



Hearing on “A long-term vision for the EU’s rural areas”
16 March 2022

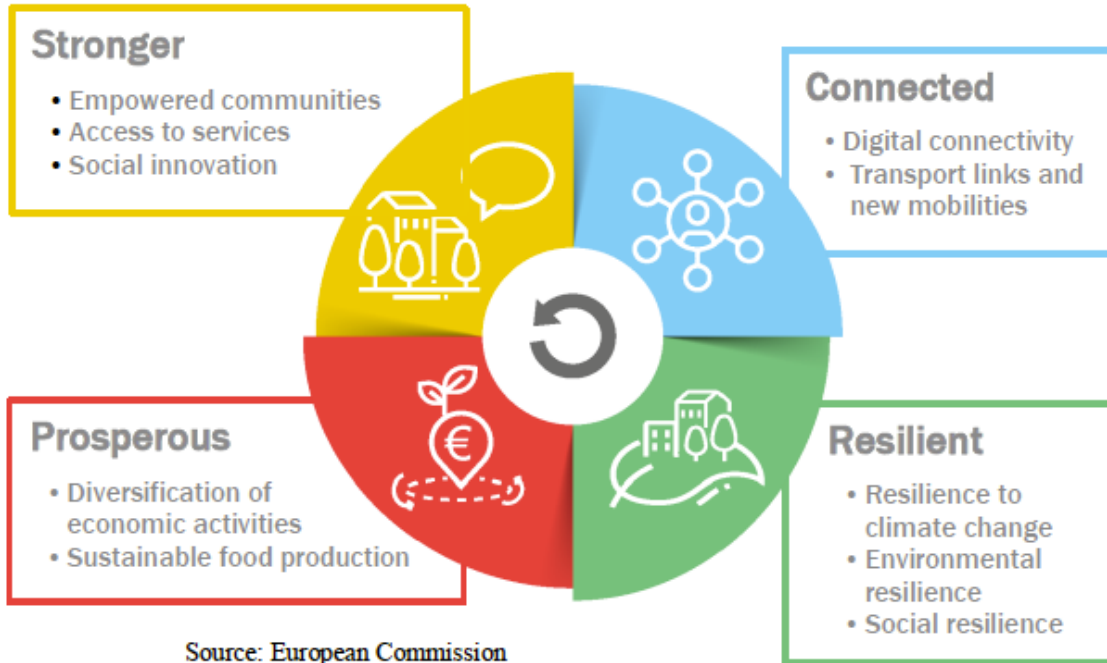
Moving forward the long-term vision for rural areas



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A holistic and integrated vision of rural areas



- Quality public services and infrastructure
- Multi-modal transports
- Innovation ecosystems
- Connectivity and digital skills
- High quality jobs and livelihoods
- Attractive for young and women
- Ecosystem services provision
- Climate neutrality
- Renewable energy production
- Bioeconomy and circular economy

How to make it a reality?



We all need
think 'rural'

- **Cross-sector:** Rural areas as 'essential' spaces, beyond traditional agriculture spaces
- Raising awareness about the **real role** of these areas providing **necessary-to-live** goods and services
- Transparent **information** to all citizens
- **Rural & urban** intrinsically interconnected
- **Bi-directional** Smart working:
 - urban enterprises promote living and working in the countryside
 - rural enterprises are fully integrated in urban dynamics

How to make it a reality?

Building capacities in rural and 'non-rural' actors



- **Cross-actors:** 'non-traditional' actors needs to address 'rural' specificities (transport, services, digital providers, companies, energy sector...)
- **Place-based** approaches: Not all rural is the same
- **Connectors** and **brokers** of innovation in **rural** and **urban** areas (extension services)
- **Bridging divides:** gender, digital, knowledge, information, ... to **create opportunities**

Main Instruments

RURAL PACT

RURAL
OBSERVATORY



RURAL
PLATFORM

Rural-(Urban) Pact



- **No** 'Business as Usual' approach/**Not** for the 'usual suspects':
 - A commitment of **all the society**
 - **Cities and urban citizens** should sign the Pact
- Discussion and reflection **arena** that goes beyond traditional agricultural and rural policies
- All relevant **policymakers** influencing rural areas
- **Private** actors and stakeholders (rural and non-rural)
- Framework of **cooperation** and/or **long-term process** for cross-policy proposals
- **Dynamic Pact**, adapted to the rural areas evolution

Rural Observatory



- Beyond traditional **definitions** of rural areas
- Providing **high quality disaggregated data** in different dimensions. No 'white spots' data and data **integrated** in EUROSTAT
- Long-term series to identify **trends**
- Integrating **spatial, social and economic data**
- High-level data **analysis** to provide **recommendations** and support policymaking
- Data and conclusions support the **evolution** of the Rural Pact

Rural Platform



- One-stop shop to access to relevant **information**
- Flexible and **easy-to-use** portal
- **Transparency**
- Addressing **power asymmetries** of rural actors and gaps
- Backing **digital skills** and **inclusive digitalisation**
- **Forum** for engagement, learning, sharing, promoting good practices...

Rural proofing



- Recognising the **multidimensional nature** of rural areas
- **Gender** and **young** lens
- Assess **impact**
- **Ex-ante, intermedia and ex-post proofing** to reconduct if need it
- **Coherence, consistency** and **complementarity** of policies supported with EU funds
- Data from the **Observatory** feed the ‘Rural proofing’ of all policies affecting rural areas

Conducive & enabling policy environment

- All **Member States** need to develop its **Rural Vision** to receive EU funding
- A new **narrative** of the rural:
 - Areas offering essential goods and services to urban areas and society
 - Innovative approaches to clustering rural areas not only based on population or remoteness.
 - Rural/Urban as equal partners
- **Transversal** approach: Education, Health, Transport, Digitalisation, Bioeconomy, Care... (not nested in Agriculture or Rural Ministries)



Conducive & enabling policy environment

- Quantify **The Economic, Social And Environmental Value of Rural Areas** (TESERA)?
 - No need to negotiate specific budget for specific rural policies because all policies address these areas needs and consider their specificities
- **Beyond public policies.** Private actors and private initiatives are part of the game



Conducive & enabling policy environment

A new push for European democracy

Long-term vision for rural areas

Gender Equality Strategy 2020-25

A Europe fit for
the digital age

Green
Deal

Recovery
plan



A stylized sun graphic in shades of purple and blue, located on the left side of the slide. It features a semi-circle on the left and several rays extending upwards and to the right.

MUCHAS GRACIAS

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