

# Imagining the future of Europe's rural areas

22-26 MARCH 2021

# Rural Vision Week



# Welcome to our rural!

## Stakeholder input to the Rural Vision

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Welcome  
to our  
rural

## What and Why?

- Package to download
- Enabled any rural group to:
  - Assess their area
  - Contribute to the Rural Vision
- Complements on-line questionnaire and foresight
- Highlights local examples/stories

# Holding a workshop

Welcome to our rural!  
 A participatory workshop for rural communities and stakeholders contributing to the European Commission's initiative "A long term vision for rural areas" #rural2040 #RuralVisionEU

Workshop script

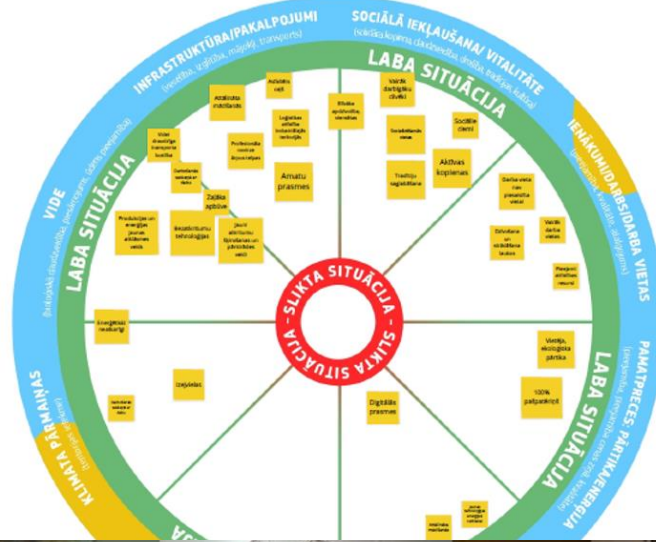
### 1. Background information

This workshop package is an opportunity for groups of rural citizens to explore their ideal vision for the future of their own rural area. It is one of the channels for rural people to contribute to the European Commission's communication on a Long Term Vision for Rural Areas.

It encourages rural citizens to think about what they would like their area to be, how it might change over the next 20 years, what developments they would like to see, and what enabling conditions are needed so that their area can become the place they dream of. The package consists of a template for a **DPO-based** participatory workshop that can be organised and run autonomously by stakeholder groups throughout the EU, using a standard basic script, visual materials and a "harvest sheet" to record the workshop outcomes in a consistent format. All material is available to download [at the ENRD Long Term Rural Vision Portal under Resources](#).

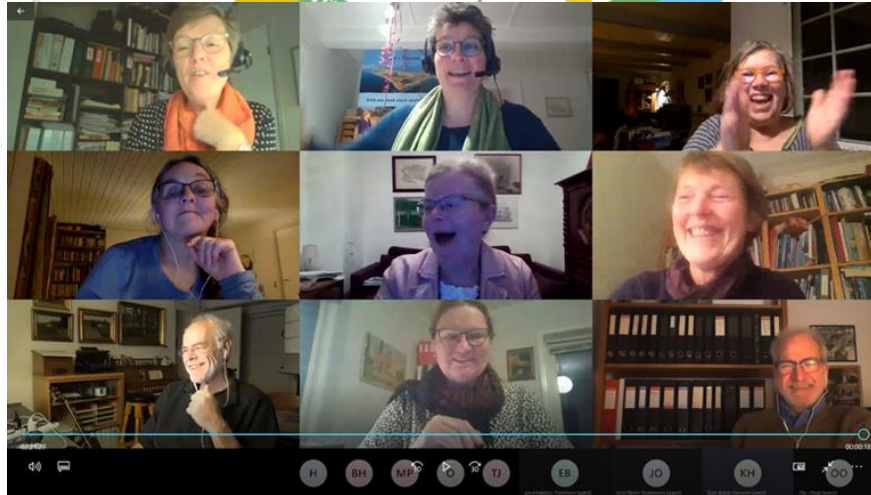
Given the current restrictions many places experience due to COVID-19, it has been designed as a process to be run virtually. However, if physical meetings are possible, it can easily be adapted to run in a physical setting, and tips on how to do this are included. To be taken into account in the European Commission's work on developing a Long Term Vision for Rural Areas, the results of your workshop (the workshop PowerPoint including input created during the workshop, plus, if you so choose, a short supplementary document) should be submitted by 31 January 2021 to [EC-RURAL-VISION-WELCOME-TO-OUR-RURAL@ec.europa.eu](mailto:EC-RURAL-VISION-WELCOME-TO-OUR-RURAL@ec.europa.eu).

<sup>1</sup> Depending on the Member State, there may also be additional channels interested in receiving the outcome of your workshop (e.g. the National Rural Network, or the Commission's Representation or Europe Direct information Centre).



