



# SUMMARY RURAL VISION WEEK

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# Commonalities for Long Term (LT) Vision (1/2)

- **Rural policies need to be holistic** - beyond agriculture and traditional instruments, service delivery, digitalisation, innovation, advisory services
- The LT vision needs to address the wide **diversity of rural places** and delivery tailor made responses that are adapted to the specificities of rural places
- A vision and **strategy** needs to be shaped through **bottom-up processes** and the views of **local communities** – vision and policy design cannot come from Brussels alone
- The vision needs to be **participatory** and promote **inclusion** and engage with and empower diverse and vulnerable groups (women, migrants, minorities)



# Commonalities for Long Term (LT) Vision (2/2)

- The LT vision needs to break **isolation** and promote **open rural communities**
  - **Rural-urban linkages** a two way stream (need partnerships) and equal footing
  - **Rural-rural** linkages to overcome lack of critical mass -- role of brokers, hubs and social innovation to bring stakeholders together and networking
  - **Vertical coordination** - aligning bottom-up and top down agendas
  - **Vibrant communities** through cohesion, participation and social innovation even when losing population
- The LT vision needs to be **future ready**
  - **Digitalisation** (physical a necessary condition but also digital skills and user)
  - Embrace **innovation**, encourage diversification and add value in niche markets
  - Green transition to a **low carbon economy**



# How do we get there? (1/2)

- Responses to help **build capacity** of local actors (local empowerment) to help manage transition
- Responses on supporting **enabling factors** (skills, services, advisory services, digital infrastructure, mentoring, coaching, networking, reduce red tape)
- Need practical tools to support **flexible**, cooperative models, bring simplifications and embrace new economic models
- We need better policy design and resources to support:
  - **Rural proofing** and ensuring EU programmes can also reach rural, elevate the importance of the rural agenda
  - Put in place fair and adequate **resources**, tax schemes
  - Think of a **governance structure** to accompany and implement the LT vision



## How do we get there? (2/2)

- Need to generate **good data and knowledge** of rural places, to develop concrete indicators and support good analysis (Rural Observatory)
- Not just producing information but also **communicating** to local stakeholders and using in the policy design
- **Resilience and forward looking solutions** for mobility and services:
  - Changing preferences on quality, niche markets and specialisation in a smart way
  - Flexible and **cooperation model responses** that can adapt to change
  - New opportunities (valorisation of eco-systems services, circular economy)



# Point for consideration (1/2)

- The **geographic scale** is key:
  - Balance between fragmentation and building common agendas
  - Allow local actors to come together and build common agendas (we need economies of scales)
- Vision needs to be clear, and a **living document** to be revised and updated periodically, with views from bottom-up and top-down
- **Autonomy and building capacity** - avoid using **unfunded mandates**
  - To ensure the vision can be implemented
  - Work with building economies of scale and scope and address trade-offs for service provision (quality, access and cost)



## Points for consideration (2/2)

- Going **beyond rural proofing** (ingredients to make a cake)
  - Integrated approach adapted to different rural places at the right scale
  - Need an overarching coordinating mechanism for effective coordination
- Importance of a framework that is flexible that can **combine** policies and **resources** from EU, national, regional and local levels
- Resilience and forward looking from a policy to react to a **policy to anticipate** (COVID-19 and megatrends)
  - Need a focus on **well-being** of people and beyond traditional indicators (GDP, population growth)
  - **Digitalisation** is the highway to our rural futures

# Thank you!

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