



Vision for rural areas

Subgroup on Innovation - Alexia Rouby – EC DG AGRI



Long Term Vision for EU's Rural Areas



- **Communication**
- **Staff Working Document with analysis, EU policies and foresight (3 parts)**
- **Synopsis Report of the public consultation**
- **Factsheet**

https://ec.europa.eu/info/strategy/priorities-2019-2024/new-push-european-democracy/long-term-vision-rural-areas_en

The vision and its shared goals

Stronger

Empowered communities
Access to services
Social innovation



Connected

Digital connectivity
Transport links and
new mobilities

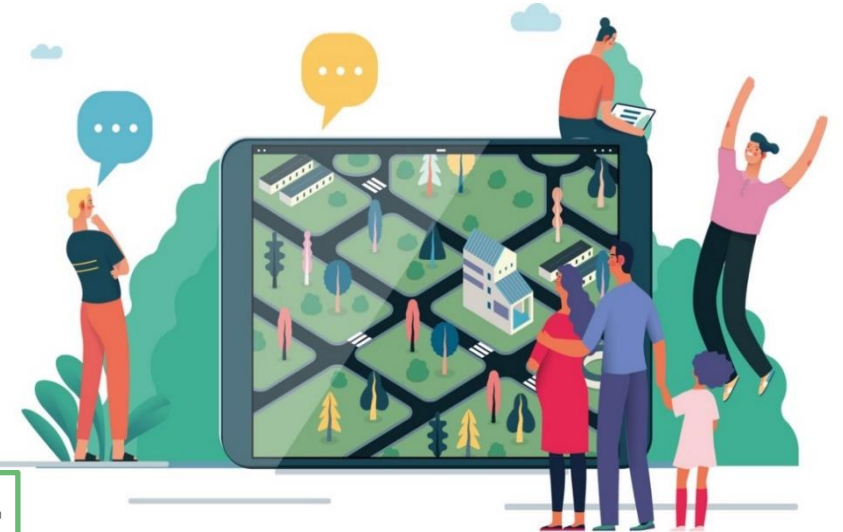
Prosperous

Diversification of
economic activities
Sustainable food production

Resilient

Resilience to climate change
Environmental resilience
Social resilience

Shared goals for 2040



The Rural action plan

Thematic actions

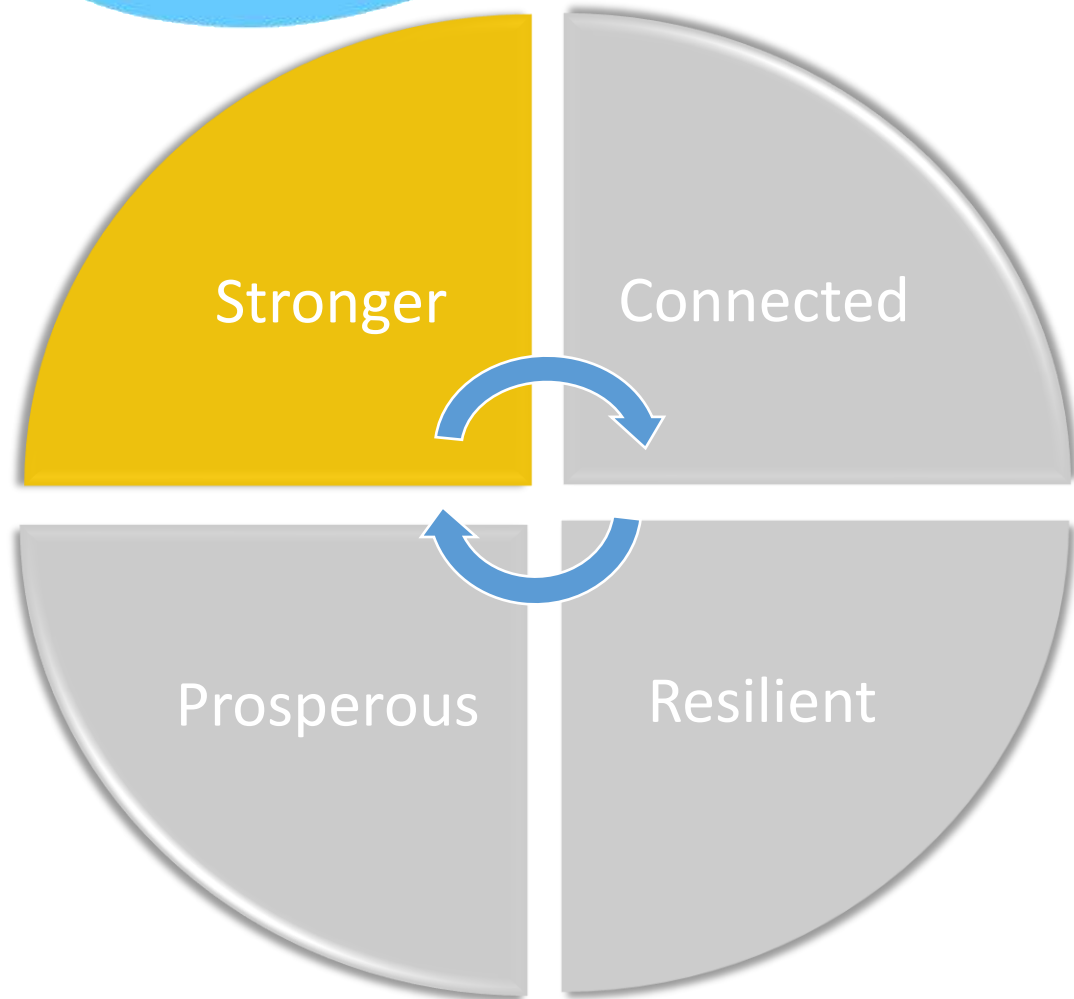


9 flagships : (short titles from the Communication)

- ✓ Rural revitalisation platform
- ✓ Research and innovation for rural communities
- ✓ Sustainable multimodal mobility best practices for rural areas
- ✓ Rural Digital Futures
- ✓ Support rural municipalities in energy transition and fighting climate change
- ✓ Climate action in peatland through carbon farming
- ✓ EU mission: A soil deal for Europe
- ✓ Social resilience and Women in rural areas
