <p>Further development of an Australian-based measure of social capital in a US sample. <i>Social Science and Medicine</i> vol. 59 pgs. 1207-1217</p>	<p>This study examines the psychometric properties of the Social Capital Questionnaire</p>	<p>3000 adults were survey in the United States via Telephone</p>	<p>The results of the study support the replicability and construct validity of Onyx and Bulens Social Capital Questionnaire in a US sample.</p>	<p>The study provides evidence for common dimensions of social capital and also highlights the variation in the relationships along these dimensions.</p>
<p>Goodwin, N R. (2003) Five Kinds of Capital: Useful Concepts for Sustainable Development. <i>Global Development and Environment Institute</i> No. 03-07</p>	<p>The purpose of this article is to discuss the different types of capital and the ways that these types of capital connect.</p>	<p>Article discusses: financial capital, natural capital, produced capital, human capital and social capital.</p>	<p>Productivity is based on a much more complex set of variables than the old, "Land, Labor, Capital " model. It is necessary to extract productive flow from a variety of different capital resources, we must also ensure that these flows can be sustained.</p>	<p>N/A</p>

