I’m delighted to welcome you to Cork 2.0.

As an Irishman, as an alumnus of University College Cork, and as EU Commissioner for Agriculture and Rural Development, I believe we are in the perfect place to take stock, to analyse and to develop a common vision for the future of European agriculture and rural communities.

Exactly 20 years ago, the ground-breaking European conference on rural development held in this city led to the signing of the Cork Declaration on Rural Development. In 2016, we will build on the insights of that Declaration, taking into account the evolving needs and realities of our rural areas in the 21st Century. We have to identify what we should do differently, and what we can do better.

We are fortunate to have a number of the central participants from Cork 1 among us again in 2016. Their participation will ensure continuity and clarity in the decisions taken here.

Since 1996, the way we think about rural development has changed, reflecting a changing world. With the power of technology and connectivity, rural communities have the potential to be more in tune with global conversations than ever before.

Yet there remains a clear and unacceptable digital divide between urban and rural areas – notably in terms of broadband rollout and access to transformative innovations and technologies. Despite the fact that 300 million EU citizens live in rural areas, only 25% are covered by fast or ultra-fast broadband, compared to around 70% coverage in urban areas.

This is one of the many challenges we must address in this Conference.

We need to clearly identify the full spectrum of opportunities for farming and rural areas and outline the policy mechanisms that can deliver them.

This conference must deliver a new Cork Declaration, with the goal of empowering rural areas to meet the wide range of challenges and opportunities that face them in the 21st century: economic, infrastructural, social and – increasingly – environmental and climate-related.

Our strategies must be results-oriented, with measurable targets, in keeping with the philosophy of the OECD’s ‘New Rural Paradigm’.

Future rural development programmes should remain bottom-up in nature, maintaining the principle of engaging and communicating directly with rural communities. In so doing, these communities will fully understand the roles they can play in achieving important European targets, while simultaneously improving their own situations from an economic, social, environmental and community point of view.

In our work here in Cork, we have a real opportunity to initiate the modernisation of our European agriculture and rural development policies. The work you do here can have a decisive impact on the years to come.

As the platforms to address problems of an urgent global nature multiply, rural areas are increasingly being viewed as holding many of the solutions to these problems.

Together, we must therefore proactively ask the question: “how can rural areas and the communities that live in them leverage their strengths to be full partners in developing solutions to today’s global challenges?”

I look forward to seeing the results of your ideas and conversations, and I wish you luck in your deliberations.

Go n-éirí go geal libh!

Phil Hogan
PROGRAMME AT A GLANCE

MONDAY 5 SEPTEMBER 2016

10:00   Registration   Room: Atrium

13:30 → 14:30  Welcome coffee   Room: Kiltegan Suite

14:30 → 15:30  Opening Session   Room: Estuary Suite

   Chair: Heino von Meyer, OECD

   Welcome address by Michael Creed, Minister for Agriculture, Food and the Marine, Ireland

   • Phil Hogan, Commissioner for Agriculture and Rural Development
   • Czesław Adam Siekierski, President of the Committee on Agriculture
     and Rural Development, European Parliament
   • Gabriela Matečná, Minister of Agriculture and Rural Development, Slovakia

15:30 → 16:00  Visit to the Market Place   Room: Kiltegan Suite

   Coffee break

16:00 → 18:15  Work in parallel sessions

PARALLEL SESSION 1  Jobs, Growth and Investment in the agri-food supply chain and the wider rural economy

PARALLEL SESSION 2  Rural environment, climate & water

PARALLEL SESSION 3  Targeting innovation to farmers’ needs

PARALLEL SESSION 4  Rural viability

18:15  Transfer to the University College Cork (UCC)

19:00 → 22:00  Cocktail and walking dinner at the University College Cork (UCC)

   Key-note speech by Gunter Pauli, Author of the Blue Economy

Venue: Rochestown Park Hotel, Rochestown Rd, Douglas, Cork, Ireland
**TUESDAY 6 SEPTEMBER 2016**