- ✓ Entrepreneurship and social economy in rural areas.

and
15 accompanying
actions

The Rural action plan



Flagship:

✓ Research and innovation for rural communities

✓ Rural research under **Horizon Europe Cluster 6**

✓ **Work programme 2021-2022 published**
67 Million € - 7 topics – 12 projects

✓ **Work programme 2023-2024 under preparation**
53 Million € - 6 topics – 11 projects

✓ **Networking and knowledge exchange activities:**

- ✓ AKIS and CAP networks (EIP-AGRI)
- ✓ LEADER
- ✓ Smart specialisation platforms
- ✓ Forum of start-up villages (launched 16 November 2021)

The Rural action plan

Horizontal actions

Rural proofing

- Review of policies through rural lens
- EU: Updated “Better regulation guidelines” => Territorial impact assessment and rural proofing strengthened + softer mechanisms
- National/regional level: ENRD thematic group Rural proofing

+ Improving statistics

+ Functional rural areas

EU Rural observatory

- Centralise data collection: Rural data platform
- Inform on the relevant initiatives
- Analyse the developments (themes explored each year)
- In practice: Administrative agreement with Joint research centre
- First “dashboards” end 2022

Combination of EU funds

- Toolkit to access to EU Funds for rural areas
- Linking with territorial handbook
- In practice: External contract for 2022