### Driver Cards

- 1. CLIMATE CHANGE AND ENVIRONMENTAL DEGRADATION**  
 Climate change and environmental degradation: Human-induced greenhouse gas emissions, pollution, decline and negative impacts. It may be caused by increasing global warming, drought, degradation, desertification, forest fires, etc.
- 2. DIGITAL AND TECHNOLOGICAL CHANGE**  
 Digital and technological change: Ongoing technological change has potential for both positive and negative impacts. It may be needed for labour in some sectors, which change in others. Broadband connectivity, smartphones, digital content, service-based contracts, and digital services have both positive and negative impacts on rural areas. What are the sources of data relevant to your area for affected?
- 3. DEMOGRAPHIC CHANGE (including urbanisation)**  
 Demographic change: Rural areas are losing population, which affects the economic and social structure of the area. What are the sources of data relevant to your area for affected?
- 4. GLOBALISATION / LOCALISATION**  
 Globalisation/localisation: Global supply chains may reduce costs and produce surplus, which may be concentrated in certain areas, while local production may be less competitive. Localisation: Local production, processing, and distribution may be more profitable. What are the sources of data relevant to your area for affected?



# Where do contributions come from?

19 Member States  
1 EU association  
166 contributions  
> 2900 participants

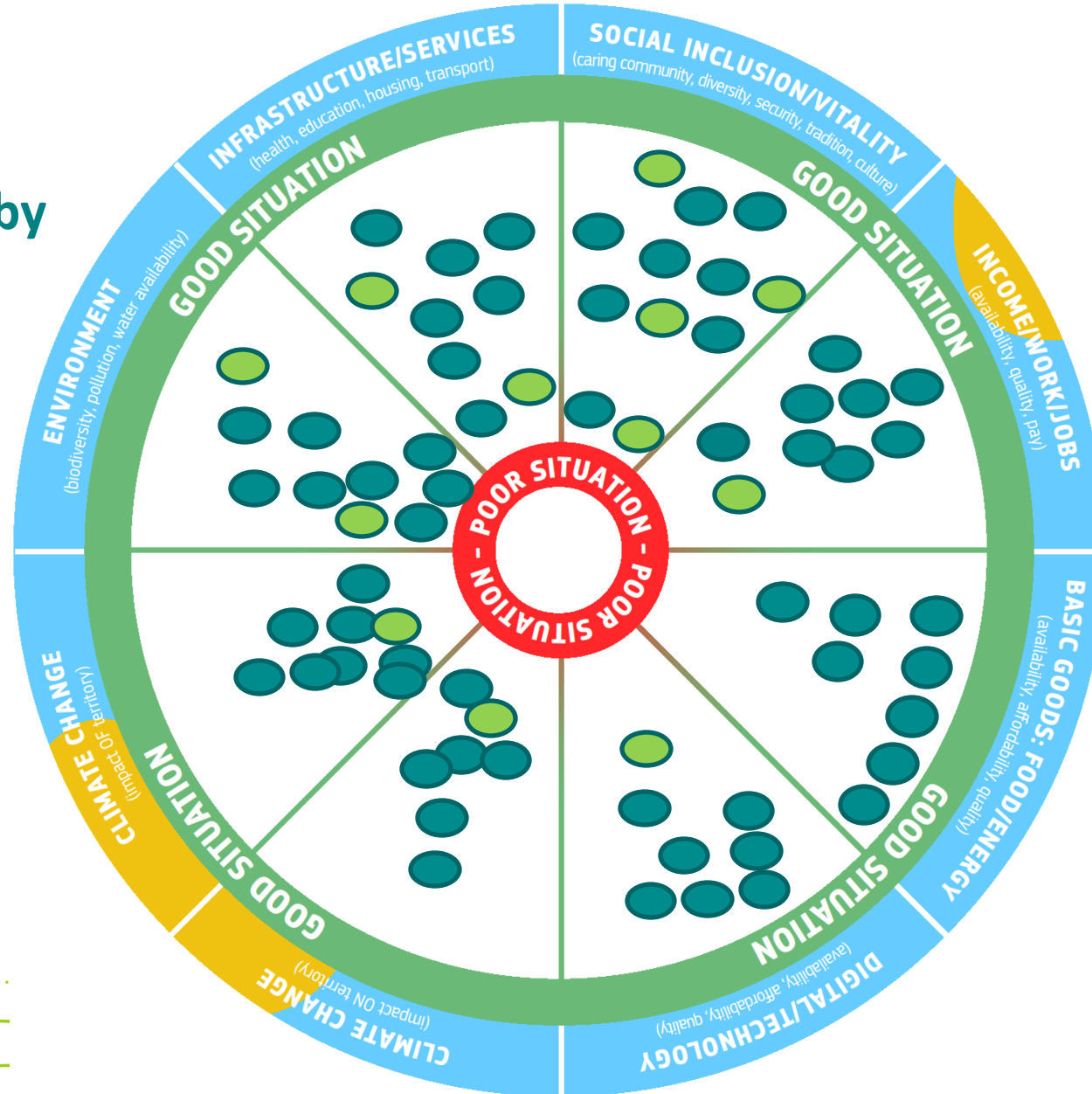




# What have you told us? DE as example

## Situation in 2040 as seen by

- 9 Groups
- Mostly LAGs



# What have you told us? DE as example

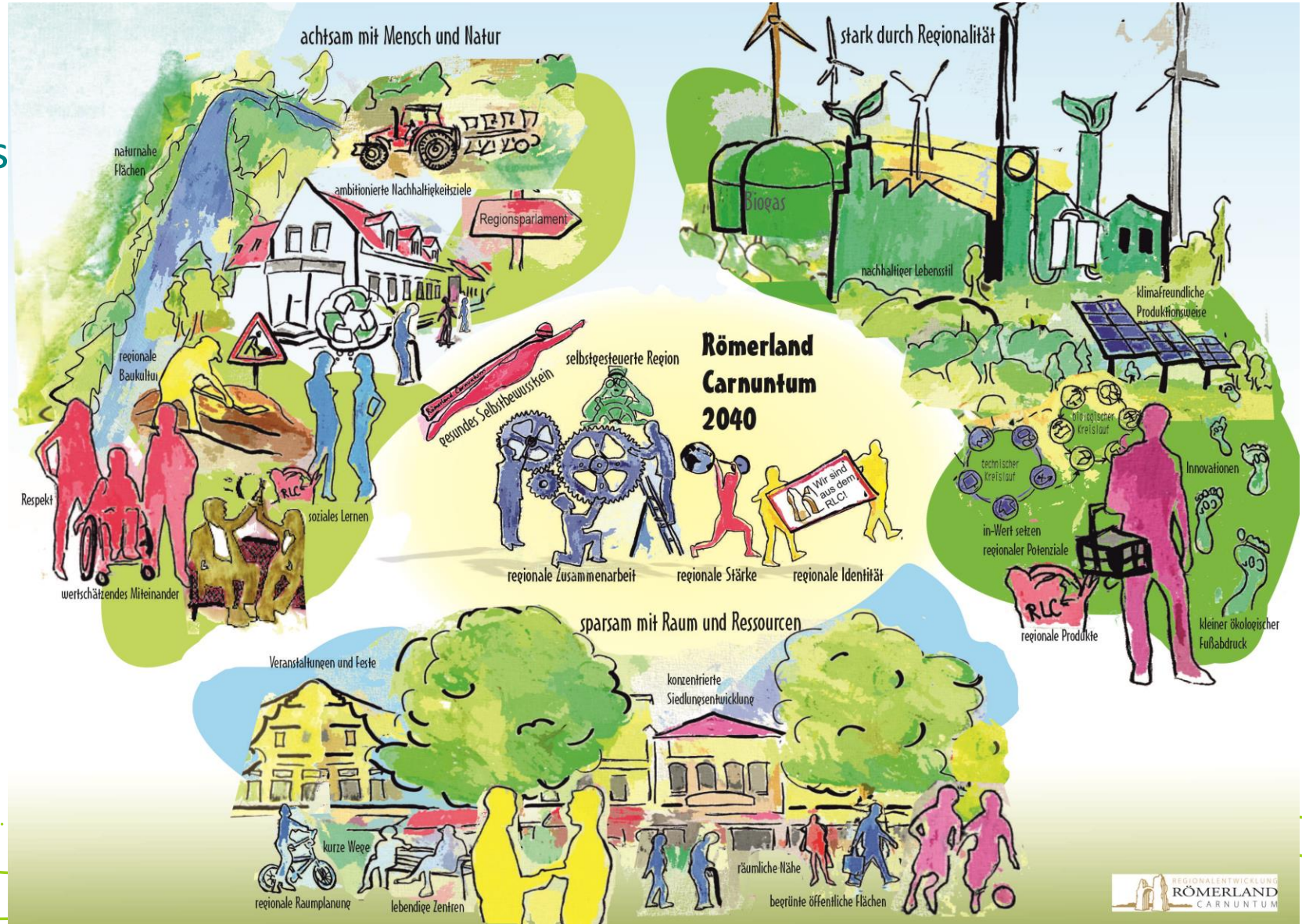
## Unlocking potential/closing gaps

- Integrated & networked approaches bring holistic benefits
- Many opportunities dependent on good digital infrastructure
- High social/volunteering capacity, needs recognition & support to thrive
- Win-win opportunities e.g.
  - Climate friendly renovation of existing buildings for housing/social hubs
  - Renewable energy opportunities
  - Short supply chains/local farm shops
- Local processing/renewable energy impeded by red tape
- Better recognition of ecosystem services



# What have you told us?

An Austrian LAG's  
long term vision



# Thank you

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[www.europa.eu](http://www.europa.eu)