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<td>09:00</td>
<td>Work in Parallel sessions (continued)</td>
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<td>10:30</td>
<td><strong>Coffee break</strong></td>
<td>Kiltegan Suite</td>
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<td>11:00</td>
<td><strong>Panel on innovative and alternative delivery mechanisms</strong></td>
<td>Estuary Suite</td>
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<td>Chair: Allan Buckwell, Emeritus Prof. Agricultural Economics, Imperial College London</td>
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<td>• Doug O’Brien, Senior Policy Advisor for Rural Affairs with the White House Domestic Policy Council</td>
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<td>• Werner Schmidt, Director, Environment and Sustainable Territorial Development, European Investment Bank (EIB)</td>
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<td>• Janez Potočnik, Co-Chair of the International Resource Panel (IRP), United Nations Environment Programme (UNEP)</td>
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<td>12:30</td>
<td><strong>Lunch</strong></td>
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<td>14:00</td>
<td><strong>Plenary: reporting from the groups</strong></td>
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<td>Chair: Allan Buckwell, Emeritus Prof. Agricultural Economics, Imperial College London</td>
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<tr>
<td>15:30</td>
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<td>16:00</td>
<td><strong>Presentation of new Cork Declaration</strong></td>
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<td>Chair: Heino von Meyer, OECD</td>
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<td>Remarks by Dr Franz Fischler Former Commissioner for Agriculture and Rural Development, initiator of the 1996 Cork Conference</td>
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<td>Remarks and Closing by Commissioner Phil Hogan</td>
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<td>17:00</td>
<td><strong>Closing cocktail</strong></td>
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#EU_Cork2
**Rural environment, climate & water**

Kick-off presentations by

- **Helena Gómez-Macpherson**, Senior Scientist at the Institute of Sustainable Agriculture (CSIC), Cordoba, Spain
- **David Baldock**, Senior Fellow of the Institute for European Environmental Policy (IEEP)

The CAP is the key EU instrument to encourage sustainable resource management and the delivery of public goods related to the environment and climate. This workshop will look at the challenges related to issues such as sustainable intensification, emission mitigation, sustainable water management (quantity and quality) and a more result-oriented delivery towards biodiversity, soil and water objectives.

**Jobs, Growth and Investment in the agri-food supply chain and the wider rural economy**

Kick-off presentations by

- **Sophia Davidova**, Professor, University of Kent, UK and Honorary Director of the Centre of European Agri-Environmental Studies (CEAS)
- **Jean-Christophe Bureau**, Professor, AgroParisTech and Head of Joint Research Team of Public Economics of INRA, France

Investments play a pivotal role in the sustainability of the agri-food chain. The capacity to provide or catalyse such investments is a key challenge for the CAP in view of the Commission priority of Jobs, Growth and Investments. This workshop will look at sustainable solutions for competitive and economically viable agriculture and rural areas. Particular attention needs to be given to issues such as increased competition on global markets, better risk management, quality requirements, enhancing cooperation, and developing new business models and value chains – bioeconomy and circular economy.

**Room:** Estuary Suite

**Room:** Syndicate
Rural viability

Kick off presentations by

- **Hans-Olof Stålgren**, Senior Officer at the Swedish Rural Network and Policy Area Coordinator for Fishery and Aquaculture for the Baltic Sea Region
- **Carmen Hubbard**, Senior Researcher, Centre of Rural Economy and lecturer in the School of Agriculture, Food and Rural Development, Newcastle University, UK

Demographic changes bring new opportunities but also challenges to the wider rural economy. Rural exodus reduces skills and knowledge needed to promote rural entrepreneurship. In some areas, this is further exacerbated by a lack of basic services. At the same time, rural areas can benefit from an influx of highly skilled urban dwellers. Broadband and ICT developments are breaking down many boundaries and rural areas must pick up on this trend and promote smart solutions and benefit from the growth in the digital economy. Improving rural-urban linkages could promote rural competitiveness and reduce the rural-urban drift of the population. A more integrated approach at regional level between villages and urban centres coupled with a better management of the rural-urban interactions can increase growth opportunities, job creation and quality of life. Rural areas also offer solutions for new societal challenges such as for instance the need to integrate migrants and refugees. Some rural areas have successfully turned this challenge into an opportunity, adding new skills and critical mass for the provision of basic services.

Room: Maple Suite

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Targeting innovation to farmers’ needs

Kick off presentations by

- **Jane Rickson**, Professor, School of Water, Energy and Environment at Cranfield University, UK
- **Emil Erjavec**, Full Professor of Agricultural Policy and Economics at the University of Ljubljana, Slovenia

Agri-food is likely to benefit from breakthrough innovation in several areas in the coming decades. Challenges like climate change, an increasingly competitive international environment, and continued changes in the organisation of the supply chain require innovation. Opportunities offered by developments in ICT, breeding, and new markets hold promises for an innovative agriculture sector but would need to be further developed to take into account different types of farmers’ needs. To meet these challenges and grasp the opportunities offered by innovation, farmers need to become knowledge workers. This workshop will address innovation needs and discuss policy answers regarding knowledge creation, transfer and sharing.

Room: Gallery Restaurant