European
Commission

Rural Pact Conference

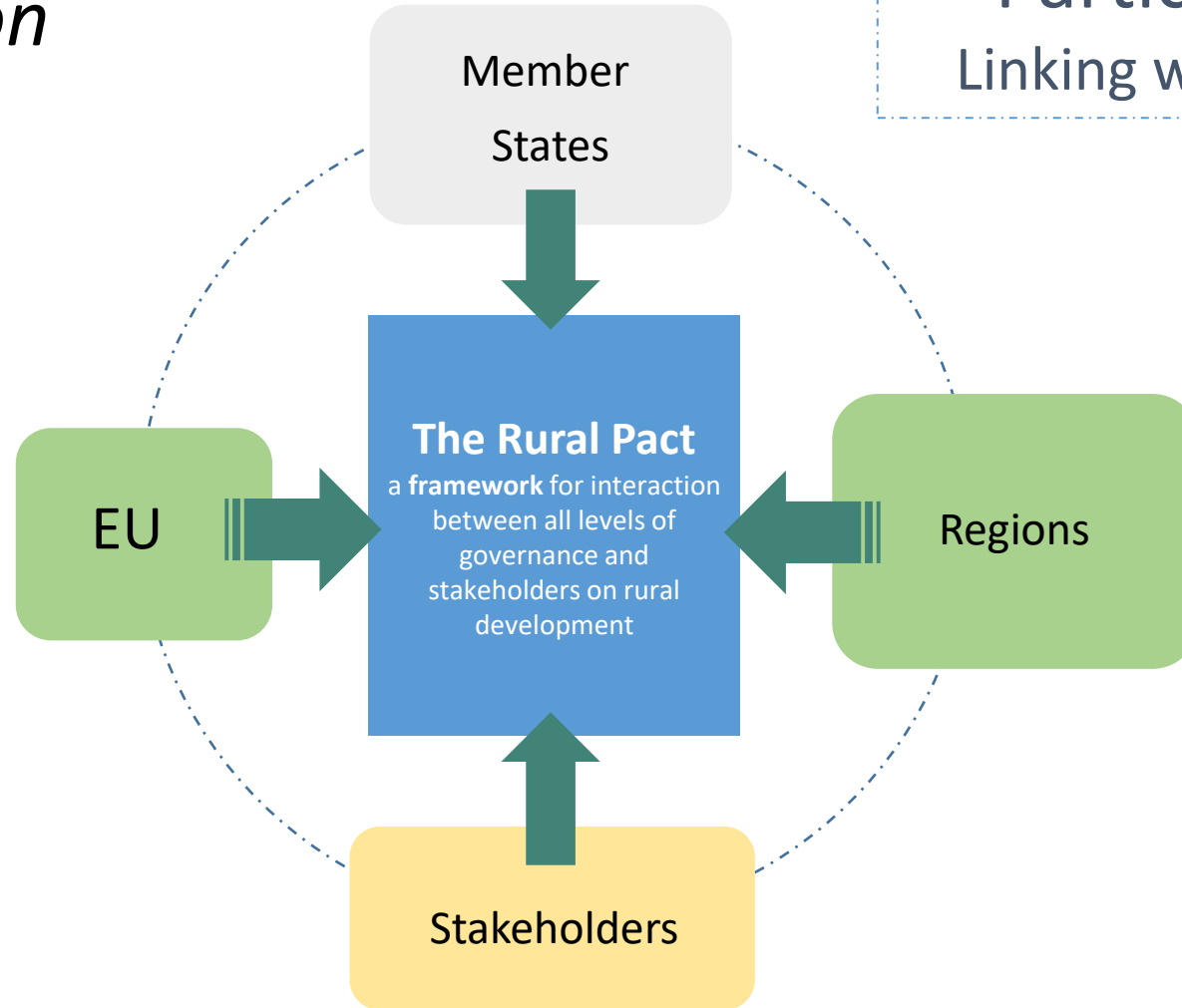
15-16 June 2022



The Rural Pact

Communication

Participatory Process
Linking with CoR and Networks



Rural Pact

Launch & Development

Community
Launched in
December
2021



Reflection
with
institutions
and
stakeholders

Member States
(April)



Consultation
of Rural Pact
community

Rural Pact Conference

15-16 June 2022



Rural Pact Goals

Amplifying
rural voices

Networking

Acting for
rural areas



Conference objectives

- Engage all levels of governance and rural stakeholders in endorsing the goals of the vision and debating on how to reach them.
- Involve participants in implementing the vision
- Increase the visibility of rural areas

Rural Pact Conference Programme

DAY1 – 15 June 2022

Pre-events - Collecting inputs and outcomes of preparatory discussions

	<i>Welcome coffee</i>		
9:00-10:30	The national dimension of the Rural Pact	The local and regional dimension of the Rural Pact	Inputs from local communities and stakeholders
	<i>Networking coffee</i>		
11:00-12:30	Revitalising rural areas	Combining funds to achieve the vision's goals	What evidence for better rural policies?
	<i>Networking Lunch</i>		

Joint Research Centre
(data)
Innovation indicators =
gap

Strengthening multi-level and participatory governance for rural areas

14:00-14:45	High-level opening
14:45-15:45	Cooperating across departments and governance levels
	<i>Networking coffee</i>
16:15-17:15	Empowering local communities and engaging stakeholders in building the future of rural areas
17:15-18:00	High-level stakeholder panel: shaping the Rural Pact together
	<i>End of 1st day – Networking cocktail</i>



Rural Pact Conference Programme

DAY2 – 16 June 2022

Achieving the rural vision shared goals across policy fields

Looking at various policies from a rural lens!

Rural R&I ecosystems

Welcome coffee			
	Stronger rural areas	Connected and prosperous rural areas	Resilient rural areas
9:00-10:30	Rural youth as leaders of change	The digital transformation of rural areas	Community driven sustainable energy action in rural villages
10:30-11:00	Networking coffee		
11:00-12:30	Rural research and innovation ecosystems <small>social innovation, cultural heritage, creative industries and startup villages</small>	Sustainable mobility solutions to connect rural areas with urban centres	Services for socially resilient and welcoming rural communities
Networking Lunch			
13:30-15:00	Place-based approaches for rural development: LEADER, CLLD, Smart Villages	Social economy, boosting resilience and the twin transition in rural areas	The strategic role of rural areas for climate and food security
Networking coffee			
15:30-16:15	Actions, ideas and commitments for the work programme (reporting from the break-outs)		
16:15-17:00	High-level roundtable: the Rural Pact as a way forward		
17:00-17:15	Conclusions		



Rural Pact Conference

PARALLEL THEMATIC SESSIONS

Session #5.4

Rural research and innovation ecosystems: social innovation, tourism and cultural and creative industries, start-up villages

The session will raise awareness on the concept of rural innovation ecosystems, illustrate it through inspirational examples and discuss drivers, enabling conditions and barriers to their development. Participants will then discuss to identify concrete actions that stakeholders can take to support rural innovation ecosystems.

Rapporteur: **Prof. Simona TONDELLI**, Deputy Rector, Full Professor of Urban and Regional Planning, Alma Mater Studiorum - University of Bologna, Italy

Speakers:

- **Prof. Simona TONDELLI**, Deputy Rector, Full Professor of Urban and Regional Planning, Alma Mater Studiorum - University of Bologna, Italy
- **Mr. Daniel BASULTO**, Project Coordinator TEXTOUR, Fundación Santa María La Real, Spain
- **Ms. Edina OCKSO**, Managing Director of E40, Coordinator of Smart Rural 21 and Smart Rural 27
- **Mr. Sotiris TSOUKARELIS**, Community Member, The High Mountains Social Cooperative, Greece

Rural Pact Conference

- Registration to the conference is closed
- Webstreaming for plenaries only
- Pitches in breakouts will be filmed and on-line
- [Rural Pact Community is still open for registration](#)

Thank you for your attention

